

## INFLUENCE OF DIGITAL MARKETING THROUGH E-SERV-QUAL AND E-RECS-QUAL ON CUSTOMER SATISFACTION

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### Abstract

The availability of digital has prompted many adaptations in the hotel industry, particularly among online travel agents (OTAs). Better services provided by OTAs might improve customer satisfaction. This research examines how digital marketing, electronic service quality (E-Serv-Qual), and electronic recovery service quality (E-RecS-Qual) affect consumer satisfaction. To better understand customer satisfaction via online booking, research of 415 persons in Thailand who have used OTAs to book hotels was conducted. For data analysis, structural equation modeling (SEM) was used. The study covers the metrics and conditions that could lead to consumer satisfaction. According to the study's findings, electronic word-of-mouth (e-WOM), satisfaction, and repurchase intention are indicators of consumer satisfaction, identifying content, site design, and information as essential aspects. Based on the findings, OTAs must enforce quality and simplicity on their platforms, such as swift booking transactions, precise booking detail, and booking experience when searching for rooms. Customer satisfaction would progressively spread information, lowering marketing costs while increasing reliability.

**Keywords:** hotel, service, satisfaction, online travel agencies

### Introduction

The presence of digital marketing urged many signs of progress in all sectors. Likewise, hotel & tourism had transformed themselves into digital platforms to tackle customers' interest and engagement. Digital marketing is the promotion activity of products and services or brands through digital platforms and the internet (Parvez et al., 2018; Khmiadashvili, 2019). Famous practitioners of digital marketing are the online travel agencies (OTAs), with unexpected growth, which have an extreme increase in the online market competition (Hao et al, 2015; Wilis & Nurwulandari, 2020). The OTAs benefitted a lot from the circumstances while using digital marketing to provide service quality, such as information disposal, support transactions, privacy, and security assistance, and create customer engagement with hotel service providers on various topics. The global number of users via mobile devices is three billion monthly (McDonald, 2018). Many bookings often take place on platforms and applications with the help of electronic devices. This implies a people-technology interaction, for instance, people would find extensive quality from the standard booking service (Parasuraman et al., 2005) such as quick response, easy usage website, the pool of information, etc. without neglecting customers' privacy and security. Delivering high-quality services is the key activity in the service industry (Akinici et al., 2010). This could be a good reason for OTAs to participate in

digital marketing and services to create advantages and enhance customer satisfaction as well as to handle customers' responses (E-Recs-Qual).

While customers are dwelling in digital societies, their expectations of products and services quality increase and ultimately reflected in customer satisfaction (Tran & Vu, 2019) this can lead to repeat purchase and a likely recommendation for OTAs (Hao et al, 2016). Therefore, the benefits of digital marketing along with electronic service quality (E-Serv-Qual) to serve customer satisfaction can encourage tremendous remuneration. Although, Thailand may have acquired the least set of standard digital literacy when compared to other countries in the Arab States and Europe (Sukman et al., 2018). However, when it comes to online hotel booking, consumption of online services is quite varied. Thailand's preferred booking platforms that earned the highest remuneration in 2021 are Booking.com, Agoda, Hotels' website, Expedia Group, and Hotelbeds respectively (Thansettakit, 2022). Referring to these conditions, OTAs applied digital marketing on electronic platforms to improve transaction activities (Rahayu & Saodin, 2021) to serve the highest level of customer satisfaction.

Measuring customer satisfaction is essential. Despite past studies about measuring satisfaction across many countries with expectations, convenience, interactivity, and reliability (Hao et al., 2015; Dutta et al., 2017; Nunkoo et al., 2020; Eong & Rasoolimanesh, 2020). While the hospitality sector in Thailand still finds room to grow in a near future, it is essential to oversee the influence of digital marketing through E-Serv-Qual and E-Recs-Qual on customer satisfaction to provide a broader view to the practitioners. The result would be advantageous to hotel management and OTAs, who could then push more straightforward digital services to satisfy customers and match their expectations. During the measurement of customer satisfaction, we can also contradict on the homogeneity of dimensional influence across gender, age, income, devices used, and platforms. Therefore, we propose a study to understand the influence of digital marketing through E-Serv-Qual and E-Recs-Qual on customer satisfaction and compare the different effects on the above dimension. Specifically, we develop Structural Equation Modelling (SEM) and the f-test to explain the above contradiction and hypothesis.

