The impact of website quality and online reviews on booking intention: The case for Algerian Hotels

O impacto da qualidade do site e das avaliações on-line na intenção de reserva: o caso dos hotéis argelinos

El impacto de la calidad del sitio web y de las reseñas en línea en la intención de reserva: el caso de los hoteles argelinos

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ABSTRACT
The present study assess the effect of Algerian hotels website quality and online reviews, on the online booking intention with keyword research scores as an indicator. Thru the analysis of combined scores and ratios obtained from a content analysis to TripAdvisor Online Travel Agencies (OTA) to four Algerian hotels websites located in the city of Constantine. The results support theoretical findings that website quality effects the online booking intention only for Marriott Hotel, However a divergence of results for local hotels is noticed, due to the poor use of their websites, which is measured by the lowest online reviews number on TripAdvisor compared with Google Travel platform. Moreover, the study supports the theoretical findings that online reviews number and especially positive online reviews effect the hotel customer's online booking intention; where high keyword rates are expected for best reviewd hotels.

Keywords: website quality, online reviews, keyword research, Algerian Hotel.

RESUMO
O presente estudo avalia o efeito da qualidade do site de hotéis argelinos e das avaliações on-line na intenção de fazer reservas on-line, tendo como indicador as pontuações da pesquisa de palavras-chave. Por meio da análise de pontuações e índices combinados obtidos de uma análise de conteúdo das agências de viagens on-line (OTAs) do TripAdvisor para quatro sites de hotéis argelinos localizados na cidade de Constante. Os resultados corroboram as descobertas teóricas de que a qualidade do site afeta a intenção de reserva on-line somente para o Marriott Hotel. No entanto, nota-se uma divergência de resultados para os hotéis locais, devido ao mau uso de seus sites, que é medido pelo menor número de avaliações on-line no TripAdvisor em comparação com a plataforma Google Travel. Além disso, o estudo corrobora as descobertas teóricas de que o número de avaliações on-line e, principalmente, as avaliações on-line positivas afetam a intenção de reserva on-line do cliente do hotel, sendo esperadas altas taxas de palavras-chave para os hotéis com as melhores avaliações.

Palavras-chave: qualidade do site, avaliações on-line, pesquisa de palavras-chave, hotel na Argélia.
RESUMEN
El presente estudio evalúa el efecto de la calidad del sitio web de los hoteles argelinos y de las reseñas en línea sobre la intención de reserva en línea, utilizando como indicador las puntuaciones obtenidas en la búsqueda de palabras clave. Mediante el análisis de las puntuaciones combinadas y los ratios obtenidos a partir de un análisis de contenido de las agencias de viajes en línea (OTA) TripAdvisor a cuatro sitios web de hoteles argelinos situados en la ciudad de Constantina. Los resultados apoyan las conclusiones teóricas de que la calidad del sitio web afecta a la intención de reserva en línea sólo para el hotel Marriott. Sin embargo, se observa una divergencia de resultados para los hoteles locales, debido al escaso uso de sus sitios web, que se mide por el menor número de opiniones en línea en TripAdvisor en comparación con la plataforma Google Travel. Además, el estudio respalda las conclusiones teóricas según las cuales el número de opiniones online y, en especial, las opiniones online positivas, influyen en la intención de reserva online de los clientes de hoteles.

Palabras clave: calidad del sitio web, opiniones en línea, investigación de palabras clave, hotel argelino.

1 INTRODUCTION

In the hotel business, hotel websites are essential since they frequently serve as the initial point of contact for potential guests. A hotel's website can either project a favorable or unfavorable impression on its patrons and affect their decision to book. In this context, it's critical to comprehend how a hotel website's effectiveness affects visitors' intent to book.

The effectiveness of the hotel website has been the subject of numerous research. Hsu, Chang, and Chen (2012) discovered that website quality affects users' perceptions of playfulness and flow, which in turn affects their satisfaction and buy intent. Significantly, this study reveals that in terms of affecting customer satisfaction and purchase intention, service quality outweighs information and system quality. Indeed, Huy Le et al. (2020) reached this conclusion through the development of a new scale for evaluating hotel websites called HWebSQ, which takes into account factors such as responsiveness, usability, information quality, interactivity, and security. Customer purchasing intention is positively correlated with each of these factors. Additionally, research from Wang, Law, Guillet, Hung, and Fong (2015) suggests that the service quality provided by websites has a significant impact on customer trust, purchase intent (Ali, 2016), purchase decision (Li, Peng, Jiang, & Law, 2017), satisfaction (Ali, 2016), loyalty (Abou-Shouk & Khalifa, 2017), and repurchase intent (Tandon, Kiran, & Sah, 2017). Also, in the online context, favorable reviews influence consumer attitudes in favor of a hotel and increase booking intentions (Ladhari and Michaud, 2015, Vermeulen and Seegers, 2009, Ye et al., 2009). If customers are exposed to bad evaluations for an extended period of time, the service providers' reputations suffer (Sparks et al., 2016).

