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Abstract

The purpose of this study was to examine selected hotel booking websites' features and their impact on online users' e-satisfaction and e-loyalty; and examine the relationship between online users' e-satisfaction and e-loyalty. Two dimensions of hotel booking website features that influence users' online booking experience were proposed: utilitarian features, and hedonic features. A self-report questionnaire was distributed as data collection and data analysis was done with Statistical Package for the Social Sciences (SPSS). A total number of 260 respondents indicated that both website utilitarian and hedonic features significantly affect users' e-satisfaction and e-loyalty. Data analysis also indicates that e-satisfaction influences e-loyalty indicating online hotel booking users are more likely to revisit and repurchase hotel products and services especially if, through hotel online booking experience, able to attain selected utilitarian and hedonic features.

Keywords: Online Experience, Utilitarian Features, Hedonic Features, E-Satisfaction, and E-Loyalty.

Introduction

Over the last decade the Web has grown as an important medium in assisting the successful marketing of both product and services. By utilizing Web services, online users are now capable of controlling the online service undertakings and decide their preferred online service outcome (Ba & Johansson, 2008). Consequently, researches affirm that the Web is capable of aiding firms in creating users' e-satisfaction and e-loyalty (Kaur & Quareshi, 2015), enhance efficiency (Jayawardhena & Foley, 2000), and at the same time provide enjoyable online surfing experience (Okada, 2005).

Online distribution channel of several hospitality-based services such as hotel room, travel packages, flights reservation, and car rentals has rapidly grown due to numerous benefits they provide to both online users and e-retailers (Zolkopli, Ramli, Azmi, Kamal & Abdullah, 2016). Hotel

online shopping contributed a vast segment of the hospitality economy, and is embraced by both online users and e-retailers due to its efficiency, convenience, value, and hedonic features (Marzuki et al., 2016). In recent times the Web has emerged as one of the most substantial channels for hotel room distribution (Emir et al., 2016). Hotel booking website permits online users to collect detailed information with regard to hotel facilities and amenities in a utilitarian nature. For instance, online users are now capable of comparing prices and arrange travel itineraries without even communicating with hotel's online representative or travel agent (Ujang et al., 2016).

Previous literature acknowledged that the desired outcomes an online user pursues from utilizing the Web could be categorized into two features. The first feature is utilitarian shopping orientations, which signifies the pursuit of achieving a particular practical/functional goal while shopping online (e.g. purchase of desired item, accurate price comparison, gaining accurate information from online customer service) (O'Brien, 2010). The second feature is hedonic shopping orientations, which signifies the enjoyment of the online experience by user (e.g. experiencing cybernetic tour of the hotel room, gazing at the remarkable pictures of the hotel amenities, online special offers, hunting for desired packages). It has been suggested that hotel-based Web should be developed with high consideration on utilitarian and hedonic features. This is because online user's attitude about the product or service is significantly determined by the degree to which their hotel online experience meets the utilitarian or hedonic requirements (Marzuki et al., 2016).

Through previous discussion, it is certain to denote that online shopping experience is becoming a significant factor and has to be taken into great consideration (Yen, 2014). Nonetheless, through this advancement, it is frequently argued that hotel-based e-retailers unable to generate an adequate utilitarian shopping experience for online users (Hassan, 2013). While hotel reservation represented the second most frequently purchased travel product online (Card et al., 2003); limited study has examined the utilitarian-based contributors that stimulate the development of online hotel room booking experience (Floh & Madlberger, 2013). With the increasing importance of hotel online shopping undertakings, a great understanding of functional drivers, satisfaction and loyalty on the hotel online experience is needed.

Researches investigating contributors that generate e-satisfaction and e-loyalty have frequently focused on utilitarian features but at the same time neglecting the hedonic features (Deng et al., 2010). The nonexistence on the "hedonism" construct from several previous e-service literatures has been condemned by many academics (Bauer, Falk & Hammerschmidt, 2006; Scarpi, 2012). Hedonism has scarcely been studied in earlier studies despite its importance as a feature affecting e-satisfaction and e-loyalty, (Scarpi, 2012). The inclusion of hedonism in the model will addresses the existing gap as well as the disapproval of earlier studies in regard to its nonexistence (Ahmad, Rahman, & Khan, 2016). Within the hospitality and hotel online setting, hedonism has become an important driver in determining online users' attitude and purchase intention (Marzuki et al., 2016; Razi et al., 2016). Thus, the inclusion of hedonism within the study of hospitality and online hotel booking experience is considerably required. This study comprehensively analyzes both utilitarian and hedonic features as the drivers of e-satisfaction and e-loyalty within the aspect on online hotel booking experience.