## **Literature Review**

### **Customer Satisfaction**

Satisfaction is the level of expectation of service that is expected with the service reality gained from the ordering process until the customer felt service is gained making customers feel satisfaction, dissatisfaction, disappointment, or excitement (Surya & Saragih, 2020). Customer satisfaction plays basic importance to all businesses, especially, online travel agencies (OTAs). The business of OTAs relies on online marketing and transactions. Whilst the actions and processes are supported by digital technology to generate, communicate, and provide value to clients and stakeholders may be revealed as online or digital marketing processes. Satisfaction is the level of expectation of service. When that level of service is met, the customer experiences contentment, discontent, disappointment, or exhilaration (Surya & Saragih, 2020). Satisfaction is a person's feeling of joy or disappointment that emerges when comparing the performance of a given product vs the performance expected (Taufik et al., 2021). Customer satisfaction is consumers' anticipation from goods and services as well as the experience after receiving them; it is an evaluation of feelings that has been used frequently across the time (Raza & Umer, 2020; Rahuya & Saodin, 2021). Study by Woodside et al. (1989)

pointed that customers' judgement affects customer satisfaction with the service encounter dose satisfaction appear to be a moderating variable of service quality. In the context of the study, customer satisfaction is the expectation and judgment toward digital marketing that successfully provides a pleasurable level of service experience. Thus, the above description could propose the following hypothesis.

H1: Digital marketing has a direct effect on customer satisfaction.

### **Digital Marketing**

Digital marketing also enabled OTAs the ability to conduct customer-facing marketing and selling activities on their platforms. (Sharma et al., 2020). Maintaining the quality of online services and customer satisfaction while using the platform is essential. Lee et al. (2008) explained OTAs, as service providers and digital marketing implementers, should identify the customers' expectations which sophisticated, individual, knowledgeable, and technologies familiarity to handle customer satisfaction. Several benefits are promised by digital marketing for the goods and services provided. Customers can directly compare different service providers and decide to buy from the one that seems most practical and appropriate. It is challenging to uphold a grip of customer satisfaction with just digital marketing. In the digital communication, the conversation spreads positively and adversely far too quickly. Consumers who are pleased with their service experience will enthusiastically recommend them to other customers, whereas those who are not pleased would act differently (Weitzel & Hutzinger, 2017). As a result, it requires assistance from electronic service quality to seize interaction and produce customer satisfaction.

### **Electronic Service Quality**

Conventional service quality is the provision of services without the use of technology, whereas Electronic Service Quality (E-Serv-Qual) is essentially the same with the addition of technology in the services evaluation (Kumbhar, 2012). E-Serv-Qual can help determine the website's quality, which has a big impact on how well online booking works. According to Mick and Fournier (1995), about how customers interact and evaluate technology-based products, explained that customer satisfaction is a highly complex and long-term process, and the process may differ across various customer segments and satisfaction in such contexts is not always a function of pre-consumption comparison standards. E-Serv-Qual was based on several factors, including comfort, information, design, privacy or security, payment methods, and customer communication (Rachhini et al., 2021). As it supports and enables online activities of customers and business sectors itself, the quality of E-Serv-Qual becomes a key factor in determining whether a business succeeds or fails (Rahayu & Saodin, 2021). Many scholars have contributed to different dimensions to measure E-Serv-Qual. Dabholkar (1996) contributed to the study to examine expectations on technology-based self-service quality and suggested five main attributes of E-Serv-Qual: speed of delivery, ease of use, reliability, enjoyment, and control. A website needs to offer a lot of information in a user-friendly, well-designed structure (Augustin, 2018; Taufik et al., 2021). Additionally, Jedin and Ranjini (2017) also contributed that accessibility, pricing, review accountability, and customer service are the key factors that affect customer satisfaction with the usage of OTA. The common approach