Despite the wide range of studies on the relationship between website quality and purchase intent, few have looked at the effect of a hotel website's quality on visitors' intent to book within the context of Algerian hotels. However, while referring to Mostfaoui (2016) research, based on the use of Analytic
Hierarchy Process (AHP) technique used as benchmark tool in order to classify 25 Algerian hotels websites selected. The study concluded that a wide range of these websites significantly do not have the features of modern websites, especially with regard to interactivity, and online booking systems except for some 5-star hotels. The design elements seems to be among the last interest of classification criteria from service providers perception. Moreover, a study by Guemihi, Boutterrouf, and Kheddache (2018) about the impact of website quality on the decision to make another purchase using the Bressolles (2006) Netqual measurement scale has shown either the positive impact for the website quality on the decision to make another purchase for Algerian visitors. In fact, Kim & Lee (2002) considered a website to be a system made up of four components: content, structure, interaction, and presentation. They discovered a considerable impact of website design components on users' perceptions of quality, which in turn has an impact on the end performance of the website through the volume of visitors and sales.

The issue at hand in this study is the effectiveness of hotel websites and how it affects travelers' intent to book in Algerian hotels. Nevertheless, Kim and Lee's (2002) methodology takes into account three aspects of their model: system design considerations, consumers' perceptions of the service quality offered by the ecommerce system, and the site's end performance (Customer intention). This study's hypothesis is that certain design elements affect how users perceive the level of service quality, which in turn affects how well the e-commerce system ultimately performs. So, we take the following into account:

**H1:** High level of booking intention thru high keyword researches scores is expected due to the high level of perceived quality.

**H2:** High level of booking intention thru high keyword researches scores is expected due high number of reviews and especially online positive reviews.

By highlighting the quality factors that can affect this intention, the goal of this article is to advance understanding of the impact of a hotel website's performance on visitors' intent to book a room in the context of Algeria. The results of this study may be put to use by Algerian hoteliers who want to boost their internet visibility and conversion rates.

### 2 LITERATURE REVIEW

Customer satisfaction has a direct and positive impact on website quality, and customer happiness has a direct and positive impact on purchase intentions, according to research by Bai, Law, and Wen (2008). Although there is a relationship between website quality and purchase intentions, customer satisfaction plays a key mediating role. Kim and Lee (2002) have therefore before discussed the effect process using a website as a system.
2.1 WEBSITE AS SYSTEM

In compliance, Kim and Lee (2002) see any e-commerce website as a system. They have described the process perspective, which divides design variables into four categories: content, structure, interaction, and presentation as shown in the following process figure:

[Diagram showing the process perspective]

**Fig (1): Assessment model of business systems**

**Source:** (Kim & Lee, 2002)

### 2.1.1 Website design elements:

An aesthetic design is clearly important in website evaluation, but of course, it is not the only relevant factor. In the context of websites:

- Information delivered in the e-commerce system is represented by the content element. The type and extent of the information to be included in the system are referred to as content (Morris and Hinrich, 1996, Kim et al., 1997). Choosing which characteristics to display for a product or service is a crucial design element for content. How to select the proper information is a related query. There are many different kinds of knowledge, including facts, concepts, rules, and principles. An essential difficulty in content design is choosing whether type of knowledge is pertinent to the description of goods or services traded in the e-commerce system;

- The information must be structured such that buyers may easily grasp the domain (Gronroos 1982 in Kim & Lee, 2002). There are numerous alternative structures, including the hierarchical, network, and grid structures. Classifying the numerous products and functions the e-commerce system offers is a crucial design consideration. The sorts of structures as well as the breadth and depth of the hierarchical structure are significant design criteria for the structural elements;

- Customer movement from one page to another must be made possible using an interaction mechanism that requires the least amount of work (Kim and Yoo, 2000). The kinds of navigational aids required to allow users to engage with the system effectively are determined by design parameters.
for the interaction element. Many browsing and search options are crucial design elements for the interaction aspect.

