Information through Travel Service Network

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ABSTRACT
Increasing number of organization have set up material on their online or portal as a way of providing users with information about their products or services. The development in electronic information resources and the evolution of digital age there are bring many advantages and disadvantages for its users of other people. Since one of the main duties of the internet as a communication channel is how to manage service quality, which holds a significant importance to customer satisfaction, the purpose of this study is to is to investigate and evaluate on the user satisfaction by online travel services among travel agents. On the other hand, the primary purpose for measuring end-user computing satisfaction is to predict certain behaviors and thus the measurement of end-user computing satisfaction should be somehow more closely tied to attitude-behavior theory. The effective and efficiency of this website whether the availability of this online travelservice give more effectiveness or other bad consequences to its users. As a result, because of these kinds of significance of study, a research is conducted for discovering on those significances.

Keywords
Information, online, Internet, services, information, travel, communication, customer satisfaction, tourism

1. INTRODUCTION
An online information service set out to provide information and services to users. Majority of online travel website providers are regional tourism destination organizations that mainly provide comprehensive local tourism information and online services.The user can browse and visit this website to go through and viewing any information related to tourist destination and otherwise. On other word, as said by O'Neill, Wright and Palmer (2003), in an increasingly competitive business environment, the issues of quality service and service excellence are becoming increasingly more important. According to Yang and Fang (2004), they identified online service quality dimensions and their relationship with satisfaction, their proposed factors are: reliability, responsiveness, ease of use, and competence. This is especially true of the information technology (IT) sector, where an ever-increasing range and number of online service suppliers has forced companies to invest in the delivery of higher levels of service quality as a competitive strategy aimed at differentiating their product offering.

2. LITERATURE REVIEW
Information has become the most important asset or resource, which unlike information is not easily identified, understood, classified, shared or measured because it is invisible, intangible and difficult to imitate. The word information is use broadly to reflect association with nations or ideas, so that there a lot of definitions of information have been stated by various authors. As for instance, Machlup (1980) already alerted us that "information as the act of informing is designed to produce a state of knowing".Besides that, as said by Saint-Onge (2002) defines information as "organized data".According to Holmes (2001), information is the meaning that a human assigns to data by means of the known conventions used in its representation. Information is related to meaning and humans. Information as some tangible and intangible entity that reduces uncertainty about something or about an event. Singh (2007), said that data becomes "information" when it is put into some context, information reduces uncertainty or changes one's state of mind. In the words of Fox (1983), "Information seems to be everywhere. We talk of its being encoded in the genes […] disseminated by media of communication […] exchanged in conversation [every day] […] contained in all sorts of things […] Libraries are overflowing with it, institutions are bogged down by it, and people are overloaded with it […] [yet] no one seems to know exactly what information is".As said by Weisman (1972), information is knowledge, intelligence, facts or data that can be used, transferred or communicated. It may be derived from experience, observation, interaction and reading. It has several basic qualities, viz. existence, availability, language or recognizable representation and meaning.For Drucker (2001), information means "data endowed with relevance and purpose".

3. RESEARCH FRAMEWORK
There are two variable that can be identifying such as dependent and independent variable. The dependent variable is the Factors that influenced user satisfaction and the independent variables is the content, accessibility, informative and effectiveness. Content is seen as one of the main independent variable in the factors that influenced user satisfaction towards using online travel website, whereby as said by (Huizingh, 2000) the term content refers to the information features or services that are offered in the website. The scope or

sub-attributes content in this research is focused in term of currency, accuracy, relevancy, comprehensibility, confidentiality, and reliability. Accessibility is another main independent variable in this research as it focuses on its influence in the exposure of, which that concerned on the ease of approachability and contact. Accessibility entails sub-attributes such as user-friendliness, usability, efficiency, stability, and ease of use. Informative is essential in the factors that influenced user satisfaction towards using online travel website. It is reflecting on format and the design of the website, such as allied to flexibility, organizability, well-presented, and knowledge sharing. It is seen as an independent variable of this matter, whereby effectiveness seems to be related to achieving results (desired effects) regardless of how efficient or inefficient the involved system or process is. Effectiveness included as communication, quick feedback, user feedback, and improve learning.