was conducted by Parasuraman et al. (1985) for customers' perceptions of service quality, it is essential to examine the work of E-Serv-Qual and the tools used for the measurement are System Availability, Efficiency, Fulfillment, and Privacy (Parasuraman et al., 2005). Based on the research that is currently available, we predict that digital marketing could affect E-Serve-Qual and the E-Serve-Qual would further affect customer satisfaction. Thus, we are proposing the following hypotheses.

H2: Digital marketing has a direct effect on E-Serv-Qual.

H3: E-Serv-Qual has a direct effect on customer satisfaction.

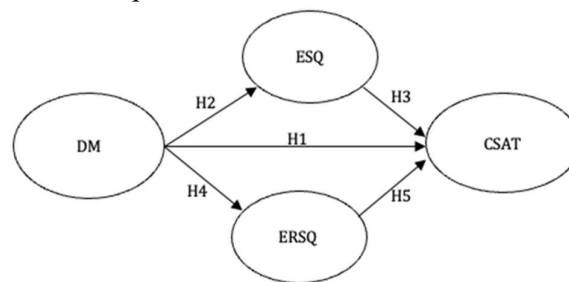
### Electronic Recovery Service Quality

Every hotel and its service providers would strive to make the greatest use of the resources at their disposal to achieve client satisfaction. With limited resources, it is crucial that every hotel utilize those scarce resources as efficiently as possible. Although the internet offers the best cost and service delivery results, its effectiveness should be assessed based on how well it is used to pursue customer satisfaction. In this research, we attempt to combine the service offering activities using digital marketing with electronic services in scaling those services into E-Serv-Qual and Electronic Recovery Service Quality (E-RecS-Qual). E-RecS-Qual is a subset of E-Serv-Qual introduced by Parasuraman et al. (2005) and is homogeneously used to comprehend service quality provided to customers. While E-Serv-Qual is relevant to the entire customer's services base, E-RecS-Qual is notable for recovery services experiences (Parasuraman et al., 2005) which service providers compensate customers for any problem that might occur. E-RecS-Qual is used to assess the quality of E-Service customers who occasionally encounter with hotel websites and other online activities. There are three dimensions of the E-RecS-Qual scale, i.e., responsiveness, compensation, and contact (Parasuraman et al., 2005; Ulkhaq et al., 2019). Thus, we are proposing the following hypotheses referring to the above literature.

H4: Digital marketing has a direct effect on E-RecS-Qual.

H5: E-RecS-Qual has a direct effect on customer satisfaction.

Based on the literature review, we developed a conceptual framework (see Figure 1) and suggested study hypotheses to determine the influence of digital marketing through E-Serv-Qual and E-RecS-Qual on customer satisfaction. Digital marketing, E-Serv-Qual, E-RecS-Qual, and customer satisfaction comprise the research model's variables.



**Figure 1:** A proposed research framework

## Method

### Participants

The study's target demographic was Thai consumers with prior experience booking hotels online via OTAs and direct hotel website. The number of samples to be analyzed per the number of observed variables was established using the approach of Schumacker and Lomax (2010), thus, one observed variable for 20 samples. There are 14 observed variables in the study, the minimum sample size was determined to be 280 samples. The descriptive survey was sent in a variety of formats, including hard copy questionnaires, Google URL links, and QR codes directly to 1,500 samples all around Thailand and a receipt of 415 responses were valid. Therefore, a design of sample size was adopted according to formular by Yamane (1967). Survey distribution was done through out May 2022 to September 2022.