- The e-commerce system's interface should have a clear representation of the content, structure, and interaction features. The presentation element's design elements control how the information is actually shown on the screen (Morris and Hinrich, 1996). Making judgments on numerous elements, including pixel size, background, logo, picture, icons, color, polygons, and page layout, is part of presentation design.

In fact, Jung et al. (2003) claimed that information happiness was a significant influence on online behavior and that web site quality was a prerequisite for information satisfaction based on the findings of an electronic survey of 1743 online shoppers and hotel guests. In particular, the survey asserted that one of the most highly ranked aspects on hotel websites was content. Representation, on the other hand, is viewed by Baek and Michael Oh (2017) as aesthetics in hotel design that influence booking intention through emotional arousal and quality expectation. While the perception of content and structure as practical design elements has no direct impact on booking intent.

2.1.2 Website perceived quality

Morales-Vargas Pedraza-Jimenez and Codina (2023) looked at more than 305 articles on the techniques that have been undertaken in connection with the topic of website quality after completing a thorough assessment of the literature. They have highlighted functional approach as the first traditional focus in this regard. The examination of a website's fundamental qualities, such as its content, information architecture, and visual design, as well as its technical and operational features related to technology and security, is the main focus here (Leung et al., 2016). The second strategy, which they call experiential, focuses on the opinions and experiences of the user and looks at things like usability, accessibility, satisfaction, and interactivity (Maia and Furtado, 2016). A third strategy is more strategic in nature and focuses on achieving the goals of the site owner as well as using metrics for performance, visibility, and positioning, among others (Sanabre et al., 2020).

Website quality studies use a variety of approaches, including experimental and quasi-experimental as well as descriptive and observational, typical of the associative or correlational paradigm, according to a thorough literature assessment of the idea. These techniques can be summed up in the following ways (Morales-Vargas Pedraza-Jimenez & Codina;2023):

- **Participatory methods:** user experience (UX) studies have focused on user preferences, perceptions, emotions and physical and psychological responses that can occur before, during and after the use of a website.

- **Testing:** which resorts to the use of such instruments as usability tests, A/B tests and task analyses; observation based on ethnographic, think-aloud and diary studies; questionnaires – including
surveys, interviews and focus groups; and biometrics which uses eye tracking, psychometric and physiological reaction tests, to name just a few

- **Expert analysis**: a procedure for examining the quality of a site or a group of sites employing guidelines, heuristic principles or sets of good practices.

- **Heuristic evaluation**: in which a group of specialists judge whether each element of a user interface adheres to principles of usability, known as heuristics.

- **Checklists**: in which each indicator usually takes the form of a question, and whose answer – typically binary – shows whether or not the quality factor under analysis is met; scales, where each indicator is assigned a relative weight based on the importance established or calculated by the experts for each parameter under evaluation.

- **Indices**: metrics that not only evaluate a website’s quality, but also how good it is in comparison with similar sites.

- **Analytical systems**: typically qualitative instruments of either a general or specialized nature, which are mainly aimed at evaluating individual websites, conducting benchmarking studies, or for use as web design guides.

- **Strategic performance analysis**: including return on investment; search engine positioning; competitiveness, including web analytics and webmetrics.

- **Mathematical models for decision making**: with multiple, hybrid, intuitive or fuzzy criteria. By employing criteria at different, unconnected, levels, these models establish a hierarchy of evaluable factors.

The majority of ideas are based on non-participatory or indirect approaches, therefore there aren't many instruments based on surveys or interviews. In fact, surveys as a testing methodology seem to only attract a small amount of interest for service quality. In a similar vein, there are more studies concerned with the verification of technical and functional requirements (57.4%) than with user experience (23.0%), the strategic goals of the site owner (14%), or mixed (5.5%) concerns (Morales-Vargas Pedraza-Jimenez & Codina; 2023). Hence, a number of studies have investigated the effect of website design components on the intention to make an online reservation in the hospitality and tourism sector. Using a measurement scale to evaluate website quality from the viewpoint of the user is a frequent strategy. The most popular scales are the Servqual, Webqual, and Netqual scales, as well as their modifications and extensions:

- **Servqual**: A well-liked model called Servqual has been used frequently in the literature to evaluate the level of customer service provided by websites. Five factors make up the model's foundation: dependability, responsiveness, certainty, empathy, and tangibles. Several studies have utilized this methodology to gauge the quality of websites, including (Caruana and Ewing, 2010; Kim et al., 2002; Kim et al., 2010).
- **Webqual** Another technique that has been applied to gauge the quality of websites is Webqual. Three dimensions—information quality, system quality, and service quality—form the basis of the model. This model has been used by researchers to assess the quality of websites. For instance, Chen and Hsu (2012) utilized the model to determine the variables influencing consumer satisfaction in their study.