Literature Review

An online user is not someone who just logged into the Web and browses, select, compare, and evaluate products and services, but also the person who ultimately places an order online and subsequently receive the ordered product or service. This whole practice of browsing, ordering and receiving is referred to as the online user experience (Constantinides, Lorenzo-Romeroand & Gómez, 2010). The study of online user experience is particularly significant for online hotel booking owing to the characteristics of service product. Consequently, the potential and attaining e-satisfactory highly depends on online user experience and how users operate and interact with hotel booking websites (Rodzi et al., 2016).

Bridges and Florsheim (2008) within their study identified that online users gain benefits from shopping online through experiencing either utilitarian or hedonic features within websites, or sometimes through both features. Utilitarian values relate to experiencing "practical functionality" and hedonic values relate to experiencing "experiential enjoyment" (Okada, 2005). Both utilitarian and hedonic values experienced through online interfaces are users' verdicts, with utilitarian values refer to verdicts on functional benefits and hedonic values refer to verdicts on experiential benefits (Overby & Lee, 2006). Within hospitality setting, more studies are considering the important role of both utilitarian and hedonic features within hospitality and hotel booking websites (Marzuki et al., 2016; Rodzi et al., 2016). Both hedonism and utilitarianism features have previously proven to have a constructive influence on e-satisfaction, that subsequently lead to e-loyalty (Ryu, Han & Jang, 2010). Thus the primary objective of this study is to develop and analyze a comprehensive theory-based model of utilitarian and hedonic hotel website features, and to examine how both features influence online users' e-satisfaction, as well as users' e-loyalty.

Utilitarian Features

Utilitarian features within websites are aligned with utilitarian strategies in which its principal objective is to accomplish practical and functional benefits (Fan & Poole, 2006). Some of the characteristics that can be associated with utilitarian features include website booking efficiency, time saving transaction, booking reliability, supportive e-customer service and effective yet user-friendly web design. Davis (1989), one of the research pioneers within the study of technology adoption model, developed a utilitarian-based scale that produced utilitarian measures based on two features; the first feature is *perceived ease of use* (PEOU), and the second feature is *perceived usefulness* (PU). Nielsen (2012) defined PEOU as a quality attribute that evaluates on how easy website user-interfaces is to be used by online users. *Perceived usefulness* (PU), instead, is defined as the degree to which a potential user believes that the use of a specific tool or device will enhance his or her performance (Davis, 1989). Herrero and San Martìn (2012) within their study examined the online experience of hotel booking websites and discovered that the intention to browse and operate hotel-booking websites is vastly determined by the degree of usefulness and ease of use.

As indicated previously, PEOU are online attributes that are associated in serving online users to attain user-friendliness while surfing online. Website features that can be associated with PEOU are quality website design, quality e-customer service, and ease of navigation. These are example of

utilitarian-based features that will help online users to experience '*ease*' while making booking online. Marzuki et al. (2016) identified that perceived ease of use is important driver in determining users' intention to use hospitality-based online application. Quality website design contains various features that allow users to interact effectively with the website including easy-to-use navigation system, in-depth product and service information, and easy-to-follow order processing (Wolfinbarger & Gilly, 2003). Rodzi et al. (2016) identified the importance of delivering a quality e-service in predicting hotel online booking adoption. A good hotel e-customer service is described as online service that is helpful, receptive, and enthusiastic service that replies to users inquiries promptly. Roy et al. (2001) recognized that e-retailers need to prioritize aspects pertaining to ease of navigation while developing online shopping website as this feature could affect online users' attitude towards a website.

