

**PERCIEVED SERVICE QUALITY OF E-COMMERCE
AGENCIES IN HOTEL AND TRAVEL BUSINESS**



By

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Reg No: EU/IS/2012/COM/13

Index No: COM 1513



FCM 2092



Project Report
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A Project Report

Submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka as a partial fulfillment of the requirement of the Degree of Bachelor of Commerce Honors (BCOMHons)

**Department of Commerce
Faculty of Commerce and Management
Eastern University, Sri Lanka**

2018

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ABSTRACT

E- Commerce agencies in hotel and travel business face intense competition, and thus have a great need to evaluate the e-service quality of their websites to succeed or even just to survive and increase the online travel agency usage of inbound tourists. The present study explores the underlying dimensions used by online customers to evaluate the e-service quality of E- Commerce agencies, as well as the significant differences of level of service quality among the demographic factors such as gender, age, education level and income level, using both qualitative and quantitative data collection techniques as the objectives of the study. Six underlying dimensions of e-service quality are identified through the previous studies namely, Website Functionality, Information Quality and Content, Fulfilment and Responsiveness, Security and Privacy, Appearance and Presentation, and Customer Relationship. Furthermore, all the dimensions scored high level of service quality of e- commerce agencies in hotel and travel business by obtaining mean value 4.2. Examination of overall significant differences between levels of service quality resulted no variation of the levels of perceived service quality among the demographic factors. The results stated fulfilment and responsiveness and customer relationship need more improvements rather than other factors. Implications of the study findings are discussed, and important guidelines for the development of e- commerce agencies are provided.

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