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Analyzing the Effect of **Web Service Quality** on **Customer Satisfaction** and **Revisit Intention** for **Online Travel Agencies** (OTAs) in Delhi and NCR of India

ANIMESH KUMAR SHARMA * [animesh.41800104@lpu.in]

RAHUL SHARMA ** [rahul.12234@lpu.co.in]

Abstract | This research paper aims to identify the effect of OTA's (online travel agencies) web services quality on customer satisfaction and revisit intention. This study was conducted in Delhi and NCR (Nearest Capital Region) of India. The present study tries to inspect the structural association between OTA's web service quality, and customer satisfaction and revisit intentions based on separate constructs. Web service quality was considered as an independent variable whereas customer satisfaction and revisit intention were taken as dependent variables. Using the Structural Equation Model (SEM), the present study identified that web service quality significantly impacted customer satisfaction and their revisit intentions. Based on the findings, it has been observed that efficient web service quality leads to an increase in customer satisfaction with online travel agencies and travellers also intend to revisit the platform. The present study offers a theoretical foundation and provides recommendations for improving the web service quality of online travel agency platforms. This research paper contributes to the existing literature by specifically focusing on the web service quality of online travel agencies (OTAs). While customer satisfaction and revisit intentions have been studied in the context of various industries, this study delves into the unique aspects of web service quality in the highly competitive and rapidly evolving OTA industry.

Keywords | OTAs, online travel agency, web service quality, customer satisfaction, revisit intention

* **Research Scholar** at Mittal School of Business, Lovely Professional University, Phagwara, Punjab (India). ORCID: https://orcid.org/0000-0002-6673-319X
** **Professor** at Mittal School of Business, Lovely Professional University, Phagwara, Punjab (India). ORCID: https://orcid.org/0000-0001-8880-7527

1. Introduction

Online Travel Agency (OTA) is a service provided by a travel agency to users through the Internet (O'Connor, 2022). Nowadays, travellers want to know everything about their journey. Travelers research all information available on the internet about their desired travel destination including flights, hotels, taxis, and itineraries (Yang, 2018). The needs of travellers for customized travel arrangements are constant. Depending on whether the trip is for vacation or business, they search for particular arrangements (Ye et al., 2019). A traveller gets all this information and can book holiday travel packages, hotels, etc. on the Internet which is OTA platform. A traveller expects excellent web service quality from different OTA platforms. Generally, each OTA platform tries to give good web service quality to online customers. As web service quality includes availability, accessibility, integrity, security, performance reliability, and regulation (Ye et al., 2019). A company should offer excellent service to the customer so that they would revisit the website and be loyal to the company. E-commerce sites should have good system quality, information quality, and electronic service quality for relevant success. E-service quality, customer satisfaction, and repurchase intention are significantly associated with each other but word-of-mouth is not related to e-service quality (Al-Bourini et al., 2021). Blut (2016) researched shopping sites in the US and found in his research that e-service quality has a positive effect on customer satisfaction, customer behaviour, revisit and repurchase intentions, and word-of-mouth.

Web service quality refers to the quality experienced by the user of a service delivered via the Internet by online service providers (Daaji, et al., 2021). OTA's web service quality affects both customer satisfaction and revisit intention. Customer satisfaction depends on the perception of the online travel users and the services they have availed (Park, et al., 2020). If the online travel agency users are satisfied with the OTAs web services, they return to use them again (Lim and Lee, 2020). The service quality differs significantly from physical goods quality due to the intangible, heterogeneous, and inseparable nature of services. This led Parasuraman et al. (1985) to conclude that service quality was more difficult for consumers to evaluate than goods quality; that consumer quality assessment depends on a comparison of prior expectations with perceived service performance; and that the process of service delivery, as well as the outcome of the service, was both vital in the customer's evaluation of quality. Parasuraman et al. (1988) developed SERVQUAL, a service quality model and assessment tool designed to incorporate these differences. SERVQUAL assessed service quality along five dimensions via a forty-four-question customer survey. A key element of the original SERVQUAL was the "gap model" of service quality, defining service quality as the difference between a customer's expectations of service and her actual service experience. The forty-four questions of the survey consisted of twenty-two paired questions; the first question in the pair asks the customer to rate her expectation of some aspect of the service, and the second question asks the customer to assess their experience with that aspect. The five service quality dimensions the authors derived were service tangibles (e.g., the appearance of the service facility), reliability (e.g. consistency of the service), responsiveness (e.g. promptness of reply to customer needs), assurance (e.g. trustworthiness of the servers), and empathy (e.g., apparent personal concern for the customers). Revisit Intention means OTA users want to visit the online travel agency platform again which services they have availed of earlier (Kourtesopoulou et al., 2019). Revisit intention refers to the excellent web service quality of the particular OTA platform and customer satisfaction and customer loyalty (Tran & Chang, 2022). SERVQUAL was used in this research to effectively identify gaps between customer expec-

tations and perceptions, providing a comprehensive analysis of service quality. SERVQUAL model in research provides a structured approach to evaluate and enhance service quality, making it a valuable tool for businesses aiming to understand customer expectations and improve their services. SERVQUAL is a widely used framework for assessing service quality in traditional offline settings. It's based on five dimensions: reliability, assurance, tangibles, empathy, and responsiveness. SERVQUAL assesses customer perceptions and expectations across these dimensions to measure the service quality gap. E-S-QUAL was Developed as an adaptation of SERVQUAL, E-S-QUAL specifically targets service quality in an online or electronic environment. It retains the five dimensions of SERVQUAL but modifies the items and questions to suit the context of electronic services, such as website usability, security, responsiveness to online inquiries, etc. E-SERVQUAL model combines elements from both SERVQUAL and E-S-QUAL. It aims to measure service quality in electronic services while incorporating the core dimensions of SERVQUAL. E-SERVQUAL considers the unique aspects of electronic services while also considering the traditional service quality dimensions. SERVQUAL is more focused on traditional offline service quality, E-S-QUAL is specifically designed for online services, and E-SERVQUAL is an attempt to bridge the gap between both traditional and electronic service quality measurement by incorporating aspects of both. Each model is tailored to assess service quality within its respective context and technological environment. E-S-QUAL was utilized in developing the research instrument for this study.

2. Literature review

Website quality is an important aspect of attracting customers and attaining the website goal (Hernandez et al., 2020). Website quality was viewed as a challenging, multiple-dimension construct. Good website quality and functional website get a wide range of quality visitors (Tandon et al., 2020). Website quality is measured as a website's ability to provide the users to complete their goals and intention to visit again on the website to do same on an ongoing basis (Suryani et al., 2022). Website quality also adds value to online buyers it also impacts reliability and credibility which is directly connected to the purchase intention. It is a combined term including usability of the website, ease of use, information quality, emotional appeal, and trust. Dhingra et al. (2020) found in the study that website quality affects the consumers' trust in the company and also it impacts the buying intention considerably. Nia and Shokouhyar (2020) and Pind et al. (2017) found in the research that there is considered a wide range of website quality design features for an e-commerce system i.e. information quality, service quality, and system quality.

The information systems and marketing literature and proposed user interactivity and website design as variables of system quality; information content and security as information quality; and trust, empathy, and responsiveness as service quality variables. Li and Shang (2020) summarized in the study that website quality features are measured through website structure, content, user interface, privacy, security and safety, information quality, etc. Numerous researchers examined various criteria for evaluating the quality of websites. Park et al. (2007) utilized six variables—information quality, security, website functioning, customer connections, response and fulfilment, and appearance. System Quality is related to customer satisfaction, retention, and loyalty in both product and service settings. In the digital environment world, system quality is a means of ease of use, which is the main important characteristic of system design (Omar et al., 2021). Similarly, Shin (2017) stated that perceived system quality is the term by which end-user thinks about

the website's ease to use, reliability, accessibility, and user interface design. Therefore, poor system quality is due to a lack of usefulness, suitability, responsiveness, and suitability.