### Instruments

The questionnaire consisted of 6 sections including general data viz., gender, age, occupation, education, status, income, device use for hotel booking, and choice of OTAs. In the section 2 to 5 were the measurement questions of the study variables and section 6 was suggestion. All variables in the questionnaire used 5 points Likert's scale measurement (Likert, 1932) and the questions are presented in table 2. The tryout of 30 samples was done before actual distribution and the Cronbach's alpha indicated 0.95 which is above 0.80. Structural Equation Modelling (SEM) was used to construct conceptual framework and explain relationship between digital marketing, E-Serv-Qual and E-RecS-Qual that reflect hotels' customer satisfaction. SEM is a statistical method used to test the relationships between observed and latent variables (Civelek, 2018) and a technique that illustrates the nature of hypothesis covariate relationships between the observed and the latent variables, as indicated in the measurement and structural models (Hair et al., 2017). In this study, verification of SEM was applied to determine the coherence of the model obtained from the literature review with the empirical data. To ensure good fit of the model, model testing should present several values thus, Comparative fit Index (CFI) and Root Mean Squared Error of Approximation (RMSEA).

## Result

### Descriptive

The descriptive statistics (see Table 1) represented number of female respondents (63.9%) was the highest of all genders (Male 34.5% and not identify 1.7%). The largest age group was between 21–30 years old (65.3%) and majority of income rate was between THB 10,001–20,000 (46%). The top three most preferred OTA were Booking.com (38.6%), Agoda (28%) and Traveloka (10.1%), respectively.

**Table 1** *Sample Characteristics*

Characteristics		Frequency	Percentage (%)
Gender	Male	143	34.45
	Female	265	63.85
	Not identify	7	1.68
Age	20 and below	79	19.03

	21-30	271	65.30
	31-40	29	6.98
	41-50	26	6.25
	51-60	10	2.40
<b>Income</b>	10,000 and below	152	36.62
	10,001-20,000	191	46.02
	20,001-30,000	39	9.39
	30,001-40,000	11	2.65
	40,001-50,000	11	2.65
	50,000 and above	11	2.65
<b>Last booked via OTA</b>	Booking.com	160	38.55
	TripAdvisor	11	2.65
	Airbnb	8	1.93
	Traveloka	42	10.12
	OYO hotel	10	2.40
	Agoda	116	27.95

**Table 1** (Cont.)

Characteristics		Frequency	Percentage (%)
<b>Last booked via OTA</b>	Hotels.com	29	6.98
	Trivago	16	3.85
	Expedia	7	1.68
	Trip.com	11	2.65
	Other	5	1.20

**Finding and discussion**

The result of measurement model (see Table 2) displays the factor loading of each construct. All the constructs showed an acceptable value of more than 0.6 (Hair et al., 2006) which indicates all factors met the proper criteria. The reliability test shows Cronbach's Alpha value for all constructs is higher than 0.8 which is also acceptable.

**Table 2** Result of Measurement Model

Construct	Item Wording	Mean	SD	FL	Cronbach's Alpha
<b>Digital Marketing (DM)</b>					<b>0.892</b>
<b>Digital Content</b>	1. The content provided to me by websites over which I book the hotel is accurate and reliable is important to me.	4.23	0.69	0.64	0.81
	2. The websites over which I book the hotel should exactly meet the information I need.	4.16	0.74	0.66	

	3. The information given by the websites over which I book the hotel should always be available.	4.32	0.72	0.71	
<b>Site Design</b>	1. Guests are guided while searching products.	4.30	0.69	0.72	
	2. Exploring speed of hotel website on screen is good.	4.33	0.67	0.74	
	3. The information presented by hotels is up-to-date.	4.20	0.76	0.66	0.88
	4. The website creates a sense of personalization.	4.20	0.73	0.70	
	5. The website has an attractive appearance.	4.18	0.72	0.70	
<b>Information Support</b>	1. The websites over which I book the hotel should display the room types with visual content.	4.38	0.70	0.72	
	2. The websites over which I book the hotel should provide valuable content.	4.33	0.72	0.70	0.86
	3. The websites over which I book the hotel should provide detailed information about room types.	4.39	0.72	0.69	