Perceived usefulness (PU), the other utilitarian-based online feature, is defined as the degree to which an online user believes that utilizing online shopping website will enhance his or her operation performance (Chiu, Chang, Cheng, & Fang, 2009a). As mentioned beforehand, characteristics that are related with online PU are website efficiency, website reliability, website security, and time saving. Marzuki et al. (2016) within their study recognized that importance of perceived usefulness in determining users' intention to use hospitality-based online application. Nielsen (2012) implied that PU signifies the degree of website efficiency with which the website system has been designed, the degree of error avoidance and general fulfillment of in terms of manageability. Website reliability measures the degree of e-retailer's capability to provide accurate product information and to deliver the correct product within the given time frame (Wolfinbarger & Gilly, 2003). Rodzi et al. (2016) signify the role of hotel website compatibility and reliability in determining hotel mobile website adoption. Website security signifies the websites' security of online payment and guaranteed confidentiality of users' shared information (Wolfinbarger & Gilly, 2003). Time saving implies the amount of time saved in doing hotel booking. Zolkopli et al. (2016) stressed the importance of 'time-saving' element within hotel-based application in order to attract users.

Davis (1989) first invented utilitarian-based scale that produced utilitarian measures based on PEOU and PU in the 80s. Nevertheless, it is later discovered that the interaction between the Web and online experience is multi-faceted and the two constructs of PEOU and PU may not capture all the components needed to predict online user experience (Edmunds et al., 2012). Furthermore, utilitarian-based feature has not been extensively used to examine the use of website for social and leisure use. This is due to perception of the study of ICT is more practical and needed in work setting, as compared with leisure pursuit (Edmunds et al., 2012).

Hedonic Features

Hedonic benefits more frequently associated to "experiential enjoyment" (Okada, 2005). Hedonic qualities emphasizes on fun, fantasy-driven, and arousal-laden (Suki, 2010). In the present-day situation, hedonism has emerged as a significant factor in contributing to the perception of hotel website service quality for online users (Marzuki et al., 2016). Rozekhi, Hussin and Noor (2014) within their study signify that critical factors in a successful hospitality-based website design are aesthetic appearance and well-managed content display. Attractive and interesting effects in leisure websites

motivate online users to participate in online shopping experience (Ganesh, Reynolds, Luckett & Pomirleanu, 2010). Most hospitality-based websites have a rather similar degree of utilitarianism, but disparate degree of hedonism (Voss Sprangenberg & Grohmann, 2003). This is one reason why the inclusion of hedonism in studies pertaining to hotel booking experience is needed.

Online features that are more frequently correlated with online shopping hedonism are enjoyable online shopping experience, online hunt excitement, and online special offers. According to Wang, Minor and Wei (2011), more online users shop because they appreciate the enjoyment in getting engaged in the online shopping experience and are more fascinated in the amusement part of the shopping experience. Marzuki et al. (2016) indicated that users are now more fascinated with enjoyment experience while browsing hospitality-based websites. Meanwhile, Scarpi (2012) within his study suggested that users are now more captivated with the experiential side (playfulness and amusement) of online shopping and enjoy spending enormous time hunting down latest product and services pertaining to their interest. Bauer et al. (2006) signify that e-retailers should be keen on informing online users about special offers and complementary services and products that they have as these are the features long-awaited and valued by online users the most. Razi et al. (2016) signify that users will appreciate hedonic features that are available within leisure-based websites. Looking onto the previous literature, it can be determined that hedonism, with its aesthetic features, could positively impact website attitude and that this relationship is always important.

E-Satisfaction

Consumer satisfaction is a standard terminology practiced in the business setting. It refers to the degree of the consumers' expectations met by the quality of product or services experienced (van Iwaardan, Millen & van der Wiele, 2003). Nevertheless, the term "user satisfaction" is more often used to replace customer satisfaction in Information System (IS) setting. IS personnel use the term "user satisfaction" more often to assess the performance of an IS application (Tarigan, 2008). Meanwhile, e-satisfaction is defined as "the contentment of a customer with respect to his or her prior purchasing experience with a given electronic commerce firm" (Anderson & Srinivasan, 2003, p. 125). E-satisfaction refers to as the holistic valuation of the affiliation between an online user and an e-retailer (Smith, 1998). E-satisfaction is actually an assessment that goes beyond the users' insight of e-retailers' products and services (Van La, 2005). It is the degree of fulfillment an online user attains after comparing the holistic online experience and the perceived expectations with the post-purchase experience (Constantin, 2013). Molla and Licker (2011) within their study indicated that e-satisfaction refers to the holistic responses or judgments of online users during and after their shopping experience. User e-satisfactions more often lead to positive response behaviors such as purchase intention (Ha & Lennon, 2010).