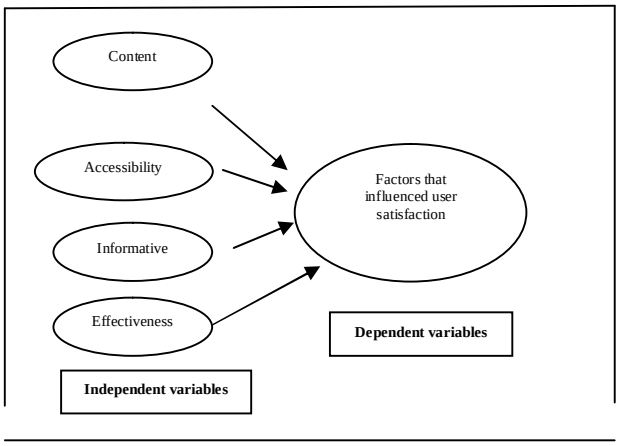

Fig. 1: Factors that influenced user

4. DATA ANALYSIS

ThisInformation analysis is considered to be important part of the research process. This chapter presents the data that has been collected through quantitative survey. In addition, demographic and are delivered. To analyzed the collected data, Rasch.doc Model was used to show the reliability of questionnaires in order to measuring user satisfaction on using online travel website. From the data collection, the data analysis can be made. The purpose of the analyzing the data is to find meaning in the data, and this is done by systematically arranging and presenting the information. The result of the survey questionnaires can be stated and. the richness of unique qualities is preserved in qualitative analysis. For this study the quantitative analysis is the way to analysis the data. From a sample of 160 respondents only 80 of them.

4.1 Descriptive Statistics

In this section, the way of statistical sample distribution with regard to the variables such as gender, age, qualification obtained, how many times have respondents used the online travel website, and how did they find out about this website is studied. According to the table 1, 32.5% of respondents are men and 67.5% of them are women. The highest frequency is related to the age group 26 to 35 and the lowest frequency is related to the age group of 36 and above. Furthermore, 56.25% of them degree qualification obtained, and the lowest frequency for education is related to those with SPM. The number of how did they find out about online travel website for the majority of respondents is search engine with 85% rather than other sources.

Measures	Items	Frequency	Percent
Gender	Male	26	32.5
	Female	54	67.5
	Total	80	100.0
Age	18-20	0	0
	21-25	26	32.5
	26-35	37	46.5
	36 and above	17	21.5
	Total	80	100.0
Education	SPM	4	5.0
	STPM	5	6.25
	Diploma	26	32.5
	Degree	45	56.25
	Other	0	0
	Total	80	100.0
Frequencies of use	1 to 3 times	5	6.25
	More than 4 times	7	8.75
	Daily	68	85.0
	Total	80	100.0
Sources	Website links	68	85
	Search engine	10	12.5
	Word-of-mouth	2	2.5
	Other	0	0
	Total	80	100.0

Table 1.Sample Demographics

In addition, the item reliability is referring to indicate and determine whether we are used correct or wrong instrument for our research, while the person reliability is referring to personality traits in answering the questionnaire which measure different characteristics. As a result, the person reliability is 0.83, while the results of reliability test by using Rasch Model software for the whole questionnaires is the item reliability is 0.77. Here, the results indicate in the table below showed that both of these things are almost close to 1.0. The person RAW SCORE-TO-MEASURE CORRELATION = .86 (approximate due to missing data)Jamal &Naser (2002), expressed that a tool that

has Cronbach alpha more than the minimum quantity level which suggested through Nunnally (0.7) is considered reasonable from reliability aspect. According to the table also, Cronbach Alpha function is to calculate the reliability of measurement tool like as questionnaire. Cronbach alpha is (KR-20). Here, can be concluded that the estimated measures are highly reliable as both person and item measures reliability which is closer to 1.0. The data set that we have is valid for data analysis. The sample (person) and questionnaire (item) were use in the research is reliable and relevant.