The functionality of a website comprises elements that make it simple to use, such as navigation and accessibility (Albayrak et al., 2020). Numerous earlier researches on the subject identified the functionality of websites as a crucial component of e-travel services, demonstrating that it predated many consumers' behavioural objectives and sentiments. According to research, website functioning affects users' pleasure and strongly correlates with their decision-making process when choosing a website. The desire of consumers to return and make purchases in the hospitality and tourism industries is highly impacted by web functionality (Kim & Kim, 2004).

Web security is the capacity of an online platform to safeguard user data, maintain website renown, and offer transparent purchase processes. Website security is one of the unique criteria that distinguishes tourism services in the online world from those provided through more conventional channels (Lv et al., 2020), particularly those provided by physical travel firms, where customers do not have to worry as much about security. Previous research had discovered that there is more insecurity while purchasing online (Kwon et al., 2002). One of the most important factors in determining credibility and contentment while making online purchases was security (W. G. Kim & Kim, 2004).

Vahdat et al., (2021) investigated in their research study that easy-to-understand information content on the website encourages users for the initial purchase the product on the website. Information quality was described as the accuracy and accessibility of the information that a website can provide to users). Information quality has an extensive effect on the purchase intention and revisits intention. In a study, it was observed that the quality information provided on websites helps to make customers hassle-free shopping and helps them to make product-buying decisions (Ahmad & Zhang, 2020). This component refers to the information provided on sites, and it can assist users in making decisions about whether to buy products or services, as well as influence their opinions about websites. Information quality is a component of website quality, directly impacts consumers' purchasing intentions, and is also thought of as revisit intention.

Service quality is a prominent measurement for the website. Various types of research make use of the service quality model or the e-service quality model. Goutam et al., (2022) investigated in the study that service quality is an assessment provided by the consumers which services are provided to them through the website. Website quality affects the intention of users to use the website and make purchase decisions from the website. Comfort, interior environment, safety and people, mobile convenience and dependability, mobile system efficiency and availability, mobile customer service and invoicing, and mobile security and privacy are the service quality elements of ride-sourcing services. It is important to focus on the service aspects to increase purchase transactions through the websites. Customer retention and revisit intention refer to the website's ability to engage visitors to stay, purchase, and purchase again (Rasoolimanesh et al., 2022). E-S-QUAL is a multiple-item scale for measuring consumer perceptions of service quality (Panigrahi et al., 2018). Tangibility; Tangibility is the appearance of physical facilities, equipment, personnel, and communication materials (Gebremichael et al., 2019). Assurance is the knowledge and courtesy of employees and their ability to convey trust and confidence (Nordin & Abdul, 2021). Responsiveness; Responsiveness is willing to help customers and provide prompt service (Ali et al., 2021), Reliability; Reliability is the ability to perform the promised service dependably and accurately (Frinaldi et al., 2022). Empathy; Empathy means caring individualized attention the firm pro-

vides to the customer (Fang et al., 2021). Poor service quality is given to the customers and this leads to dissatisfaction among customers (Padma & Ahn, 2020). A website's responsiveness refers to its ability to satisfactorily address the queries, issues, or demands of its users. Web responsiveness included the purchase process' correctness as well as how simple it was for users to complete. For the web responsiveness dimension, an error-free purchasing experience and prompt delivery were highlighted. A website's design was thought of as having a pleasing appearance (Humairoh & Annas, 2023). The definition of aesthetics, which is a notion akin to visual appeal in the context of website quality, is the synthesis of several elements to provide an overarching feeling of aesthetic appeal.

Customer satisfaction refers to how customers feel about their level of contentment with the services they receive or how they respond to the condition of satisfaction (Khudhair et al., 2019; Abdullah et al., 2023). Customer satisfaction was defined as an emotion, either cognitive or affective, that exists throughout a particular phase of the buying experience. Customer satisfaction measures how well consumers feel that a product or service meets their requirements and expectations. Following the purchase of a product, buyers may express their satisfaction in a cognitive or affective way. The variety of studies looking at customer happiness in the online environment, known as e-satisfaction, has increased along with advancements in technology. Customer satisfaction is strongly correlated with posted decision experiences and service quality. Customer satisfaction and the quality of a company's services are positively correlated, which maximizes profitability (Hapsari et al., 2017). E-satisfaction, a term comparable to the notion of happiness, was described as the degree of delight with the way consumers expressed prior purchases from a technological service (R. E. Anderson & Srinivasan, 2003). Customer satisfaction is largely influenced by time satisfaction, comfort, accessibility, connectivity, and information (Del Castillo Benitez, 2013). Previous studies have found that customer retention may be influenced by consumer happiness, which is an indicator of service quality (E. W. Anderson & Sullivan, 1993). Customer satisfaction is typically determined by the customer's experience and the calibre of the specific service they receive. Customer loyalty and satisfaction are correlated with and influenced by the level of customer care that a company offers (Al-Tit, 2015; Gholitabar et al., 2020).

An individual's willingness to return to the same setting or location and suggest it to others is referred to as having a revisit intention (Su et al., 2018). Revisit intention has drawn a lot of attention from researchers in recent years and is frequently utilized in models of customer loyalty. Positive customer experiences are directly tied to customer propensity to return (de Oña et al., 2015). The relationships between service quality, image, satisfaction, complaints, and passenger intent to return were examined and found that there is a significant relationship between service quality and corporate image and customer satisfaction, which in turn promotes passenger loyalty (Yilmaz & Ari, 2017).

The COVID-19 pandemic has undeniably reshaped the dynamics of the online travel industry, potentially impacting the quality of web services in online travel agencies (OTAs) and subsequently influencing customer satisfaction and revisit intention. As global travel restrictions and safety concerns compelled a surge in online bookings, OTAs faced unprecedented challenges in maintaining service quality (Wu & Riantama, 2020). Issues like fluctuating travel regulations, sudden cancellations, and a surge in customer inquiries strained OTA platforms, potentially impacting their service reliability and responsiveness. This scenario could have led to a decline in customer satisfaction due to disrupted user experiences. Furthermore, the altered travel landscape might have affected customers' willingness to revisit these platforms post-pandemic. Understanding these shifts

in service quality and their impact on customer satisfaction and loyalty will be crucial for OTAs to adapt their strategies and regain trust amidst evolving travel norms related to web service quality and customer satisfaction (Sun et al., 2023; Shamsu et al., 2022).

A few research studies on the effect of web service quality on customer satisfaction and revisit intention are summarized in table 1 below.