E-Loyalty

The term loyalty is generally defined as a consumer pledge to consistently revisit a company or repurchase a product or service from the same company, without changing to other company (Oliver, 1997). With the expansion of the Web, academicians have extended the notion of loyalty to fit into the online setting, and extend the term loyalty into 'e-loyalty'. E-loyalty refers to the constructive and satisfactory attitude of online users towards a particular e-retailer, which

consequently transpire repeat purchase behavior (Lin & Wang, 2006). Abdullah, Hambali, Kamal, Din, and Lahap (2016a) identified the importance of attaining e-loyalty among hotel booking website users as revisit intention signify users' appreciation and perceived value. E-loyalty intention and commitment produces a vast profit to e-retailers as it reduces the cost of finding new purchasers (Rosli, Jamil, Kamal, Abdullah, & Azmi, 2016). Loyal hotel online booking users will not only purchase products and services from the same e-retailers but also support the business by persuading new online users through positive word-of-mouth marketing (Abdullah et al., 2016a; Li et al., 2015). Another benefit attained by e-retailers through e-loyalty is that loyal users tend to be considerate even when undergoing unsatisfactory online experience and remain loyal and ready to revisit and repurchase (Zeithaml, Berry, & Parasuraman, 1996). This is why most e-retailers will identify and recognize their loyal purchasers and will highly committing to fulfill their exclusive needs for the prolongation of their mutually beneficial affiliation (Abdullah, Jayaraman & Kamal, 2016b; Li, Aham-Anyanwu, Tevrizci, & Luo, 2015). Rosli et al. (2016) recognized the importance of e-satisfaction when using travel-based websites in order to enhance repeat visitation. Emergent e-commerce competition is imposing e-retailers to acknowledge the importance of developing and maintaining a good relationship with their potential customers, which would have a prospect to ultimately become loyal customers (Wang et al., 2011). E-loyalty is becoming one of the important concerns that need to be addressed by e-retailers as online users can easily shift from one shopping website to another. In addition, online users can also compare similar products and services across different shopping websites (Lu, Chang, & Yu, 2013). Subsequently, low degree of e-loyalty often strikes within the online setting, making it difficult for e-retailers to maintain a long lasting profit (Yen, 2010).

Hypothesis Development

Based on studies elaborated above, a research model is proposed with two antecedents of online users' E-Satisfaction (ES) and E-Loyalty (EL). The two antecedents are: Utilitarian Features (UF), and Hedonism Features (HF). Utilitarian Features and Hedonism Features are the independent variables, while E-Satisfaction and E-Loyalty of hotel online booking experience are the dependent variable of the study. The dependent variables are of primary interest in this research; E-Satisfaction and E-Loyalty of hotel online booking experience. The independent variable influences the dependent variable and this measures the results of the research based on hypothesis. Altogether there are 5 hypotheses that will be discussed subsequently.

Kim and Stoel (2004) found that utilitarian features like ease of navigation and ease of understanding of a website could trigger e-satisfaction and online purchase. Zhang et al. (2012) certified that user perceived website convenience and efficiency as key factors influencing user e-satisfaction with e-services. Previous literatures have proposed utilitarian features like delivery efficiently and time saving features would lead to users' e-satisfaction (Cyr, 2008; Goetzinger, Park & Widdows, 2006). Mummalaneni (2005) found that quality website design, including quality layout and impressive display and signage, will lead positive effects on users' satisfaction. According to Mansori et al. (2012), utilitarian feature like website security can significantly influence e-satisfaction and purchase intention as users feel more secure operating the system. Website the provide good e-customer service enables users to gain additional information when comparing and evaluating product, this will lead to user satisfaction and online purchase intention (Hausman & Siekpe, 2009).

Since many utilitarian shopping features have a positive effect on users' e-satisfaction, it is hypothesized that:

H1: Utilitarian features have a positive effect on e-satisfaction.