4.2 Item Statistic

```
INPUT: 80 Persons  21 Items  MEASURED: 80 Persons  21 Items  5
CATS         1.0.0
-------------------------------------------------------------
-------------------------------------
Person: REAL SEP.: 1.88  REL.: .78 ... Item: REAL SEP.: 1.75
REL.: .75

Item STATISTICS:  MEASURE ORDER

+-----------------------------------------------------------
-----------------------------------+
|ENTRY     RAW                       MODEL|    INFIT   |   OUTFIT
|PTMEA|EXACT MATCH|                        |
|NUMBER    SCORE    COUNT    MEASURE    S.E.  |MNSQ    ZSTD|MNSQ
ZSTD|CORR.| OBS%  EXP%| Item              |
|-----------------------------------+----------+----------+--
---+----------+---------------------|
|     7    282     75      .82      .14|1.16    1.0|1.41    2.0|
.58| 38.7  47.7| Less time loading   |
|    15    293     75      .60      .14|1.50    2.5|1.54    2.6|
.52| 36.0  47.8| Get fast response   |
|    14    294     75      .58      .14|1.51    2.6|1.85    3.7|
.47| 32.0  47.6| Communication       |
|    17    303     75      .39      .15| .76   -1.3| .77   -1.3|
.57| 53.3  47.9| Provide feedback    |
|    13    310     75      .22      .16|1.54    2.4|1.97    4.2|
.31| 44.0  51.3| Share ideas         |
|     4    313     75      .15      .16| .77   -1.2| .76   -1.3|
.57| 48.0  51.3| OS is sufficient    |
|    19    314     75      .12      .16|1.05     .3| .99     .0|
.54| 46.7  51.3| Get all info        |
|    18    315     75      .10      .16| .73   -1.4| .75   -1.4|
.54| 50.7  52.8| Feel confident      |
|    12    316     75      .07      .16| .88    -.6| .88    -.6|
.50| 49.3  53.4| OS to solve work    |
|     2    319     75     -.01      .17| .74   -1.3| .71   -1.7|
.55| 68.0  54.4| OS precise info     |
|    21    319     75     -.01      .17| .57   -2.4| .66   -2.1|
.56| 64.0  54.4| I am satisfied      |
|     8    322     75     -.10      .17| .80    -.9| .85    -.8|
.46| 50.7  56.5| Access any time     |
|     9    325     75     -.20      .18| .64   -1.8| .73   -1.6|
.49| 60.0  58.2| Access from  anywhere
|     1    326     75     -.23      .18| .76   -1.1| .80   -1.1|
.46| 60.0  59.3| OS is current       |
|     6    322     74     -.23      .18|1.19     .9|1.16     .9|
.42| 44.6  59.3| Simply browse       |
|     5    327     75     -.26      .18| .90    -.4| .94
-.3|  .40| 52.0  59.6| Easy
|    20    328     75     -.29      .18| .66  -1.7| .71
-1.7|  .52| 61.3  60.0|      |
|     3    330     75     -.36      .19| .96    -.1| .99
.0|  .42| 54.7  61.0| Easy   |
|    11    331     75     -.40      .19|1.03     .2| .98
.0|  .46| 60.0  62.2|        |
|    10    332     75     -.44      .19| .70  -1.4| .78
-1.2|  .49| 69.3  62.6| Bwebpage
|    16    334     75     -.51      .20| .76  -1.1| .83
-.9|  .48| 64.0  63.7| Well
|-----------------------------------+----------+----
------+-----+-----------+--------|
| MEAN   316.9   75.0      .00      .17| .93    -.3|1.00
-.1|      | 52.7
| S.D.    13.6     .2      .36      .02| .29    1.4| .37
1.8|      |                   |
+-----------------------------------------------------
                          ----
```

Table 2. Item statistic

According to Table 2,at above, it depicted all the items based on instrument, which that all those instruments is represented as sub-attribute for the factor or attribute that influencing user in using online travel Tourism' website as showed at Table 3,below.