Table 1 | Literature review

No.	Author	Methodology	Conclusion
1	Ranjbarian and Pool (2015)	This research endeavours to analyse the interrelations between variables through the utilization of Structural Equation Modelling (SEM) as the primary methodology. The statistical population encompassed tourists who explored Nowshahr City during the spring season of 2012. A sample size of 325 tourists was purposively selected using convenient sampling techniques. The validation of the model and the assessment of relationships among the research variables were affirmed through the scrutiny of path analysis outcomes.	The findings suggest a significant association between tourists' perceptions concerning the quality and value attributed to a tourist destination and their resultant satisfaction levels. Moreover, these identified factors exhibit a positive correlation with tourists' intentions to revisit the destination
2	Jae et al. (2015)	A sample size of 350 valid responses was gathered from exhibitors participating in diverse exhibitions across Hong Kong. The acquired dataset underwent rigorous analysis employing confirmatory factor analysis (CFA) and structural equation modeling (SEM) techniques to derive meaningful insights and validate theoretical constructs within the study.	The empirical findings underscore the significance of three out of the four exhibition service quality factors in significantly influencing exhibitor satisfaction levels. Furthermore, the observed exhibitor satisfaction plays a pivotal role in shaping exhibitors' subsequent behavioural intentions.
3	Ali (2016)	The present study adopts the stimulus-organism-response (SOR) framework as its theoretical underpinning. An empirical investigation was conducted using a sample of 441 valid online questionnaires, employing the partial least squares path modelling (PLS-PM) approach to assess the measurement and structural model. The participants comprised individuals who had booked accommodations through online travel agencies and/or hotel websites, thereby representing a sample of hotel guests.	The present study employed a structural equation modelling (SEM) approach to investigate the influence of hotel website quality on customer satisfaction (CS) and purchase intention (PI), mediated by perceived flow (PF). The findings provide empirical evidence for a significant direct effect of WQ on PF, as well as a significant indirect effect of HWWQ on CS and PI through PF. This suggests that PF acts as a mediator, transmitting the positive influence of HWWQ on both CS and PI.
4	Prayogo and Kusumawardhani (2016)	A convenience sampling approach was employed to distribute a questionnaire among tourists visiting Sabang Island, situated in the western region of Indonesia, which is recognized as one of the remotest islands in the area. The research methodology involved the collection of data from 150 respondents. Utilizing WarpPLS 3.0, a Structural Equation Model (SEM) analysis was conducted to examine and evaluate the relationships between the identified research variables.	The findings derived from Partial Least Squares Structural Equation Modelling (PLS-SEM) analysis revealed significant relationships among various constructs within the study. Specifically, the research demonstrated that destination image has a positive influence on electronic Word-of-Mouth (e-WOM) and revisit intention among tourists. Moreover, service quality was found to impact both e-WOM and revisit intention. Additionally, the study highlighted that e-WOM plays a pivotal role in positively affecting tourists' revisit intentions. The implications of these results were deliberated upon, shedding light on potential avenues for future research endeavours in this domain.
5	Wang et al. (2017)	A quantitative approach was employed to assess the dimensions of the research framework and validate the hypotheses utilizing data gathered from a sample of 303 domestic tourists. Structural equation modelling (SEM) was utilized to examine the proposed hypotheses, while a multi-group analysis was conducted to assess the consistency of structural coefficients across different groups within the sample.	The findings demonstrate a significant, direct, and positive correlation between perceived destination quality and tourist satisfaction. Additionally, word-of-mouth (WOM) is positively influenced by both perceived destination quality and tourist satisfaction. Moreover, a notable association exists between visit frequency and WOM. Notably, when examining moderating variables, such as gender and visit frequency, this study revealed gender-based disparities in the influence of destination perceived quality on WOM. Specifically, the impact is more pronounced among female tourists compared to male tourists. Furthermore, the effect of destination perceived quality on tourist satisfaction exhibits greater strength during the initial visit compared to subsequent visits.
6	Tandon et al. (2017)	The measurement items utilized in this study were sourced from relevant literature whenever feasible. Detailed information regarding the questionnaire items and their sources can be found in the appendix section. Standard protocols for measurement construction were employed as necessary, entailing the utilization of multi-item indicators to ensure both reliability and unidimensionality.	The empirical analysis substantiated the conceptualization of website quality as a multifaceted construct encompassing navigation, ease of comprehension, information utility, website design, usability, security and privacy measures, ordering convenience, and customization features. Moreover, it was established that website quality exhibits a positive correlation with both repurchase intention and customer satisfaction. Additionally, the quality of website services has a significant impact on repurchase intention, predominantly mediated through factors such as customer satisfaction, which exerts a complete mediating effect on repurchase intention.
7	Jeon and Jeong (2017)	An online field survey was administered among individuals who booked services or products through the internet. The data collected underwent rigorous examination employing confirmatory factor analysis (CFA), alongside a parameter estimate analysis utilizing structural equation modeling (SEM) to analyze the relationships and assess the model fit.	The sequential development of loyalty phases follows a linear trajectory within the context of a hospitality website. This study identified mediating influences wherein customer satisfaction and the intention to revisit significantly impact this progression. Additionally, the analysis revealed moderation effects of gender, shaping the associations between website service quality and its subsequent outcomes.
8	Spyridou (2017)	A quantitative research methodology was employed wherein a face-to-face administration of a questionnaire was conducted to gather requisite data. The questionnaire utilized a 7-point Likert scale, ranging from strongly disagree to strongly agree. Subsequently, the analysis of the 213 survey responses was performed utilizing the statistical software SPSS 18.0.	The research outcomes delineated a positive correlation between service quality determinants and both the holistic customer satisfaction and the intention to revisit. Additionally, the investigation highlighted that the "all you can eat" restaurant situated in Chiayi exhibited a superior degree of service-related factors pertaining to "all you can eat" establishments compared to Kaohsiung. This discrepancy suggested regional variations in the overall provision of service quality. Through analysis, several pivotal attributes were identified and underscored in relation to the consumption values inherent in the context of a meal experience at an "all you can eat" restaurant.

9	Chatzigeorgiou et al. (2017)	A convenience sampling method was employed, consisting of 400 participants deemed adequate to ensure valid and reliable analyses. Specifically concerning data analysis, a minimum sample size of 200 was deemed essential for the application of the structural equation modelling technique. The participants were approached through personal interviews, utilizing a questionnaire as the research instrument. Notably, every fifth guest exiting each accommodation building was surveyed for inclusion in the study.	The ultimate model enhances comprehension regarding the correlation between service quality and guest satisfaction by scrutinizing these constructs through the lens of the process-oriented framework inherent in an agrotourism accommodation experience. This model presents service quality and satisfaction within the confines of a comprehensive system, offering a holistic perspective on their interplay.
10	Back et al. (2018)	This study investigated the associations between these variables by scrutinizing 1602 online survey responses collected from past winery visitors. The data underwent analysis using a sequence of multiple regression analyses to explore the interrelationships among the variables under investigation.	The study's findings reveal that within the spectrum of tourist motivations, the perceived prestige, evaluations, and perceived excellence of both the winery and its wine products exert a substantial influence on visitation frequency and intentions to revisit. Additionally, the impact of media exposure was found to be a significant factor in influencing revisit intentions specifically.
11	Nadarajah and Ramalu (2018)	Data was systematically gathered from a cohort of 385 international tourists in Penang, Malaysia, employing purposive sampling techniques. The amassed data set was subsequently subjected to analysis utilizing the Structural Equation Modelling (SEM) approach.	The study uncovered noteworthy results indicating the individual impacts of service quality, perceived value, and trust on destination loyalty and intention to revisit. These identified direct effects hold theoretical significance within the realm of Malaysian hospitality and tourism research.
12	Shahijan et al. (2018)	A comprehensive collection of 287 questionnaires was amassed and subjected to analysis using the structural equation modelling (SEM) technique. These data were derived from respondents who were cruise travellers, forming the basis of the analytical process.	The findings of the study reveal a substantial impact of service convenience and cruisers' experiences on the perceived overall satisfaction of cruisers and their intention to revisit. However, while perceived overall cruise value has a direct effect on perceived overall satisfaction, it does not significantly influence cruisers' intention to revisit. Additionally, the empirical analyses affirm that service convenience is a hierarchical model characterized by reflective-reflective constructs, encompassing decision convenience, access convenience, transaction convenience, benefit convenience, and post-benefit convenience.
13	Abdullah and Lui (2018)	A deductive research methodology was employed in this study, wherein a questionnaire was administered to a sample of 200 international tourists within the Kuala Lumpur region. The data collected through the questionnaire was subsequently analysed utilizing the Statistical Package for the Social Sciences (SPSS).	The present cross-sectional investigation substantiated an affirmative inclination, wherein 80% of the global tourists demonstrated an inclination or intention to re-engage with Malaysia as a destination. Furthermore, through regression analysis, it was established that the amalgamated impact of four antecedent factors accounted for merely 30.9 percent of the variability in tourists' contentment. Notably, destination image emerged as the foremost predictor, succeeded by the quality of accommodation services and ease of transportation. Conversely, the relationship between food image and tourist satisfaction was found to lack statistical significance. As anticipated, the level of satisfaction significantly influenced the tourists' inclination or intention to revisit the destination.
14	An et al. (2019)	Structural Equation Modeling (SEM) was employed as the primary analytical tool to conduct an in-depth examination of the collected data.	The findings derived from the application of structural equation modelling (SEM) indicated a positive influence of service quality and perceived value on satisfaction. Moreover, it was evident that perceived value played a partial mediating role in the causal linkage between service quality and satisfaction.
15	Cakici (2019)	The data gathering process involved the distribution of a questionnaire among patrons of restaurants situated in Turkey, resulting in the participation of 304 respondents. The analytical approach employed for this study encompassed the utilization of Structural Equation Modeling (SEM) to scrutinize the collected data.	The findings obtained through structural equation modelling (SEM) reveal a significant positive relationship between price justice and customer satisfaction with the revisit intention of patrons in restaurants. Furthermore, revisit intention demonstrates a positive influence on the loyalty of restaurant customers. Additionally, the empirical analysis highlights that while revisit intention serves as a complete mediator between the impact of price justice and loyalty, it acts as a partial mediator between satisfaction and loyalty among customers.
16	Adirestuty (2019)	The study employed a systematic random sampling technique to select a sample comprising 255 customers from a range of hotels including Orange Home Sharia, Sharia Narapati Hotel, Cottage Daarul Jannah, Daarul Mutmainah, and MQ Guest House. Structural Equation Modeling (SEM) was employed as the primary analytical tool to assess the relationship between the variables of service quality and Muslims Customer Perceived Value (MCPV). Eleven hypotheses were formulated and scrutinized using the aforementioned sample of 255 Muslim tourists. Both exploratory and confirmatory factor analyses were conducted to validate the measurement tools, while structural equation modelling was utilized to evaluate the hypotheses.	The study's outcomes underscore the substantive correlation between the elements within the proposed MCPV (Muslim Customer Perceived Value) model, underscoring their significance in fostering retention among Muslim customers within the tourism sector. Additionally, the results highlight that incorporating suggested Islamic attributes, alongside conventional value dimensions, holds the potential to effectively meet the preferences of Muslim tourists when engaging in the purchase of tourism packages
17	Rita et al. (2019)	Date obtained from an online survey encompassing 355 Indonesian online consumers served as the dataset for evaluating the research model through the application of structural equation modelling (SEM).	The findings of the analysis demonstrated that three factors, website design, security/privacy, and fulfilment, had an impact on the overall quality of e-services. Customer service and total e-service quality are not substantially correlated, however. The relationship between consumer behaviour and overall e-service quality is statistically significant.
18	Nga et al. (2020)	The survey was completed by 332 online bookers through a combination of online and offline methodologies. The study employed Partial Least Squares Structural Equation Modelling (PLS-SEM) analysis to assess and quantify the relationships between the constructs under investigation.	Based on customer satisfaction and brand loyalty, the study validates that web service quality affects consumers' CEBs. The associations between the quality of service provided by hotel websites and CEBs in the hotel industry are also partially mediated by consumer satisfaction.