**Table 2 (Cont.)**

<b>Construct</b>	<b>Item Wording</b>	<b>Mean</b>	<b>SD</b>	<b>FL</b>	<b>Cronbach's Alpha</b>
<b>Electronic Service Quality (ESQ)</b>					<b>0.934</b>
<b>Efficiency</b>	1. It enables me to complete a transaction quickly.	4.36	0.67	0.77	
	2. Information at this site is well organized.	4.27	0.67	0.73	0.87
	3. This site is simple to use.	4.29	0.71	0.76	
<b>System Availability</b>	1. This site is always available for business.	4.26	0.69	0.74	
	2. This site does not crash.	4.16	0.77	0.75	0.86
	3. Pages at this site do not freeze after I enter my order information.	4.18	0.74	0.72	
<b>Fulfillment</b>	1. It has in stock the items the company claims to have.	4.27	0.70	0.80	
	2. It is truthful about its offerings.	4.23	0.75	0.74	0.87
	3. It makes accurate promises about delivery of products.	4.20	0.75	0.76	

<b>Privacy</b>	1. It protects information about my web shopping behavior.	4.22	0.76	0.76	
	2. It does not share my personal information with other sites.	4.24	0.74	0.77	0.92
	3. This site protects information about my credit card.	4.23	0.75	0.78	
<b>Electronic Recovery Service Quality (ERSQ)</b>					<b>0.92</b>
<b>Responsiveness</b>	1. This site offers a meaningful guarantee.	4.25	0.74	0.80	
	2. It tells me what to do if my transaction is not processed.	4.21	0.75	0.77	
	3. It is easy to get in contact with the hotels which provides the online services.	4.32	0.71	0.79	0.91
	4. The hotels are interested in getting online feedback.	4.32	0.72	0.76	
	5. The hotels are prompt in replying to queries online.	4.32	0.71	0.78	
<b>Compensation</b>	1. This site compensates me for problems it creates.	4.22	0.76	0.73	0.86
	2. It compensates me when what I ordered doesn't arrive on time	4.20	0.76	0.74	
<b>Contact</b>	1. This site provides a telephone number to reach the company.	4.26	0.72	0.77	
	2. This site has customer service representatives available online.	4.20	0.77	0.77	0.89
	3. It offers the ability to speak to a live person if there is a problem.	4.22	0.74	0.78	

Table 2 (Cont.)

<b>Construct</b>	<b>Item Wording</b>	<b>Mean</b>	<b>SD</b>	<b>FL</b>	<b>Cronbach's Alpha</b>
<b>Customer Satisfaction (CSAT)</b>					<b>0.93</b>
<b>Satisfaction</b>	1. I am very satisfied with the hotels' online services.	4.32	0.65	0.78	0.93
	2. I am satisfied with the decision to book the hotel from this website.	4.31	0.67	0.78	
	3. I'm happy with the way I conducted transactions with this site.	4.27	0.70	0.75	
	4. I am satisfied with the service provided by this site.	4.25	0.68	0.78	



	5. The booking experience I had on this website was satisfactory.	4.27	0.67	0.77	
<b>e-WOM</b>	1. I share the websites in which I do booking, which provide valuable information as well, on social media websites.	4.23	0.67	0.70	
	2. I recommended the websites at least for one person, which provide valuable information while I'm booking.	4.23	0.68	0.74	0.87
	3. I recommend this hotel website to someone who seeks my advice.	4.24	0.69	0.72	
<b>Re-purchase Intention</b>	1. I intend to continue book hotel via online.	4.24	0.74	0.79	
	2. I prefer to book hotel online above others.	4.22	0.75	0.77	
	3. Consider this website to be my first choice if I want to book hotel again.	4.25	0.71	0.77	0.92
	4. I will book hotel with this website in the next few years.	4.23	0.72	0.80	
	5. I will continue to book hotels with this website even if its prices increase.	4.12	0.79	0.71	