- **Netqual** Bressolles (2006) created the methodology known as Netqual especially to gauge the caliber of e-commerce websites. The approach is based on five factors: usability, reliability, responsiveness, privacy, and security of the website. This model has been used by researchers to assess the value of hotel reservation websites, as in the study by Zoughi, Negra, and Habacha (2012).

Several contemporary approaches, particularly in the hotel business, have been used to assess website quality. The HWebSQ is the final model that used information gathered from travelers who stayed in Vietnam hotels with four to five stars. There are 34 items and 7 dimensions in the HWebSQ. They include security, interactivity, information quality, response time, ease of use, and website functioning. Customer purchasing intention is positively correlated with each of these factors (Le & al., 2020). These models, however, are based on various dimensions and structures, but they all try to gauge website quality from the viewpoint of the user.

### 2.2 ONLINE BOOKING INTENTION

Purchase intention is one behavioral characteristic that applies to the hotel sector, according to Zeithaml et al. As a result, customers' willingness to make a reservation via a hotel's website is reflected in their intention to book a room online (Casado-Daz, Pérez-Naranjo, & Sellers-Rubio, 2017). As a result, we can continue measuring hotel booking intent using these standard techniques:

- **Surveys:** surveying prospective consumers to find out if they plan to make a hotel reservation. This can involve asking them questions about the likelihood that they will make a reservation, the window of opportunity for doing so, and the criteria used to make that decision (Casado-Daz, Pérez-Naranjo, & Sellers-Rubio, 2017; Kim et al., 2010; Bai, Law & Wen, 2008; Le & al., 2020; Ahmed El-Said, 2020).

- **Website analytics:** The number of website visitors who proceed through the booking process and how many give up can be tracked by examining website traffic and user behavior. In actuality, Kim & co. (2002) chose the quantity of visitors and overall sales. Because it has been noted as one of the most representative measurements for Internet company, the number of visitors to an e-commerce system is employed. The percentage of actual purchases among the visiting customers is generally low in e-commerce, so the number of visits alone is insufficient to assess the final performance of e-commerce systems. In order to more effectively gauge the overall success of
ecommerce systems, sales volume is added in their research. Take note of the fact that "Customers Intention" and "Final Website Performance" are used interchangeably.

- **Conversion rates**: Although behavioral intentions can't always accurately predict conduct (Tang, Wang, Kim & 2022). Consequently, it is vital to look at ways to turn those who are just looking into actual bookers on e-commerce websites (as opposed to people who just want to book) (Cezar, & gütt, 2016). CR is a crucial gauge of an e-commerce website's effectiveness (Horan, McCarthy & Frew, 2002). The best 20% of hotels have a CR of 5.6%, while the bottom 20% have a CR of 0.3% on hotel booking websites (Boss, 2002).

- **Online reviews**: Findings from customer reviews of the hotel that speak favorably about the booking procedure and other aspects of the review can suggest a high likelihood of future reservations (Thuy Tran, 2020). Chu Chan et al (2017) 's study found that reviews with a good valence had a favorable impact on booking intention, whereas those with a negative valence have a significant negative impact. Also, it was discovered that different moderators had varying degrees of influence on this. Due to the factor's inherently subjective nature, brand image showed a minimal moderating influence. Both price relevance and star category had a moderating effect on the connection. In fact, Chakraborty (2019) discovered that online reviews had a more notable favorable impact on perceived credibility of online reviews (PCOR), which influences hotel booking intentions (HBI). Last but not least, Bouabdallah (2020) did a study with the purpose of identifying crucial variables linked to consumers' intention to book hotels online. The study found that 10 factors, including the following ones, were substantially linked with the desire to book a hotel online: third place: pleasure with prior experience.

- **User testing**: It is possible to discriminate between several methodologies, such as Think Aloud Testing, Task Analysis, A/B Testing, Click Testing, and Usability Testing. These methods are frequently mentioned in the sections on prior website quality methodologies.