19	Fianto (2020)	A corpus of 241 substantive questionnaires was gathered for the purpose of investigating both the structural framework and measurement components via PLS path modelling analysis.	The research conducted demonstrates the substantial impact of service quality on the intention to revisit. Moreover, it highlights the significant influence of brand experience on the same intention. Furthermore, the findings indicate that visitor satisfaction plays a pivotal role as a mediating factor, effectively mediating the relationship between service quality and the intention to revisit. Additionally, visitor satisfaction serves as a mediating mechanism in the relationship between brand experience and the intention to revisit.
20	Wilis and Nurwulandari (2020)	This study employs a quantitative research design utilizing a survey methodology underpinned by Structural Equation Modelling (SEM) analysis conducted through the AMOS Version 22 statistical software. Variable operationalization was achieved through the administration of questionnaires employing Likert scaling. The sampling strategy employed was Non-Probability Sampling, specifically employing the saturated sample technique akin to a Census, encompassing 182 respondents, thereby mirroring the entire population.	The findings derived from the analysis indicate a significant positive relationship between the variables (E-Service Quality, E-Trust, Price, Brand Image) and E-Satisfaction, as well as E-Loyalty towards the Online Travel Agent Traveloka. Each variable demonstrated a statistically significant impact on both E-Satisfaction and E-Loyalty, as evidenced by Critical Ratio (CR) values exceeding 1.96 (representing the critical value for a 95% confidence level), probability values (p) below 0.05, and positive regression coefficient values greater than 0.00. Thus, it can be concluded from this study that E-Service Quality, E-Trust, Price, and Brand Image positively influence both E-Satisfaction and E-Loyalty in the context of Online Travel Agent services.
21	Seetanah et al. (2020)	This research employs a quantitative approach, utilizing a survey methodology as its primary data collection method. Self-administered questionnaires were disseminated among a targeted sample of 1,721 tourists visiting the SSR airport in Mauritius. The study utilizes exploratory factor analysis (EFA) to identify and extract essential dimensions pertaining to airport services. Moreover, a multinomial probit analysis is conducted to assess the influence of satisfaction with airport services on revisit intention. This analysis incorporates various control variables to account for potential confounding factors and to ascertain the nuanced impact of satisfaction on revisit intention within the airport service context.	The study's outcomes offer empirical substantiation demonstrating the significant impact of airport service quality on stimulating favourable tourist behaviours. Increased satisfaction with airport services correlates positively with a higher likelihood of return visits among tourists. Consequently, it is advised to implement requisite measures for the continuous maintenance and enhancement of airport services at destinations.
22	Viet et al. (2020)	The study encompassed 405 international tourists and utilized Partial Least Squares Structural Equation Modelling (PLS-SEM) methodology. This approach facilitated the derivation of two pivotal findings within the research investigation.	The primary research findings indicate that the intention to revisit is significantly influenced by various factors including satisfaction, attractiveness, accommodation services, cultural engagement, and perceived risk. Additionally, satisfaction itself is directly impacted by attractiveness, accommodation services, cultural engagement, and perceived risk. These findings also validate the moderating influence of nationality and marital status on the connections between cultural engagement, attractiveness, and satisfaction. However, these moderating effects are observed on the relationship between cultural contact and attractiveness to satisfaction, but not on the pathway to revisit intention.
23	Mahadin et al. (2020)	A study was conducted using a sample comprising 258 US tourists visiting Jordan, employing exploratory and confirmatory factor analyses to evaluate the construct validity and composite reliability of the research variables. Structural equation modelling was employed to empirically examine the proposed theoretical model and test the hypothesized relationships between the constructs.	The research outcomes reveal that constructs such as user friendliness, information quality, and security and privacy significantly contribute to the enhancement of tourists' e-satisfaction. Furthermore, the attained e-satisfaction strongly influences the development of e-attitudinal loyalty among tourists, subsequently exerting a positive impact on e-behavioural loyalty. Specifically, website user friendliness and information quality emerge as the primary influencers fostering e-satisfaction, thereby playing pivotal roles in shaping both e-attitudinal and e-behavioural loyalty among tourists.
24	Kaya (2020)	The study acquired survey data employing a judgmental sampling approach, subsequently subjecting the gathered data to analysis utilizing structural equation modelling techniques.	The results of the study indicate that there is a noteworthy positive moderating impact of website familiarity on the correlation between e-satisfaction and e-loyalty. Additionally, e-service quality demonstrates a direct positive influence on e-loyalty and also exerts an indirect influence through its effect on e-satisfaction.
25	Fared et al. (2021)	A sample size of 100 respondents was selected for this study. The distribution of the questionnaire was carried out employing a purposive sampling technique. The incorporation of intervening variables necessitated the utilization of a structural equation model for the analysis.	The findings of this research study reveal a statistically significant relationship between e-service quality and both customer satisfaction and repurchase intention. Furthermore, customer satisfaction demonstrates a statistically significant influence on repurchase intention.
26	Tuncer et al. (2021)	An explanatory factor analysis and confirmatory factor analysis were utilized to construct and validate a six-dimensional service quality scale. This scale was formulated using data collected from 309 customers who had experienced services provided by a specific restaurant. Additionally, path analysis was employed to scrutinize the interconnections among service quality, perceived value, customer satisfaction, and behavioural intention.	The findings of this study indicate a significant correlation between service quality and customer satisfaction, affirming a positive impact. Moreover, the research identifies that both customer satisfaction and perceived value contribute positively to customers' behavioural intentions. Furthermore, it is noted that beyond aesthetics, various dimensions play a pivotal role in enhancing customer satisfaction. Specifically, service quality, facility comfort, and timeliness are highlighted as factors that positively influence perceived value in addition to their impact on customer satisfaction.
27	Hermawan (2022)	In this research, the behavioural intention variable assumes the role of the mediating variable, while e-WOM stands as the dependent variable. The investigation encompassed 150 participants engaged in online shopping activities within Indonesia, employing the Partial Least Squares (PLS) analysis tool for data examination and analysis.	The empirical findings indicate a notable influence of perceived web quality (PWQ), perceived benefits (PB), security and privacy (SP) on both behavioural intention (BI) and electronic word-of-mouth (e-WOM). Moreover, the mediation analysis revealed that behavioural intention (BI) serves as a reinforcing factor in the relationship between the independent variables and electronic word-of-mouth (e-WOM).

