

Linking Website Quality to Customer Satisfaction and Purchasing Intention: Evidence from Star-Class Hotels in Sri Lanka

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Abstract

This study explores the influence of website quality on customer satisfaction and purchasing intention in the context of star-class hotels in Sri Lanka. As digital platforms increasingly serve as primary interfaces between hotels and potential guests, understanding how specific website attributes affect customer perceptions and behavior is critical for strategic marketing. The research examines four key dimensions of website quality: usability, functionality, security and privacy, and perceived flow. A quantitative research design was employed, using a structured questionnaire to collect data from 300 domestic and international tourists who had recently engaged with the websites of star-class hotels in Sri Lanka. The data were analyzed using multiple regression analysis to identify significant predictors of customer satisfaction and purchasing intention. Results indicate that usability, functionality, security and privacy, and perceived flow significantly affected customer satisfaction. Perceived flow, usability, and security and privacy influenced purchasing intention, while functionality did not. Customer satisfaction mediated the website quality–purchasing intention link, showing the indirect role of all website quality dimensions. This study suggests that well-designed and secure websites not only improve user experience but also influence booking intentions. This study offers practical implications for hotel managers and digital strategists seeking to enhance competitive advantage through improved online customer engagement in the hospitality sector.

Keywords: customer satisfaction, hotel website, perceived flow, purchasing intention, website usability