The model fit indices (see Table 3) shows that the model met the criteria for a good fit. Value of  $\chi^2/df$  is 1.984 which is less than 2.00, while CFI and GFI are 0.991 and 0.965 respectively which is more than 0.95, value of RMSEA and SRMR are both less than 0.05 which are 0.049 and 0.016 respectively.

**Table 3** Model Fit Indices

Measurement Model	Criteria	Values	Result
$\chi^2/df$ (99.23/50)	< 2.00	1.98	Valid
CFI	$\geq 0.95$	0.99	Valid
GFI	$\geq 0.95$	0.97	Valid
AGFI	$\geq 0.90$	0.94	Valid
RMSEA	< 0.05	0.05	Valid
SRMR	< 0.05	0.02	Valid

The results of each path's correlation with the findings of the hypothesis test are shown in Table 4. The magnitude to which independent variables influence dependent variables is represented by the coefficient values, and the size and significance of the coefficients establish the hypotheses between the variables. Also, the p-value used to assess if a hypothesis was

significant should not be higher than 0.10. As a result, all the hypotheses are accepted, and all the coefficients are positive.

The result of the influence of digital marketing through E-Serv-Qual and E-RecS-Qual on customer satisfaction (see Table 4) indicated the effects of independent variables on dependent variables which have positive responses to the hypotheses. The finding for H1 digital marketing has a direct effect on customer satisfaction. The result is consistent with the study in Pakistan, Hong Kong, and Indonesia (Raza & Umer, 2020; Sharma et al., 2020; Taufik et al., 2021; Rahuya & Saodin, 2021). The quality of digital content, site design, and information support significantly affect the level of customer satisfaction while surfing for hotel information and promotion and this is consistent with Ranjbarian (2012). The hotel occupancy situation and timely responses can also affect the level of customer satisfaction (Andaç et al., 2016; Constantin, 2012). Additionally, the study in Vietnam (Hao et al., 2015) suggested that digital marketing has an indirect influence towards customer satisfaction through E-RecS-Qual under the financial transaction and booking security. Whilst digital marketing in terms of social media feedback can indirectly influence customer satisfaction (Ashley & Tuten, 2015).

The finding for H2 digital marketing has the highest direct effect on E-Serv-Qual is positively significant. There are past studies whose results are consistent with the study in Iran (Soleimani & Einolahzadeh, 2018) and Vietnam (Tran & Vu, 2019; Vo et al., 2019). The study indicated the effectiveness of online marketing in the travel and tourism industry. Consumers today can have unlimited, immediate access to a wide variety of online services offered by agencies. H3 indicated that E-Serv-Qual has a direct effect on customer satisfaction. E-Serv-Qual has a positive and significant impact on customer satisfaction in several dimensions such as information, interactivity, ease of use, and site design which correspond with the study of Surya & Saragih (2020) in Indonesia. The findings are also consistent with other several scholars in India (Das et al., 2019) and Pakistan (Rahayu & Saodin, 2021; Raza & Umer, 2020). However, there is a contradiction to Taufik et al. (2021) that E-Serv-Qual has no significant effect on customer satisfaction in Indonesia which means that an increase in E-Serv-Qual will not encourage satisfaction and a decrease in E-Serv-Qual will encourage a decrease in customer satisfaction.