28	Naibaho and Hariyanto (2022)	The study adopts a quantitative research methodology given its focus on investigating the impact of quality on satisfaction, return intention, and service outcomes, necessitating the use of numerical data to formulate hypotheses pertinent to the targeted phenomenon. The research site comprises travel agents situated in Jambi City, with a sample size of 200 respondents selected for data collection. Statistical analysis of the gathered data is conducted through the utilization of SPSS software.	The findings of this study indicate a noteworthy positive correlation between the service quality factor and visitor satisfaction. Additionally, the service quality factor demonstrates a significant positive association with word-of-mouth promotion. Visitor satisfaction also exhibits a positive and significant relationship with word-of-mouth promotion. Moreover, both the service quality factor and visitor satisfaction are positively correlated with the intention to revisit. Furthermore, word-of-mouth promotion significantly influences the intention to revisit. The mediating role of visitor satisfaction in the relationship between service quality and revisit intention is also evidenced in this study.
29	Sharma et al. (2022)	The study rigorously examined data obtained from a sample of 120 participants. Employing a sequential exploratory strategy (SES), data collection was carried out through an open-ended questionnaire. This questionnaire design was meticulously crafted subsequent to an exhaustive review of pertinent determinants identified in the existing literature.	The research investigation delved into various determinants such as localization, website quality, product information, perceived interactivity, price and promotion, e-security, customer value, service quality, electronic word of mouth (eWOM), marketing, and brand promotion, assessing their impact on the intention of travellers to book hotels. This study aimed to discern the factors influencing tourists' or users' inclination toward Online Hotel Booking Intention (OHBI). Moreover, a pairwise comparison was conducted, subsequently establishing the hierarchical relationships among these criteria through the application of the Fuzzy Interpretive Structure Model (FISM).
30	Almakayeel (2023)	The study employed a quantitative research approach to conduct a path analysis utilizing data collected from a sample of 500 frequent flyers specifically engaging with travel websites for international travel. SmartPLS 4.0 software was utilized to construct a structural equation model (SEM) employing the partial least squares (PLS) method.	The research findings suggest a positive correlation between the quality of travel websites and customer satisfaction, subsequently influencing their purchase intentions.

A hypothesis was built to test whether customer service and intent to return (revisit intention) to OTA platforms are influenced by the web services' quality.

H_0: There is no significant effect of OTA's web service quality on (a) customer satisfaction and (b) revisit intention.

H_1: There is a strong effect of OTA's web service quality on (a) customer satisfaction and (b) revisit intention.

3. Research methodology

The present study was done in the first quarter of the year 2023 with descriptive research with a focused group of online travel agency platform users. The respondents were screened to ensure that they remembered their last experience of using an online travel agency (OTA) platform. The criteria for respondent selection were online users, who had visited, booked, or used the service offered by online travel agencies platforms, at least once during the last six months.

3.1 Sample and data collection

For the recognition of the sample from a population under study, the snowball sampling technique was used, which is a non-probabilistic sampling technique. Based on past available literature and an extensive review of literature, 23 constructs for the questionnaire were developed based on an extensive review of past literature; the construct was surveyed. In this study, a descriptive research design, quantitative research was conducted where respondents were asked to put their responses on 5 points Likert scale (1 is Strongly Disagree; 2 Disagree; 3 neither Agree nor Disagree (Neutral); 4 Agree and 5 is Strongly Agree). Purposive sampling, a non-probabilistic sampling approach, was employed to identify the sample from the population under study. Given the Delhi-NCR region's 18.35 million population, a sample size of 1,313 was chosen, with a 95 percent confidence level and a 7 percent acceptable margin of error (MHA, 2011). Online travel agency users from Delhi and NCR (Gurugram, Ghaziabad, Faridabad, Noida, and Greater Noida) made up the sample unit, which included a total of 1,313 responses. The number of internet users was used to determine this study's target group. Accor-

ding to TRAI (Telecom Regulatory Authority of India), Delhi and the National Capital Region have India's highest internet penetration rate (DOT, 2018, MOT, 2019).

3.2. Questionnaire development

The survey instrument was structured into discrete sections corresponding to key components of the investigation. This tool encompassed items that were aligned with constructs pertaining to the dimensions of web service excellence, client satisfaction, and the inclination towards future visits.

3.3. Development of preliminary draft

The construction of the questionnaire ensued through a comprehensive examination of prior scholarly literature. Formulated upon foundational insights extracted from diverse sources such as peer-reviewed journal articles, scholarly books, periodicals, news articles, and online reports, the questionnaire took shape. A preliminary iteration of the questionnaire underwent scrutiny and validation by experts from both industry and academia to ascertain its integrity and validity.

3.4. Talking Expert's Opinion and Validity of the Instrument

The initial phase of this study involved evaluating the facial and content validity of the research instrument. This process commenced with an exhaustive review of pertinent literature. Subsequently, the instrument was presented to esteemed figures within the field, comprising both industry experts affiliated with leading online travel agency platforms such as MakeMyTrip, Yatra, Clear Trip, Hello Travel, and scholarly professionals from academic institutions like IIM Kashipur and Lucknow University. A total of six industry experts and five academicians were approached to provide their expert judgments on the questionnaire.

Upon receiving feedback from these experts, revisions were made to the instruments based on the suggestions and feedback obtained. Following necessary amendments, the revised questionnaire was once again submitted to the same panel of experts for their reassessment. Items that underwent the second review phase and exhibited a high level of consistency across various topics under investigation were deemed suitable and were subsequently included in the final version of the instrument.

3.5. Modification of the preliminary draft

The preliminary version of the questionnaire underwent refinement through input from industry experts and academics, resulting in the development of a validation grid that integrated their recommendations. In survey research, the validity of a claim, conclusion, or decision is contingent upon its rationality, accuracy, and logical coherence, indicating whether the research effectively demonstrates its intended purpose. To facilitate this, a grid question format was devised, enabling the consolidation of various question types into a structured table. This format allows researchers to include diverse question types, such as multiple-choice and open-ended queries, within a single grid. A questionnaire or scale is deemed validated when it has been meticulously formulated for use with designated respondents. This validation process necessitates employing a representative sample to ensure both reliability and validity are sufficiently demonstrated.

Subsequently, following recommendations from reviewers, the researcher finalized the survey instrument tailored for data collection within the target population, aligning with the objectives of the research study.

3.6. Users profile

The demographic characteristics of users, encompassing data such as age, gender, occupation, and frequency of travel, are presented in Tables 2 through 5. A total of 1,313 user profiles were included and analysed within these tables.

3.6.1. Frequency of travel

The table provides a breakdown of user distribution based on the frequency at which they engage in travel activities, showcasing the proportional representation of each frequency category within the studied user population (Table 2).

Table 2 | Frequency of Travel

Frequency of Travel	Number of Users	Number of Users (Percentage)
Monthly	218	16.60%
Quarterly	293	22.32%
Half Yearly	363	27.65%
Yearly	439	33.43%

3.6.2. Age Criteria

The table provides a breakdown of users across different age brackets, highlighting the proportional representation of each age group within the studied user population (Table 3).