### 3 METHODOLOGY

Despite the amount of literature on website design components and their impact on online reservation intention, there is a paucity of study particularly examining the impact of website design elements on online reservation intention in Algeria. Also, the majority of studies in this field have been done in wealthy nations, therefore there is a need for research done in emerging nations like Algeria, where customer behavior and technology infrastructure may be different from those in developed nations. By particularly studying the impact of website design components on online reservation intention in the Algerian hospitality and tourism industry, this study aims to close these knowledge gaps and offer useful information to both practitioners and scholars. In this section, we outline the approach we plan to take to achieving the major goal of our research. To that aim, we believe it is appropriate to explore the following
3.1 ALGERIAN HOTEL'S WEBSITE FEATURES

We begin with a quick overview of the website analysis of an Algerian hotel, citing Chouit & Haddadi's research from 2021, which was based on a descriptive survey methodology and used a content analysis tool for the pages of 34 websites that were unintentionally chosen. The study revealed that these websites largely do not have the attributes of modern websites, especially with regard to interactivity, video and audio usage, and clarification of policies. This reality does not differ based on the classification or ownership of hotels in the research sample; the direct marketing method is prominent in these websites, followed by the method of advertising the company and its services, while the public relations and sales promotion methods are virtually nonexistent.

In order to concentrate our research, we decided to work with four (4) hotels in Constantine's city in order to stay in close contact with the hotels there. These hotels are the most significant three-, four-, and five-star hotels in the city. The following websites are listed:

- Marriott Constantine: Five-stars Hotel, in an international French group, the website is hosted within the main domain of Marriott Bonvoy®, the hotel is used as a benchmark for the rest of hotel websites;
- Arc-en-Ciel 2 : Four stars-Hotel, Local website
- El Houcine Hotel: Four-stars Hotel, Local website;
- El Bey Hotel: Three-stars Hotel, Local website.

First, we use an AI platform called "Webscore Ai" to evaluate all aspects of website design on a worldwide scale. This platform uses neural network techniques to determine whether the page code complies with the requirements of the current internet. Also, it simulates the user's interaction with the website's layout and content readability. The following factors are taken into account: Content; Representation (Aesthetic design); Structure; Interaction (Redability)

The design elements scores are performed in three distinct times, in order to get results that are more exact. The mean score is calculated then.

3.2 WEBSITE PERCEIVED QUALITY

In order to categorize the user's satisfaction with the website's quality constructions from the most significant to the less important, we decided to operate using a measuring scale technique for the current study. Hence, Bressolles devised a Netqual scale (2006). is accepted, and Guemihi, Bouterrouf, and Kheddache (2018) performed a survey with 205 participants from the Marriott Constantine hotel. The survey had the following dimensions:
- Ease of use (0.931);
- Website design (0.840);
- Reliability (0.881);
- Information (0.809);
- Privacy and security (0.862).

The study employed a numerical scale from 1 to 7 (Strongly disagree to Strongly agree), and an Alpha-Cronbach score over 0.7 was used, which is extremely good. The findings collected for each dimension are then contrasted to identify noteworthy differences.

3.3 MEASURING ONLINE REVIEWS

Additionally, we analyze online reviews by categorizing feedback from their official websites or linked TripAdvisor OTAs (Online Travel Agencies), enabling all currently available online reviews in all languages and for those who do not provide an online review option for every hotel's website between the years of 2011 and April 2023. (Oldest to Recent). Because the TripAdvisor platform allows for customer ratings between 1 and 5, the following content analysis is carried out: The reviews scored above (3) as are considered as Positive reviews (PR):

- The reviews scored (3) as are examined one by one, and the categorized with PR or NR thru the general content on the customer's opinion, or words used such as "Bad experience ; Don't recommend ; Beware…", so the techniques is based on text extraction as conducted by Dinçer & Alrawadieh (2017).

In addition, online reviews are well calculated for Google Travel platform. The obtained results are compared to TripAdvisor results.

3.4 MEASURING BOOKING INTENTION

Next, as described by Kim et al. and Lee (2002) in their research, we believe it is reasonable to employ "number of visits" as a potential presented performance indicator. Due to the challenge of obtaining accurate data on online bookings from the hotels under study, we actually use website traffic analytics with the Google Trends platform. Through a keyword historical analysis on the Google website, this analysis may provide a hint as to the level of booking intention for each hotel relevant to our study. According to our understanding, this trend analysis is a potent technique for overcoming the data shortage we experience while attempting to determine the actual hotel client volume for each hotel. The results show the ratio of searches for a certain keyword in a region and over a certain time period, broken down by region where this keyword is most frequently used (value of 100). As a result, a score of 50 indicates...
that the keyword was used half as frequently in the affected area, while a value of 0 indicates that there is insufficient data for this keyword (Google Trends, 2024).