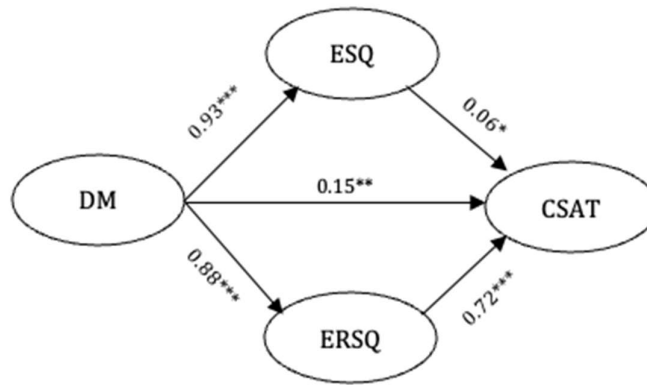
The result of H4 indicated that digital marketing directly affects E-RecS-Qual with statistical significance. The level of web efficiency, responsiveness, and contact ability via the website is the dimension that affects E-RecS-Qual which is consistent with the study in Jordan (Al-dweeri et al., 2017) and Indonesia (Ulkhay et al., 2019). Digital marketing could affect the volume of queries, transactions, and online reviews which ultimately affect the performance of E-RecS-Qual, this finding is consistent with the study in Georgia (Khmiadashvili, 2019). The last finding for H5 indicated that E-RecS-Qual has a direct effect on customer satisfaction with statistical significance, consistent with Surya & Saragih (2020) and Ulkhay et al., 2017 whose finding in Indonesia had contributed that E-RecS-QUAL positively and significantly affect the customer satisfaction. The study in Turkey by Akinçi et al. (2010) revealed the same findings that responsiveness, compensation, and contact can be taken as the underlying dimensions of electronic recovery service quality. Also, collided with the approach by Parasuraman et al. (2005).

Additionally, the influence of digital marketing through E-Serv-Qual and E-RecS-Qual on customer satisfaction can be depicted using path analysis (see Figure 2). It shows that DM has a significant influence on E-Serv-Qual (0.92), with DM having an influence on E-RecS-Qual (0.88), E-RecS-Qual having an influence on CSAT (0.72), DM having an influence on CSAT (0.15), and E-Serv-Qual having an influence on CSAT (0.06).

**Table 4** Result of the Influence of Digital Marketing through E-Serv-Qual and E-RecS-Qual on Customer Satisfaction.

Variables	DM		ESQ		ERSQ		R <sup>2</sup>
	DE	IE	DE	IE	DE	IE	
ESQ	0.93***	-	-	-	-	-	0.87
ERSQ	0.89***	-	-	-	-	-	0.78
CSAT	0.15**	0.69***	0.06*	-	0.72***	-	0.81

Note: \*\*\* p < 0.01, \*\*p < 0.05, \*p < 0.1



Chi-Square=57.11, df=43, P-value=0.07339, RMSEA=0.028

**Figure 2:** Structural Model

To look at the demography closely, we decided to test the significance between the demographic dimension and the study variables. We applied the f-test ANOVA (see Table 5) to explain the additional comparison. The findings revealed thus, gender has statistically significant to all variables and age has a significance on E-Serv-Qual only. It indicated that gender differences could affect the use of digital marketing, E-Serv-Qual, E-RecS-Qual, and level of customer satisfaction differently. Additionally, age differences affect the use of E-Serv-Qual in a different story. Nevertheless, there is no other significance between demography and variables.

**Table 5** Comparison of Demographic Dimension and Study Variables

Demography	Variables	F-statistic
Gender	Digital marketing	2.97*
	E-Serv-Qual	5.13***
	E-RecS-Qual	9.15***

	Customer Satisfaction	10.28***
Age	Digital marketing	1.48
	E-Serv-Qual	2.65**
	E-RecS-Qual	0.87
	Customer Satisfaction	1.56
Income	Digital marketing	0.74
	E-Serv-Qual	0.81
	E-RecS-Qual	0.68
	Customer Satisfaction	0.52
OTA platform	Digital marketing	1.50
	E-Serv-Qual	0.73
	E-RecS-Qual	1.01
	Customer Satisfaction	0.88