Table 3 | Users Age

Age (Years)	Number of Users	Number of Users (Percentage)
18-24	191	14.55%
25-40	780	59.41%
41-60	322	24.52%
Above 60	20	1.52%

3.6.3. Gender

The table provides an overview of the gender distribution among the user base, highlighting the proportional representation of male, female, and users who chose not to specify their gender within the studied sample (Table 4).

Table 4 | Users Gender

Gender	Number of Users	Number of Users (Percentage)
Male	971	73.95%
Female	333	25.36%
Prefer Not to Say	9	0.69%

3.6.4. Occupation

The table provides an overview of the occupational diversity among the user base, showcasing the proportional representation of users across different occupational categories within the studied sample (Table 5).

Table 5 | Users Occupation

Occupation	Number of Users	Number of Users (Percentage)
Student	94	7.16%
Self Employed	322	24.52%
Service	853	64.97%
Retired	44	3.35%

3.7. Data Collection and Administration of Questionnaire

The final iteration of the research questionnaire was implemented to facilitate the gathering of primary data from a predefined demographic cohort. Data collection occurred via both offline and online channels, spanning from January - June 22. The purposive sampling method was employed to solicit responses from the intended target audience. The survey instrument was disseminated among individuals residing within the geographical scope of Delhi and the National Capital Region (NCR), encompassing Gurugram, Faridabad, Noida, Greater Noida, and Ghaziabad, and was easily accessible to the researcher.

During the data collection phase, the researcher utilized targeted social media advertisements to reach users located in the specified study areas, namely Delhi and the NCR (comprising Noida, Greater Noida, Ghaziabad, Faridabad, and Gurugram). The dataset was compiled from end-users

who had engaged with online travel agency platforms to make reservations for flights, accommodations, vacation packages, or other travel-related services within the preceding six months. Moreover, these users were both residents and employed individuals within the Delhi and NCR regions.

3.8. Online and offline (structured way)

A total of 1,200 questionnaires were disseminated among diverse online travel users who had utilized online travel agency platforms for booking travel services in the Delhi and NCR region, including Gurugram, Noida, Greater Noida, Ghaziabad, and Faridabad. Among these distributed questionnaires, 842 complete responses were collected, indicating a response rate of 70.16%.

For online data collection, Google Forms served as the primary tool. A predefined questionnaire in the form of a Google Form link was generated and distributed through various social networking platforms affiliated with the researcher, such as Facebook, LinkedIn, Twitter, Instagram, among others. Additionally, this questionnaire link was shared within several travel-related groups on these social networking sites. Over the course of six months, a total of 654 responses were amassed through the online data collection method.

The cumulative dataset comprised a total of 1,496 responses from both online and offline modes, with 654 responses sourced from the online medium and 842 from the offline medium. Post data analysis, excluding erroneous and outlier entries, a refined dataset consisting of 605 responses from the online mode and 708 responses from the offline mode emerged. Consequently, a total of 1,313 valid responses were deemed suitable for subsequent data analysis.

3.9. Measures

The reliability of the questionnaire was measured by predictive analytics IBM SPSS27.0 and AMOS23.0 were used as analysis tools to analyse the data collected. The validity and reliability tests have been done by spreading the developed questionnaires (with a five-point Likert scale) to 1313 respondents, which consist of 3 latent variables, such as web service quality (14 observed variables named WSQ), customer satisfaction (5 observed variables named CS), and revisit intention (4 observed variables named RI). The analysis was conducted using quantitative methods with the multivariate Structural Equation Model (SEM) technique utilizing the AMOS application to measure the real test (Table 6).

Table 6 | Observed variables

sr. no.	Web service quality (WSQ)
WSQ 1	I like to use an online travel agency platform that offers quick loading time across devices.
WSQ 2	I like to use an online travel agency platform that has information properly organized across relevant pages
WSQ 3	I like to use an online travel agency platform that looks attractive and feels trustworthy
WSQ 4	I like to use an online travel agency platform that is responsive and does not crash
WSQ 5	I like to use an online travel agency platform that provides multiple options to connect (sms, email, chat, what) with the company
WSQ 6	I like to use an online travel agency platform that offers me with personalized attention
WSQ 7	I like to use an online travel agency platform that offers up-to-date and reliable information
WSQ 8	I like to use an online travel agency platform that offers an easy/guided booking process
WSQ 9	I like to use an online travel agency platform that offers reliable and quick service through its associated partners too
WSQ 10	I like to use an online travel agency platform that allows easy modification of packages even after booking
WSQ 11	I like to use an online travel agency platform that provides quality recommendations/suggestions on travel packages
WSQ 12	I like to use an online travel agency platform that offers quick information exchange i.e. prompt reply to customer inquiries
WSQ 13	I like to use an online travel agency platform that offers secure and flexible/multiple payment options
WSQ 14	I like to use an online travel agency platform that provides users with proper information security

sr. no.	Customer satisfaction (CS)
CS 1	The services offered by OTA's met my expectations
CS 2	I find the support staff with OTA's to be highly supportive.
CS 3	OTA's platforms adapt their offerings to match my needs
CS 4	OTA's have enough resources to make the travel booking experience comfortable and enriching.
CS 5	Overall, I am satisfied with the OTA experience.

sr. no.	Revisit Intention (RI)
RI 1	I intend to continue using OTA services for my next purchase to check travel reviews & and ratings etc.
RI 2	I intend to continue using OTA services for discounts on my next bookings
RI 3	I intend to continue using OTA services because of the dedicated support teams
RI 4	I intend to continue using OTA services because I find it easy to make travel-related bookings through such services.

4. Data analysis and results

The collected data of sample size 1,313 is analysed by utilizing IBM SPSS and AMOS software.

4.1. Reliability testing

Reliability testing was done in the SPSS 27.0 software with the help of the reliability of the testing. In the reliability testing, reliability statistics are shown in Table 6. It means the respondents understand the items. Cronbach Alpha has been wildly used when the reliability of a Likert scale needs to be checked (Table 7).

Table 7 | Reliability Statistics

Constructs	No. of Items	Cronbach's Alpha
Web Service Quality	14	0.913
Customer Satisfaction	5	0.792
Revisit Intention	4	0.768

4.2. Measurement model (CFA)

Examining the internal consistency reliability, discriminant validity, and convergent validity of the suggested model is important before doing the final analysis to assess it (Hair et al., 2019). The preliminary investigation focused on the web service quality of the scale structures. The validity and reliability of the scales were heavily emphasized in this study. The first-order constructs in the CFA model are web service quality (WSQ), customer satisfaction (CS), and revisit intention (RI), and they are all validated and reliably assessed. The CFA results showed that the data matched the model well or with sufficient goodness of fit (χ2=428.13, df =196, p = 0.00, χ2/df = 1.689, CFI = 0.962, TLI = 0.950, RMSEA = 0.045). After confirming that the model fit was accurate, the standardized factor loadings were examined. It was found that the construct-representing items consistently reported loading above the suggested threshold of 0.50. The proposed model is recursive and its sample size is 1313. Its chi-square value is 428.13. The degrees of freedom are 196, the Probability level is 0.0, the number of distinct sample moments is 276, and the number of distinct parameters estimated is 49. To examine the correlations between variables, the research study employs structural equation modelling (SEM). There are 49 variables total in the model, with 23 being observable and 26 being unseen. 23 endogenous and 26 exogenous variables out of the total are dependent and independent variables, respectively. Through the simultaneous evaluation of observable and latent (unobserved) variables, SEM enables the study to explore complicated correlations and comprehend the underlying structure of the data.

4.3. Measures of model fit

The value of GFI (Goodness-of fit indices) is 0.955 which is accepted (as per standard it should be near to one for a perfectly fit model) and AGFI (Adjusted goodness of fit) is 0.937 which is also good and CFI (comparative fit index) which is 0.955 is also perfect as recommended. RMSEA (root mean square error of approximation) values of 0.045, less than the threshold value of 0.08, prove that the model is fit for the proposed model. The results are shown in Table 7, which shows the statistically fit of the data. The value of CMIN/DF (discrepancy divided by degree of freedom) was observed as 1.689 which is less than 2.00 and it is good (Figure 1).