Hedonism is said to play a significant role generating e-satisfaction, which in turn, could also lead in building up e-loyalty (Kim, Fiore, Niehm, & Jeong, 2010; Scarpi, 2012). Verhagen and vanDolen (2011) proposed that website representational delight would create enjoyable online shopping experience, which in turn will significantly influences users' e-satisfaction. Researchers have found that e-satisfaction increase if the online users are impressed with the aesthetic experiences, such as amusement of browsing and hunting beautiful graphics and pictures (Chiu, Lin, Sun, & Hsu, 2009b; Won Jeong, Fiore, Niehm, & Lorenz, 2009). Indeed Shukla (2014) within his study also determined that aesthetically pleasing layout within websites makes users feel happy and satisfied. Bauer et al. (2006) signify that hedonic features like online special offers could lead to users' e-satisfaction. Therefore, the following hypothesis is posited.

H2: Hedonic features have a positive effect on e-satisfaction.

Apart from creating e-satisfaction, quality online utilitarian features could also generate online users that are loyal. Marzuki et al. (2016) signify that websites that increase their efficiency would lead to online users' e-satisfaction and repeat purchases. Moez (2013) indicated that features of the quality web site design (e.g. visual appearance and customized preview) are significant antecedents of users' repeat purchase and loyalty. Abdullah et al. (2016) found that utilitarian shopping value like quality e-customer service could have positive affect on intention to purchase and e-loyalty. Moez (2013) revealed that utilitarian based attributes such as ease of navigation is the most important antecedents of users' intend to repurchase and e-loyalty. Verhagen and vanDolen (2011) proposed that website security could considerably generate loyal online users. Liu et al. (2013) revealed that time is a critical factor when browsing website, thus ease of navigation and ease of buying process would save time and could considerably create e-satisfaction and e-loyalty. Previous literatures have proposed online utilitarian features pertaining to website reliability (effective delivery with accurate quality product) would lead to repeat purchase (Cyr, 2008; Goetzinger et al., 2006). Based on previous findings stating that users' perception of the utilitarian value of service can influence e-loyalty, the following hypothesis is posited.

H3: Utilitarian features have a positive effect on e-loyalty.

Besides e-satisfaction, hedonism features within websites could also contribute a great deal in generating repeat purchase behavior and e-loyalty (Ahmad et al., 2016; Kim & Stoel, 2004). This is supported by Razi et al. (2016), indicated that hedonic shopping values generate long-lasting relationships in e-services. Scarpi (2012) also agrees that hedonism contributes a significant role in the setting of e-satisfaction, which in turn, helps in building e-loyalty. Hedonism features within website, such as pleasure and enjoyable shopping experience has been considered to have significant influence on e-satisfaction and e-loyalty (Deng et al., 2010). Researchers have found that e-loyalty

increases if the online users have the opportunity to browse through numerous quality products and services while accompanied with aesthetic experiences (Chiu et al., 2009b; Won Jeong et al., 2009). Bauer et al. (2006) signify that hedonic features like online special offers could lead to users' e-satisfaction. Therefore, the following hypothesis is proposed:

H4: Hedonic features have a positive effect on e-loyalty.

Online users' e-satisfaction plays a vital role in online business setting due to its impact on retaining current users and at the same time attracting potential new users (Chen, Ling, Ying & Meng, 2012). When online users are pleased with a particular website, they will be more eager to revisit and more actively interact with the same website in the future, subsequently become a loyal users (Fang et al., 2011). There are various explanations as to why satisfied online users can become loyal. To prevent additional work and readjusting effort in switching for other websites, satisfied users would rather continue revisit the same website (Yang & Peterson, 2004). Uncertain about the degree of treatment and e-satisfaction received from different website could also foster online user to remain revisit and repurchase from the same website (Chandrashekaran, Rotte, Tax & Grewal, 2007). The positive influence of e-satisfaction on e-loyalty has been confirmed by numerous literatures (Chandrashekaran et al., 2007; Chen et al., 2012; Fang et al., 2011; Kim et al., 2010; Scarpi, 2012). Based on previous studies indicating that e-satisfaction can influence e-loyalty, the following hypothesis is posited.

H5: E-satisfaction has a positive effect on e-loyalty.

