

Investigate Website Quality and E-Trust for Online Booking Implementation

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Booking services has been gaining popularity among various industries in the recent years due to rising importance in offering services to consumers in a convenient way. Website has been playing a crucial role in developing customer's perception toward a business which consequently affects decision-making process when it comes to online transactions such as booking. The online booking which initially popular in entertainment, hospitality, and tourism industries has expanded to other industries in the form of appointments scheduling beyond the typical accommodation reservations. This study uses a company which provides home maintenance and domestic electronic repair services with a decline in customer acquisition as a case study. At the first stage, this study investigates website quality and e-trust on online booking system. Further, the study proposes online booking as marketing strategy for the business to overcome their problem using the service innovation. More specifically, the study focuses on the influence of e-trust formed from the website quality attributes on customer's intention to perform appointment booking in a home maintenance service provider's website. This study will adopt the conclusive research design which consists of descriptive research and cross-sectional design to study the relationship between usability, ease of use, entertainment, complementarity, e-trust and online booking intention. Survey instrument will be used and distributed to 200 respondents. This study is expected to help the company using the most influential and significant website quality attributes to enhance its customers' booking intention on the business website. Now, Kaodim and 'Service Hero' are emerging one stop home maintenance service provider in Malaysian market where it allows customers to book for home electronics repair services through online. Hence, service innovation in the form of online booking option could drive to the growth and development of fields services business.

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