Table 8 | Values of the measurement model

Indicators	GFI	AGFI	CFI	RMSEA	CMIN/DF
Measurement model	0.955	0.937	0.955	0.045	1.689

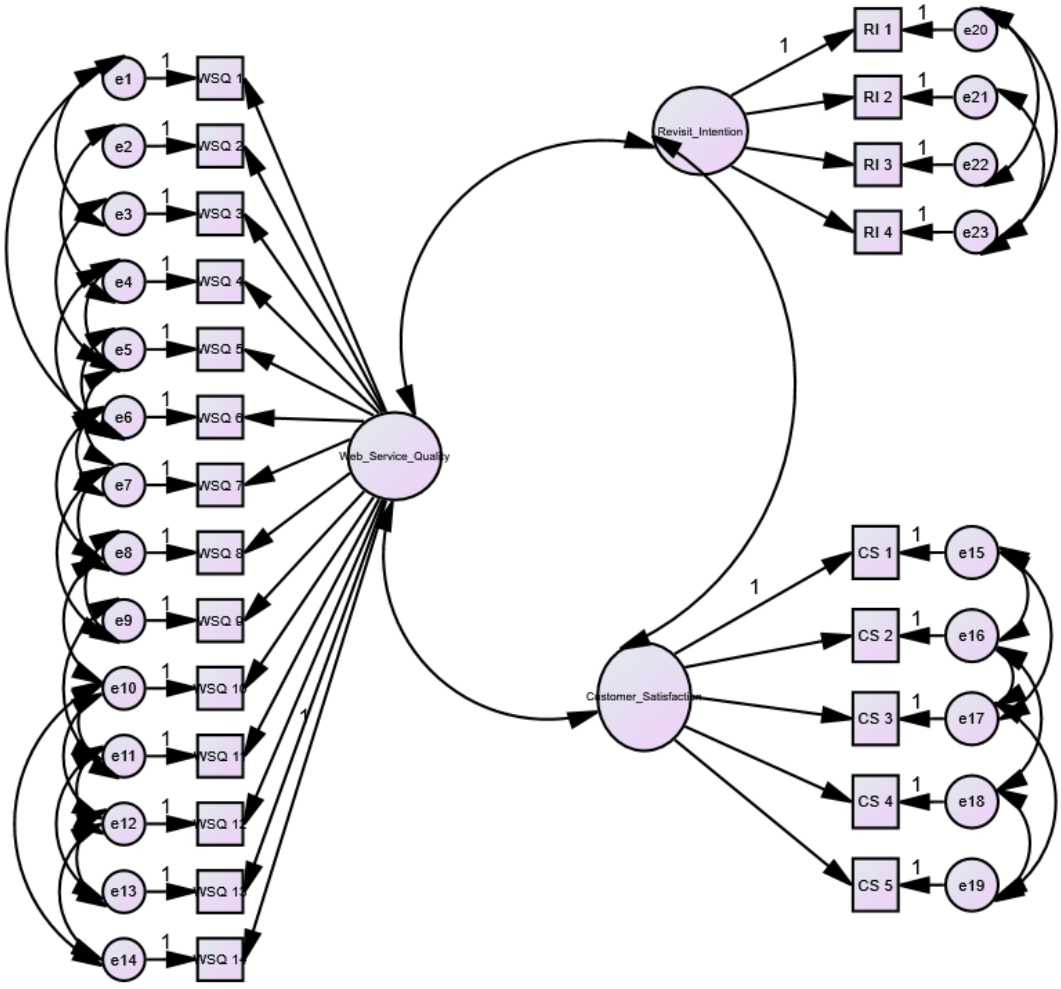

Figure 1 | Confirmatory Factor Analysis Model

The measuring model was created to evaluate the instrument's construct validity. Convergent validity and composite reliability were used to assess the construct validity (Table 9).

In this study, the reliability of each construct was examined through Cronbach's Alpha (Cron-

bach's Alpha > 0.70) (Hair et al., 2019) for internal consistency, Composite reliability (CR Value ≥ 0.70) is also used for internal consistency and convergence validity study use Average variance explained for measuring the degree of variation captured by a construct vs. the measurement error level (AVE Value ≥ 0.50). Table 8 study shows all reliability and convergent indicators value satisfying the qualifying criteria for the measurement model. The average variance explained (AVE) for latent variable web service quality (WSQ), customer satisfaction (CS), and revisit intention (RI) are 0.641, 0.643, and 0.631 respectively which are greater than threshold 0.5. These values are accepted when composite reliability (CR) is greater than 0.7 which is 0.961 for web service quality, 0.900 for customer satisfaction, and 0.872 for revisit intention construct.

Table 9 | Test of Reliability and Validity

Constructs	Items	Loadings/ weight	Cronbach's Alpha	CR	AVE
Web Service Quality (WSQ)	WSQ1	0.874	0.913	0.961	0.641
	WSQ2	0.704			
	WSQ3	0.793			
	WSQ4	0.742			
	WSQ5	0.749			
	WSQ6	0.896			
	WSQ7	0.786			
	WSQ8	0.768			
	WSQ9	0.871			
	WSQ10	0.803			
	WSQ11	0.793			
	WSQ12	0.797			
	WSQ13	0.752			
	WSQ14	0.857			
Customer Satisfaction (CS)	CS1	0.771	0.792	0.872	0.643
	CS2	0.814			
	CS3	0.761			
	CS4	0.884			
	CS5	0.773			
Revisit Intention (RI)	RI1	0.859	0.769	0.900	0.643
	RI2	0.741			
	RI3	0.745			
	RI4	0.827			

To check for discriminant validity, the researcher adopted the Criterion of both Fornell's and Larcker's (F & L) (Fornell and Larcker, 1981) and HTMT (Henseler et al., 2015). As per the F&L criterion, the square root of AVEs for each construct (WSQ-0.801, CS-0.802, and RI-0.795) must be greater than the inter-items correlation, which represents that there are no issues. In this study, it was observed that the square root of AVEs for each construct is greater than the latent constructs correlation. With discriminant validity (refer to Table 10 Part-A). This study also checked and verified criteria for discriminant validity through HTMT recommended by Henseler et al. (2015). To meet this criterion for discriminant validity, the correlation between items within a construct and between constructs must be lower than the threshold limit of 0.90. Table 10 Part-B confirms that studies do not have any problem with discriminate validity for web service quality and customer satisfaction; and web service quality, customer satisfaction and revisit intention whose values are under the threshold limit are 0.83, 0.84, and 0.81 respectively.

Table 10 | Part A- Discriminant Assessments

Part A: Discriminant Validity Assessment			
Constructs	WSQ	CS	RI
WSQ	**0.801**		
CS	0.689	***0.802***	
RI	0.633	0.692	***0.795***

Part B: Discriminant Validity Assessment (HTMT Analysis)			
Constructs	WSQ	CS	RI
WSQ			
CS	0.83		
RI	0.84	0.81	

4.4. Hypothesis testing

To evaluate the research hypothesis, structured equation modelling (SEM) with maximum likelihood estimation was applied. Covariance is the relationship between latent variables. Web service quality (WSQ) had a positive and significant impact on customer satisfaction (CS) with a standardized regression weight estimate value of 0.026 (2.6%), and a critical ratio of 15.476. This proves that web service quality (WSQ) has a positive and significant effect on the customer satisfaction (CS) of online travel agency users. Customer satisfaction had a positive and significant impact on customer satisfaction with a standardized regression weight estimate value of 0.029 (2.9%), a critical ratio of 15.858. This proves that customer satisfaction has a positive and significant effect on the revisit intention of online travel agency users. Web service quality had a positive and significant impact on revisit intention with a standardized regression weight estimate value of 0.024 (2.4%), a critical ratio of 15.905. This proves that web service quality (WSQ) has a positive and significant effect on the revisit intention (RI) of online travel agency users (Table 11).