4 RESULTS

In this section, we explore the results for the following points:

4.1 WEBSITE PERCEIVED QUALITY

As described earlier, we conduct an artificial intelligence website scoring. To this aim, we conduct three (3) different measurements in time to be sure of the scoring for each hotel. The results are presented in the following table:

<table>
<thead>
<tr>
<th>Hotels Attempts</th>
<th>Marriott Constantine</th>
<th>El Houcine Hotel</th>
<th>El Bey Hotel</th>
<th>Arc-en-Ciel 2 Hotel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webscore AI (T_0)</td>
<td>7.08/10</td>
<td>4.42/10</td>
<td>8.67/10</td>
<td>6.60/10</td>
</tr>
<tr>
<td>Webscore AI (T_1)</td>
<td>7.09/10</td>
<td>4.38/10</td>
<td>8.64/10</td>
<td>6.55/10</td>
</tr>
<tr>
<td>Webscore AI (T_2)</td>
<td>7.02/10</td>
<td>4.38/10</td>
<td>8.67/10</td>
<td>6.55/10</td>
</tr>
<tr>
<td>Mean Score</td>
<td>7.06</td>
<td>4.39</td>
<td>8.66</td>
<td>6.56</td>
</tr>
<tr>
<td>Final Ranking</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: Author's compilation from Webscore AI (https://webscore.ai/), April 2024.

The aforementioned table shows the average scores for each hotel, and it appears that El Bey hotel has the best-designed website (8.66/10), combining all website components while also focusing on aesthetics. The Arc en Ciel hotel came in second with 6.56, followed by the Marriott hotel in second with 7.06. With a 4.39, which is regarded as below the mean score, the Houcine hotel consistently receives poor ratings.

Additionally, by combining the mean scores for each of the five quality categories provided with the corresponding mean difference, we arrive to the following conclusions:

<table>
<thead>
<tr>
<th>Dimension</th>
<th>N</th>
<th>Mean</th>
<th>Sig.</th>
<th>S. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of use</td>
<td>205</td>
<td>4,1746</td>
<td>0.356</td>
<td>1,63207</td>
</tr>
<tr>
<td>Information</td>
<td>205</td>
<td>4,2008</td>
<td>0.431</td>
<td>1,43569</td>
</tr>
<tr>
<td>Reliability</td>
<td>205</td>
<td>4,2890</td>
<td>1.000</td>
<td>1,55170</td>
</tr>
<tr>
<td>Design</td>
<td>205</td>
<td>3,9008</td>
<td>0.01*</td>
<td>1,55908</td>
</tr>
<tr>
<td>Privacy &amp; Security</td>
<td>205</td>
<td>4,1057</td>
<td>0.134</td>
<td>1,65690</td>
</tr>
<tr>
<td>N valide (list)</td>
<td>205</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: Adapted from (Guemihi, Bouterrouf, and Kheddache, 2018)
The results from the table are summarized as follow:
- According to the average quality scores, clients of Marriott rank reliability as the most crucial component, giving website design less weight.
- The website's content, structure, and interaction seem to be more highly rated than the design elements, even though it still scores below the other dimensions and above the scale mean of (3.5). Despite this, the difference tests show that the design element is the only significant dimension from the other quality dimensions.

4.2 HOTELS BOOKING INTENTION

For this section we summarize the booking intention for the given hotels by analyzing the data ranging from 12 months (April 2022- April 2024), the results as shown the following graph:

The given fig. (2) Demonstrates the important volume of keyword historical searches for every hotel, the findings may be listed as follow:
- An apparent seasonal trend for the given hotels website search, such as for the Marriott hotel keyword, appears to be highly searched on five (5) periods from (27 March- 2 April 2022); 1 - 7 May 2022; 29 May- 4 June 2022; 21-27 August 2022; 11-17 sept; 30 Oct- 5 Nov 2022).
- Those cited periods are synchronized to the vacation periods; as we can cite: (The spring vacancy 17 March- 2 April 2022; summer vacation that range The other hotels exhibit a similar attitude for the five (5) specified cycles, although with a smaller ratio under 50; a pedagogical break on the first November national revolution remembrance will take place from October 28 to November 2, 2022.
- The main keyword search come from Algerian users, then French users also figure among the historical list with 100% interest for the keyword "Marriott hotel Constantine";
In addition, the keyword research means and so interest percentages are summarized in the following table:

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Marriott Constantine</th>
<th>El Houcine Hotel</th>
<th>El Bey Hotel</th>
<th>Arc-en-Ciel 2 Hotel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research mean</td>
<td>27</td>
<td>9</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Interest percentage</td>
<td>73%</td>
<td>15%</td>
<td>12%</td>
<td>0%</td>
</tr>
<tr>
<td>Ranking</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: Author’s compilation from GoogleTrend (https://trends.google.com/trends), April 2024

The following conclusions are drawn from the above table:
- Those who use the Google search engine to conduct research show the most interest in the Marriott hotel. The keyword research mean score of 27 so confirms these findings. The other hotels receive lower interest scores and percentages. Nonetheless, El Houcine Hotel and El Bey Hotel are tied for second. The Arc en Ciel Hotel then receives the lowest ratings.

4.3 ONLINE REVIEWS

Although the Marriott hotel reviews section is out-of-date and does not provide a response, the number and percentage of positive and negative reviews are solely calculated from TripAdvisor in this section. The reviews feature is absent from the other hotels. The reviews area, however, is either absent from the Arc en Ciel Hotel or is linked to the TripAdvisor platform for the El Bey and El Houcine hotels. The table provides a summary of the findings:

<table>
<thead>
<tr>
<th>Hotels Reviews</th>
<th>Marriott Constantine</th>
<th>El Houcine Hotel</th>
<th>El Bey Hotel</th>
<th>Arc-en-Ciel 2 Hotel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of reviews</td>
<td>289</td>
<td>74</td>
<td>5</td>
<td>13</td>
</tr>
<tr>
<td>Reviews mean score</td>
<td>4.0/5</td>
<td>4.0/5</td>
<td>4.5/5</td>
<td>2.5/5</td>
</tr>
<tr>
<td>Negative reviews</td>
<td>41</td>
<td>19</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>NR percentage</td>
<td>14.18%</td>
<td>25.67%</td>
<td>0%</td>
<td>61.15%</td>
</tr>
<tr>
<td>Positive reviews</td>
<td>248</td>
<td>55</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>PR percentage</td>
<td>85.82%</td>
<td>74.33%</td>
<td>100%</td>
<td>38.85%</td>
</tr>
<tr>
<td>Reviews Number Ranking</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>PR ranking</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Final Ranking</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: Author’s compilation from TripAdvisor, April 2024

From the above table (4), the main findings are listed:
- The Marriott hotel currently has the most reviews compared to the other hotels, with an overall rating of 4.0 out of 5 and 85.82% positive feedback. The hotel is regarded as the best hotel; El Houcine Hotel, which is performing in second place with 74 reviews over ten years and a rating of 4.0/5 and 74.33% good feedback;
El Bey Hotel, which has received only 5 reviews in 5 years, all of them are positive (4.5/5), placing it third;

- Arc en Ciel is rated the lowest and performing last, with only 13 reviews over 9 years, a rating of 2.5/5, and a 38.85% positive rating.

Also, the following table provides a summary of the Google Travel reviews scores:

<table>
<thead>
<tr>
<th>Hotels Review</th>
<th>Marriott Constantine</th>
<th>El Houcine Hotel</th>
<th>El Bey Hotel</th>
<th>Arc-en-Ciel Hotel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of reviews</td>
<td>1172</td>
<td>486</td>
<td>205</td>
<td>90</td>
</tr>
<tr>
<td>Reviews mean score</td>
<td>4.3/5</td>
<td>3.9/5</td>
<td>4.0/5</td>
<td>3.0/5</td>
</tr>
<tr>
<td>Ranking</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: Author's compilation from TripAdvisor, April 2024

The following are the key findings from table (5) above:

- The Marriott hotel now has the most reviews with a significant difference from the other hotels, with 1172 online reviews and a global score of 4.3 /5. The hotel is regarded as the best hotel;
- El Houcine Hotel is performing in second place with 486 reviews and a rating of 3.9/5;
- El Bey Hotel, which has 205 reviews and a rating of 4.0/5, is performing in third place.
- Arc en Ciel, which has just 90 reviews and a rating of 3.0/5, is the worst hotel and is last in performance.