Methodology

The target sample for this study focused on people who have the experience booking form hotel websites. Simple random sampling method was employed and the method of collecting the data for this study was questionnaires distribution. A total of 260 respondents were approached and questioned in the survey. Data collected was analyzed using the Statistical Package for the Social Sciences (SPSS) version 20. In order to accomplish the research objective and for better examination the hypotheses, standard data screening analyses were conducted including reliability and validity analysis, outliers analysis, collinearity diagnostics, correlation analysis and multiple regression analysis.

Questionnaire distribution was administered on a researcher-controlled sample consisting of 260 respondents who have experience browsing and purchase hotel room from hotel booking websites. The presence of researchers aided to clear respondent doubts and this has led to a greater respondent participation and better-quality responses (Dornyei & Taguchi, 2010). Ultimately, all the 260 questionnaires distributed were found fit for the analysis. No questionnaire was discarded for incomplete responses and other issues. The number of questionnaire analyzed in this study is considered sufficient for the analysis as 260 respondents is beyond the required minimum number of sample size, which is determined through GPower analysis (Faul, Erdfelder, Buchner, & Lang, 2009). In the present study, the minimum required sample size was 119, that is determine based on effect size f^2 of 0.15, *alpha (α) error probability* of 0.05, power (1- ß error probability) of 0.95, and 3

as the number of predictors. The software being used to determine the sample size is GPower version 3.1.9.2. Initial scale was taken from previously validated scales and reorganized and adapted to current study content.

The number of female respondents (63.1%) for this study is almost twice the number of male respondents (36.9%). 71.2% of the respondents are aged 25 years old and below, in which it can be concluded that the majority of the respondents are relatively young. The majority of respondents are highly educated people as 85.4% of respondents have undergraduate or postgraduate degrees. Two third of the respondent are not married (74.2%) and only 25.8% are married. More than half of the respondents (64.6%) earn less than RM2000 as monthly income. In terms of employment, most of the respondents (55.8%) are students enrolling in different levels of studies, 23.5% of respondents are working in the government sector, and 9.6% are owners of their own businesses. In terms of experience operating hotel booking online, 52.7% have at least 2 years of experience booking hotel room online, 26.9% have between 3 to 5 years' experience, and only 11.2% have more than 9 years' experience.

Result

liability assessment (Cronbach's alpha: α) is used to test the consistency or stability of the results. The Cronbach's α of the UF, HF, ES and EL were 0.785, 0.745, 0.727 and 0.827 respectively. Nunnally's (1978) recommended 0.7 as suitable level for evaluating composite reliability that can be applied to assess internal consistency. Thus under standard sampling policy, the data reliability is relatively high and acceptable. Normality test was done by referring to the skewness and kurtosis of each variable to determine the degree of normality. The test done revealed that the value of skewness and kurtosis all items within all variables are between -1 and +1, indicating that the data is normal.

Correlation analyses were performed between the variables to check relationship between independent variable, and dependent variable. In this case, all the scales (UF and HF) correlate noticeably with ES (.551, and .589 respectively). In addition, all the scales (UF and HF) correlate noticeably with EL (.559, and .624 respectively). All the correlations are less than .7; therefore all variables were retained.

Collinearity diagnostics were performed on all the variables as part of the multiple regression procedure and to pick up on problems that may not be evident in the correlation matrix. In this case, the tolerance value for each variable is not less than .10, therefore, not violated the multicollinearity assumption. This is supported by the VIF value, with VIF value of each variable is below the cut-off of 10. The maximum values of Cook's Distance for all variables are less than 1, indicating no major problem with outliers.

Regression Analysis

The regression model summary between independent variables (Utilitarian features and hedonic features) and e-satisfaction is reported in Table 1. The regression model indicates that utilitarian features and hedonic features can explain approximately 46% of the variance in e-

satisfaction. In terms of beta weights utilitarian features (ß=0.224; t=3.797; p<0.000) and hedonic features (ß=0.335; t=5.853; p<0.000) contributes significantly towards e-satisfaction. Hotel booking website hedonic features (ß=0.335) turned out to be the stronger contributor in explaining e-satisfaction as compared to utilitarian features (ß=0.224).