Note: \*  $p < 0.10$ , \*\* $p < 0.05$ , \*\*\* $p < 0.01$

### Conclusion

In a present customer-driven society, the informed customers may determine a large portion of the desired products and services. A service provider cannot simply watch from a distance and hope that the right customer would use their products and services. Today's OTAs must be able to provide customers with quick, individualized service whenever they need it. Therefore, it is crucial to understand the influence of digital marketing through E-Serv-Qual and E-RecS-Qual on customer satisfaction. Our finding can provide the antecedent view of customer satisfaction and differences among each demographic dimension. The result indicated the model fit and all hypotheses were accepted with positive significance. The influence of digital marketing on E-Serv-Qual seems to yield the highest level. It indicates that customers are concerned about the content of the OTAs web/platform, the information provided, and ease of use while visiting for online booking. Moreover, efficiency, privacy, system availability, and fulfillment are the dimension that customers would expect. The measurement of E-RecS-Qual, which yield the second highest direct effect, are responsiveness, compensation, and contact ability. The influence of digital marketing through E-Serv-Qual and E-RecS-Qual on customer satisfaction reveals a positive significance. Measurements of customer satisfaction are re-purchase intention, electronic word-of-mouth (e-WOM), and overall satisfaction. While demographic test only reveals the significance between gender differences and all variables and age differences only affects E-Serv-Qual significantly.

Customer satisfaction is essential to the OTAs' financial performance. It is vital to comprehend the causes of customer satisfaction. By giving OTAs accessible ways to introduce and advertise service offers to customers, digital marketing may help and benefit OTAs (Parise, Guinan, & Kafka, 2016). Customers typically rely on the interactivity and effectiveness of the web page, site, applications, etc., according to Vo et al. (2019) and Raza & Umer (2020), thus it is essential that customer satisfaction is associated to E-Serv-Qual. Also, the results from Das et al. (2019) pointed in the same direction. As a result, the E-Serv-Qual offers customer support prior to, during, and after the booking, and must be very effective in several areas, including information, transactions, efficiency, and privacy protection. Additionally, service by OTA can

facilitate in currency transaction for international booking where most of the direct booking website would require currency base on host country, thus OTAs can eliminate the transaction cumbersome. Furthermore, if E-RecS-Qual is treated too casually, it could have an impact on future customer satisfaction levels. So, the focus for controversial E-RecS-Qual provision would depend on the company's online contact, the prompt response, and the website's support during issues (Raza & Umer, 2020).

### **Recommendation**

For the implication, the study's findings suggest that OTAs should pay close attention to various aspects such as hotel room and service information as well as quality and security during booking transactions. The first stage that OTAs should implement in digital marketing is to establish a digital marketing strategy that delivers accurate and trustworthy room type information, up-to-date vacancy information, and a simple and user-friendly platform. At the same time OTAs can utilize the data and information to watch how consumers and guests may interact with the online transaction, identify areas for improvement, and make knowledgeable choices in the future. OTAs as service provider agencies can implement on monitoring transaction security according to result of the study as security and convenient are the key priority to generate satisfaction.

For further studies, there are limitations in the study that requires attention. First, this research only captures the scene in Thailand. Although, data were collected from pool of samples, but we can hardly refer the finding to every Thai customer. There may be rooms for different result from different samples in Thailand. Second, the study focusses on Thai customers, therefore, finding and explanation is limited to one region. There are global customers who use OTAs service, thus, level of expectations of customers from other country in Asia, America, Europe, and rest of the world may be a different story. Furthermore, in the future, the topic of discussion may be how recent customer experience compares to overall customer satisfaction. While customer satisfaction, such as in the study, is vital for obtaining a high-level perspective of current progress, customer experience may provide various boundaries or information that enable service providers to change quickly and respond to customers.

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