5 DISCUSSION

According to the results of tables 1, 2, and 3, the Marriott Hotel is well ranked with website quality, even though the design aspect (representation) is not as significant for hotel guests as shown in the aforementioned tables and figure (2) and in parallel with Mostafoui (2016) findings. In spite of this, the hotel has the highest keyword ranking on Google. These findings are comparable to those reported in (Kim & Lee, 2002; Casado-Daz, Pérez-Naranjo, & Sellers-Rubio, 2017; Kim et al., 2010; Bai, Law & Wen, 2008; Le & al., 2020; Ahmed El-Said, 2020). The outcomes for the remaining local hotels, however, are the exact reverse; El Bey Hotel even received the highest rating for website quality, and the keyword research mean is far worse than the performance of the Marriott's website. In addition, Arc en Ciel hotels are seen as having middling perceived quality, with Keyword research scores of 0% interest and a mean score of 5 being the lowest in comparison to other hotels. Although though El Houcine hotel received the lowest perceived quality rating, the hotel's website outperformed El Bey and Arc en Ciel hotels in terms of keyword research scores, particularly Arc en Ciel. The initial hypothesis cannot be maintained as a result of the obtained results for the remaining hotels not correlating with the results of the earlier studies described above, something that could be construed in a different way. In fact, an intriguing finding...
emerges from an analysis of the results shown in table (5), customers of the hotels appear to be ignoring the topic of this study's official websites. Because of this, there are much fewer reviews than the TripAdvisor OTA that El Houcine and EL Bey Hotels promote. According to Boulahbel (in Elraed, 2019), who highlighted the fact that only 2% of hotels meet the requirements of electronic communication and digital contact with their clients, that means that those hotels' websites are difficult to access. They are the international franchises like "Marriott," "Novotel," and "Ibis." Local investments, however, are either wholly absent from the network or their customer services fall short of what is necessary. The limited selection of hotels online is just one example. According to Boulahbel (2019), these hotels have numerous inconsistencies with regard to the most recent information and communication technologies, including the non-revival of sites. It also presents a problem of poor communication, as some hotels do not react to users' messages or it might take months or even years to respond. Some hotels have locations and interactive pages that have not been updated since 2015. On the other side, the absence of electronic booking and payment services is another drawback that has been added to the list of drawbacks, along with a lack of concern in protecting users' personal information.

Also, the results from tables (3) and (4) show a convergence of scores and percentages for online reviews and keyword research. Consequently, for the final ranking, the highest factors are the mean and interest rate of the keyword research as well as the number of reviews. The observed results are consistent with (Ladhari and Michaud, 2015; Vermeulen and Seegers, 2009; Ye et al., 2009; Chu Chan et al., 2017; Bouabdallah, 2020) findings and support the second hypothesis.

6 CONCLUSION

Many research in the hospitality and tourist sectors have looked at how the quality of hotel websites affects consumer behavior, such as the desire to book. The current study attempts to investigate how website quality affects hotel customers' intentions to book online. The research's hypotheses include that high levels of booking intention through high keyword researches scores are expected owing to the high levels of perceived quality and high positive review scores, therefore a variety of findings are generated using various methodologies. In other words, the customer's desire to book a hotel online is influenced by the website's quality and positive online reviews; high keyword rates are thus predicted for the top hotel websites.

With the exception of the international hotel company Marriott, the findings support the first hypothesis' theoretical findings. Yet, the overall purpose to book hotels in Algeria online is unaffected by the website's quality. Since customers can't book through the hotel websites and instead prefer to get information from Google Travel OTA rather than the suggested TripAdvisor OTA, the design element appears to be the last of the customers' concerns about the website quality. As a result, the quality of the hotel websites is not yet estimated by the customers. The most recent discoveries, however, require deeper
investigation and a thorough review of the technical components of websites as well as aesthetics. The second hypothesis is supported by the data, which show that the highest interest rate and mean for keyword research are also the highest for the final ranking.

Finally, we conclude that the presence of a well-designed hotel with full information and booking possibilities enhances the booking intention. However, the website quality of a given hotel is not the main booking intention driver. Therefore, EL khayam hotel -4 stat hotel- has no website but it records very interesting online reviews on Google Travel, with 372 reviews and 3.9/5 of scoring until April 2024; it is well ahead from El Bey and Arc en Ciel Hotel; and well close to El Houcine Hotel. These findings open new future research areas, so it is interesting to fetch for the more important elements that drives the booking intention.
REFERENCES