Table 1: Regression analysis – Independent variables (UF and HF) and E-Satisfaction (ES)

	UnStd Coefficients		Std Coefficients	t-value	Sig.	Collinearity Statistics	
	Beta	Std. Error	Beta			Tolerance	VIF
UF	.170	.045	.224	3.797	.000	.599	1.670
HF	.256	.044	.335	5.853	.000	.640	1.562
R=0.681; R^2=0.464; Adjusted R^2=0.458; Significant at p<0.05.							

Hotel booking website utilitarian features showed significant relationship (p<0.05) with e-satisfaction. These results resonate with the findings of Tandon et al. (2016), which revealed that perceived ease of use and perceived usefulness as significant determinants of user e-satisfaction within hotel online shopping environment. Among utilitarian hotel online features, quality web design (ß=0.349; t=5.814; p<0.000) has been identified as the most significant contributor towards users' e-satisfaction. This is followed by website security (ß=0.259; t=3.989; p<0.000), time saving experience (ß=0.245; t=3.630; p<0.000), and online e-customer service (ß=0.236; t=4.085; p<0.000). Looking at the holistic aspects, hotel online utilitarian features significantly affect users' e-satisfaction. *Hence, the hypothesis H1 that states that utilitarian features have a positive effect on e-satisfaction is supported.*

Parallel to utilitarian features, hotel booking website hedonic features also showed significant relationship (p<0.05) with e-satisfaction. These results resonate with the findings of Ahmad et al. (2016), which support the verdict that online hedonic features like aesthetic experiences and high degree of enjoyment could positively influence user e-satisfaction. Enjoyable online shopping experience (ß=0.215; t=3.182; p<0.000) has been identified as the hotel website hedonic feature that affects users' e-satisfaction the most. This is followed by online special offers (ß=0.193; t=3.117; p<0.000), and hunt excitement (ß=0.188; t=3.001; p<0.000). *Hence, the hypothesis H2 that states that hedonic features have a positive effect on e-satisfaction is supported.*

The regression model summary between independent variables (Utilitarian features and hedonic features) and e-loyalty is reported in Table 2. The regression model indicates that approximately 51% of the variance in e-loyalty can be explained by the independent variables (UF and HF). In terms of beta weights utilitarian features (ß=0.194; t=3.445; p<0.05) and hedonic features (ß=0.367; t=6.729; p<0.000) contributes significantly towards e-loyalty. Similar situation as e-satisfaction, the hotel website hedonic features (ß=0.367) turned out to be the stronger contributor in explaining e-loyalty as compared to utilitarian features (ß=0.194).

Table 2: Regression analysis – Independent variables (UF and HF) and E-Loyalty (EL)

	UnStd Coefficients		Std Coefficients	t-value	Sig.	Collinearity Statistics	
	Beta	Std. Error	Beta			Tolerance	VIF
UF	.218	.063	.194	3.445	.001	.599	1.670
HF	.416	.062	.367	6.729	.000	.640	1.562
R=0.716; R^2=0.513; Adjusted R^2=0.507; Significant at p<0.05.							

Hotel website utilitarian features showed significant relationship (p<0.05) with e-loyalty. These results parallel with the findings of Shukla (2014), which revealed that online hedonic features like aesthetically pleasing layout makes online users feel happy and satisfied. Among utilitarian hotel online features, online e-customer service (ß=0.329; t=5.405; p<0.000) has been identified as the most significant contributor towards users' e-loyalty. This is followed by quality web design (ß=0.276; t=4.531; p<0.000), ease of use and navigation (ß=0.231; t=3.444; p<0.000), and website reliability (ß=0.220; t=3.493; p<0.000). *Hence, the hypothesis H3 that states that utilitarian features have a positive effect on e-loyalty is supported.*

Correspond to utilitarian features, hotel website hedonic features also showed significant relationship (p<0.05) with e-loyalty. These results resonate with the findings of Kim et al. (2010), and Scarpi (2012), which indicated that hedonic features within websites would positively influence e-loyalty. Similar as to utilitarian case, enjoyable online experience (ß=0.247; t=3.628; p<0.000) has been identified as the online hedonic feature that affect users' e-loyalty the most, followed by hunt excitement (ß=0.163; t=2.582; p<0.000). *Hence, the hypothesis H4 that states that hedonic features have a positive effect on e-loyalty is supported.*

Table 3: Regression analysis – E-Satisfaction (ES) and E-Loyalty (EL)

	UnStd Coefficients		Std Coefficients	t-value	Sig.	Collinearity Statistics	
	Beta	Std. Error	Beta			Tolerance	VIF
ES	.455	.031	.675	14.689	.000	1.000	1.000
R=0.675; R^2=0.455; Adjusted R^2=0.453; Significant at p<0.05.							