Table 11 | Path Analysis

Hypothesis	Estimates / Standard Beta	S. E.	C. R./ t-statistics	P	Label	Decision
WSQ→CS	0.404	0.026	15.476	***	par_21	Supported
CS→ RI	0.461	0.029	15.858	***	par_22	Supported
WSQ → RI	0.386	0.024	15.905	***	par_23	Supported

4.5. Structural model

Further, the study examined the path estimates and their statistical significance to test the proposed hypotheses. The path estimates reported that WSQ (Web Service Quality) carries a positive and statistical significance on CS (WSQ→CS: β = 0.404, t-Statistics= 15.476 p = 0.000), CS also statistically influences RI (CS→RI: β = 0.461, t-Statistics= 15.858 p = 0.000). Thus, the present study found support for the hypothesis. Results also found that WSQ is significantly influenced by RI (WSQ→RI: β = 0.000, t-Statistics= 0.386, p = 0.00). Moreover, to examine the indirect effect between an independent variable (IV) and a dependable variable (DV), it must have an insignificant effect (p = 0.000). The present study indicates a partial mediating role (Collier, 2020) of custo-

mer satisfaction in the relationship between web service quality and revisit intention. According to this criterion present study (Table-11) full mediation effect in between WSQ→ RI (WSQ→CS→RI [indirect effect] = 0.000, 95% Boot-LLCI =0.175, Boot-ULCI =0.335) (Collier, 2020). It implies that the role of creating a positive WSQ in the RI process is vital. As a result, the automation of services, through the creation of value, can positively and significantly impact the development of positive CS.

Table 12 | Mediation Effect

Path	Total Effect	Direct Effect	Indirect Effect	Percentile Bootstrap at 95% level of confidence Interval (CI)		P	Decision
				Lower CI	Upper CI		
WSQ->CS->RI	0.179	0.271	0.000	0.175	0.345	0.000	Mediation Effect

Web service quality (WSQ) and customer satisfaction (CS) positively affect revisit intention (RI) and also web service quality (WSQ) has a positive influence on the revisit intention. This research study supports the theory that service quality affects positively customer satisfaction (Kourtesopoulou et al., 2019), and customer satisfaction has a mediation role between web service quality and revisit intention (or customer loyalty) (Flores et al., 2020); and website service quality has a positive significant effect on revisit intention (Cakici et al; 2019).

4.6. Discussion

The structural validity of the research model, established through Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM), demonstrates a robust framework for understanding the relationships between web service quality (WSQ), customer satisfaction (CS), and revisit intention (RI). The model achieved a good fit based on multiple indices ($chi2/df = 1.689$, CFI = 0.962, TLI = 0.950, RMSEA = 0.045), reflecting the coherence between proposed constructs. The examination of standardized factor loadings validated the reliability of the measurement model, with all construct-representing items surpassing the recommended threshold of 0.50. Additionally, assessments of internal consistency (Cronbach's Alpha, Composite Reliability) and convergence validity (Average Variance Explained) surpassed established benchmarks, confirming the reliability and convergence of the constructs. Crucially, discriminant validity was rigorously verified through Fornell and Larcker's criterion and HTMT analysis, showcasing the distinctiveness between constructs. The square root of AVEs for each construct exceeded inter-items correlations, indicating no issues. HTMT analysis further confirmed the absence of problems with discriminant validity, affirming the distinctiveness of the studied constructs. The research model exhibits strong structural validity and robust measurement properties, ensuring a reliable foundation for investigating the interrelationships between web service quality, customer satisfaction, and revisit intention in the studied context. The utilization of Confirmatory Factor Analysis (CFA) in this research study offers a robust understanding of the relationships between first-order constructs: web service quality (WSQ), customer satisfaction (CS), and revisit intention (RI). The findings indicate a favourable model fit, evidenced by strong goodness-of-fit indices such as the chi-square test, Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), and Root Mean Square Error of Approximation (RMSEA). These indices, coupled with a chi-

square/degrees of freedom ratio below the recommended threshold, support the model's accuracy in representing the data. Furthermore, thi study establishes the reliability and validity of the constructs through rigorous measures. Internal consistency, assessed via Cronbach's Alpha and Composite Reliability, reveals values exceeding the recommended thresholds, ensuring robustness in the measurement model. Additionally, the Average Variance Explained (AVE) values surpass the minimum criterion, affirming the constructs' convergence and reliability. The assessment of discriminant validity, employing both Fornell and Larcker's criterion along with the Heterotrait-Monotrait (HTMT) ratio, validates the distinctiveness between constructs. These analyses confirm that the constructs exhibit minimal overlap, supporting the idea that they measure unique aspects, thereby fortifying the model's credibility. In sum, the research demonstrates a well-fitting and reliable model, establishing strong support for the relationships between web service quality, customer satisfaction, and revisit intention, substantiating the theoretical framework proposed in the study. The results of the present research study are aligned with the comparative findings of previous studies outlined in the literature review.

5. Implications

The implications of this research study are clubbed into two parts; the first is theoretical and the other is managerial.

5.1. Theoretical implications

The present research has suggested a model enhance customer revisit towards online travel agencies platforms via improvement in web service quality. It involves a modified model of E-SERVQUAL (user-friendliness, the efficiency of websites, personal need, and site organization) which connects it to customer satisfaction and customer revisit intention. This study offers new insights into the mediating function of Customer Satisfaction and the direct impact of Web Service Quality on Revisit Intention in addition to confirming the existing correlations between Web Service Quality, Customer Satisfaction, and Revisit Intention. This study will help the travel sector in building effective marketing strategies, forming trustworthy connections with customers, and gaining a competitive edge.

5.2. Managerial implications

This study has observed how web service quality affects the customers' satisfaction; customer satisfaction affects revisit intention and web service quality affects revisit intention on OTAs platforms. The finding of this research study reveals that OTA website developers and managers should focus on improving the five independent areas of website service quality since they have a beneficial impact on users' satisfaction and retention of the site. The managers of online travel agencies that wish to seize the travel market can benefit from this study. This study offers useful suggestions to OTA (online travel agencies) management on how to enhance customer satisfaction and increase the likelihood that users would return to their platforms. Establishing a safe payment platform, providing customer assistance services, presenting customer reviews on the website, and displaying the appropriate information on the websites can all contribute to a company's reputation being built up. According to the research, practitioners need to develop initiatives that improve the service aspect for website users if they want to raise the degree of customer happiness. Online travel agency managers should pay attention to the web service quality of their platforms. Because the desire of

consumers to return is most significantly impacted by customer satisfaction (CS). This suggests that in the need for OTAs to be a useful tool for revisiting intentions, one of the crucial elements that they must remain focused on is customer satisfaction.

6. Conclusion

Customers can discover the information needed to book packages on OTAs and revisit for the same quickly thanks to high-speed internet and digital technology. The OTA providers should provide highly dependable services, quick responses to client inquiries, simple-to-use applications, and customer focus. All of these acts would undoubtedly support customers' intentions to return. The study's findings indicate a significant correlation between web service quality and customer satisfaction as well as revisit intent. The OTAs platform is encouraged to focus on customer happiness while offering high-quality web services and products to clients. As a result, it is challenging to keep customers. For the OTAs (online travel agency) platforms in India that adhere to numerous quality factors, this research may be advised. This study supported the hypothesis that customer service and intent to return to OTA platforms are influenced by the quality of web services. The results of this study will assist OTAs in creating platforms that are of higher quality for users and in better understanding the services' quality, customer satisfaction, and the likelihood of repeat business. The outcomes of this study tell specific recommendations for building OTA platforms to boost customer satisfaction and revisit intent on what may be made in response to the current issues facing the travel industry.

7. Limitations and scope of the future research

Here are some limitations of this study: In the beginning, just the results for millennials in the Delhi and NCR region who were in the region were analyzed. To improve the generalizability of the findings, further research might be done to test this concept in various contexts. Second, the review of the literature makes it abundantly clear that the concept of web service quality is complex. Based on the result obtained from the research, several types of research could be examined in other areas. The present study has geographic and time limit restrictions. The same research study could be done on different populations and it is suggested that the relationship between web service quality, customer satisfaction, and revisit intention could be researched for other industries too.

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