Finally, the regression model summary between e-satisfaction and e-loyalty is reported in Table 3. The regression model indicates that approximately 45% of the variance in e-loyalty can be explained by e-satisfaction. In terms of beta weights e-satisfaction (ß=0.675; t=14.689; p<0.000) contributes significantly towards e-loyalty. E-satisfaction indicated significant relationship (p<0.05) with e-loyalty. These results match with the findings of Li et al. (2015), and Fang et al. (2011), which revealed significant relationship between e-satisfaction and e-loyalty. *Hence, the hypothesis H5 which states that e-satisfaction has a positive effect on e-loyalty is supported.*

Discussion and Conclusion

This study reveals that utilitarian and hedonic features are important predictors of e-satisfaction, which consequently would lead to the formation of e-loyalty. The addition of hedonism in the model addresses the existing gap as well as the disapproval of previous researchers regarding

its absence in earlier literatures (Ahmad et al., 2016). What is astonishing is that hotel shopping website hedonic features marked the stronger contributor in generating and explaining both e-satisfaction and e-loyalty. This can have practical implications for hotel booking website designers and marketers, to adapt their hotel website design features that consider selected utilitarian and, especially hedonic features. Hedonic qualities with aesthetic appearance and well-managed content display; that emphasizes on fun and excitement must be of the highest consideration when designing hotel booking website. Features like cyber room tour, online special offers, and options for users to design their own packages and tours are some recommended hedonic features that could be made available within current hotel booking websites. With the advancement of technology, hotel website designer can be more creative into adding more hedonic features within their websites.

From utilitarian perspective, the outcomes of the present study significantly suggest that features like quality website design, e-service customer, and website security are features that need to be placed into high consideration as these features are important drivers to users' e-satisfaction as well and e-loyalty. Hotel website designers also should prioritize on designing websites that are easy to navigate as well as capable of handling a prompt booking process. In addition, e-retailers must never underestimate the importance of pre- and post-purchase customer services. To provide improved e-satisfaction and build e-loyalty, the concept of friendly-service ought to be included into e-service practice. Apart from that, hotel booking website must have high security measures. Users must have enough trust on e-retailers before handling their personal data and all the information given must be kept confidential.

Online users' e-satisfaction is a very important attainment to hotel e-retailers as it significantly influences product and service evaluation, decision-making processes, and purchasing behavior. In addition, e-satisfaction affects users' judgments of hotel e-retailers during and after their shopping experience. Thus, hotel e-retailers need to put high consideration on attaining e-satisfaction constantly by giving full commitment into fulfilling users' exclusive aesthetic desires and functional needs. E-satisfaction will most likely produce e-loyalty, which has been proven by this study. The growing of online business competition is driving e-retailers to develop a good rapport with loyal users. Thus e-loyalty is becoming vitally important for hotel e-retailers. Quality hotel website with outstanding utilitarian and hedonic features needed to be developed and well maintained to ensure e-satisfaction and e-loyalty. It is rather a challenging undertaking but strategic plans of actions are greatly required as users nowadays can easily switch from one shopping website to another.

Limitation and Future Research Direction

rent study suffers certain number of limitation. The first limitation is in regard of the generation of data through a researcher-controlled sample can limit the generalizability of the findings for this study. To overcome this limitation, future study can expand the validation of the results by going on a broader and a more representative probability-based sample. Secondly, the current study mainly focuses only on certain aspects of utilitarian and hedonic features; such as the role of web design, customer service, security, and entertainment in the formation of e-loyalty through e-satisfaction. Future studies could consider some other important features such as price, reputation and brand. These features could have an impact on the formation of e-satisfaction and e-

loyalty. Thirdly, the respondents identified within study sample were mostly young, well-educated users, and experienced online users, which could have led to an inherent bias that need to be addressed.

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