ATTRIBUTES	SUB-ATTRIBUTES	STATEMENTS
Content	Currency	The information that I got from this website is current.
	Accuracy	The website provides precise information.
	Comprehensibility	It is easy to understand the information.
	Sufficiency	The information that I gain from the website is sufficient.
	Confidentiality	I feel confident to download any document from this online service.
Accessibility	User-friendliness	The online service is easy to use.
	Usability	I can simply browse the website to access for information.
	Efficiency	The website takes less time for loading the pages.
	Stability	I can access the website at any time of the day.
	Ease of access	I can access the website from anywhere.
Informative	Flexibility	I can browse other web pages through the links that are provided in this online travel website.
	Organization	The information in this website is clear to read without any instruction.
	Well-presented	The information displayed on the online travel website is well-presented.
	Knowledge sharing	I share ideas with the others through this service.
Effectiveness	Communication	I can communicate with others people from anywhere at any time via this online website.
	Quick response	I get fast response from the relevant online travel officers.
	User feedback	This online service provides a chance for me to provide feedback to the relevant online travel agencies.
	Improve learning	I can use the information provided in the website to solve my works and to enhance my knowledge.
User satisfaction		I get all the information that I want from this online information service.
		I will recommend other people to view this online travel website.
		As a whole, I am satisfied with the online travel website.

Table 3. Attributes, sub-attributes and statements

According to the result in the Table 3, it is arranged and listed down accordingly. At this point, can be summarized that higher item is *less time loading (measure = .82)* which is represent as difficult item, followed by regular items such as *access any time*, until to the lowest item is *well-presented (measure = -.51)* which is represent as easy item.

4.3 Partial Credit Scale

```
TABLE 6: C:\Documents and Settings\Lel\My Docume ZOU666WS.TXT
INPUT: 80 Persons  21 Items  MEASURED: 80 Persons  21 Items  5
CATS
-------------------------------------------------------------
-----


SUMMARY OF CATEGORY STRUCTURE.  Model="R"
+-----------------------------------------------------------
-----
|CATEGORY                    OBSERVED|OBSVD       SAMPLE|INFIT
OUTFIT||STRUCTURE|CATEGORY|
|LABEL  SCORE  COUNT  %|AVRGE  EXPECT|   MNSQ   MNSQ||CALIBRATN|
MEASURE|
|------------------+------------+------------++---------+----
----+
|  1   1      25   2|   .08  -.11|  1.15  1.46||   NONE   |( -
2.19)| 1
|  2   2      50   3|   .05*  .20|   .83   .94||    -.65 |  -
1.03 | 2
|  3   3     114   7|   .59   .70|   .88   .74||    -.39 |  -
.28 | 3
```

```
|  4   4      737   47|  1.44   1.41|    .98   1.03||     -.82 |
.82 | 4
|  5   5      648   41|  1.99   2.01|    .98   1.01||     1.86 |(
3.01)| 5
|-------------------+------------+------------++---------+----
----+
|MISSING        1    0|  1.03       |             ||          |
|
+-------------------------------------------------------------
--
OBSERVED AVERAGE is mean of measures in category. It is not a
parameter.

+-------------------------------------------------------------
-------
|CATEGORY      STRUCTURE     |   SCORE-TO-MEASURE     | 50% CUM.|
COHERENCE|ESTIM|
| LABEL     MEASURE   S.E. | AT CAT. ----ZONE----|PROBABLTY| M-
>C C->M|DISCR|
|-----------------------+---------------------+---------+----
------+-----+
|   1       NONE            |( -2.19) -INF    -1.61|          |
0%   0%|      |
|   2         -.65     .21 |  -1.03   -1.61    -.64|    -1.21 |
72%  16%|  .64|
|   3         -.39     .13 |    -.28    -.64     .15|     -.59 |
21%  24%| 1.06|
|   4         -.82     .09 |     .82     .15    2.04|     -.14 |
52%  59%| 1.04|
|   5         1.86     .06 |(   3.01)   2.04   +INF |     1.93 |
59%  54%|  .94|
+-------------------------------------------------------------
-------
M->C = Does Measure imply Category?
C->M = Does Category imply Measure?
```

Table 4. Partial Credit scale

In theTable 4, it depicted result of the total respondents that answering the survey questionnaires based on Likert-type five point scale. Related to this point, it showed that majority of the respondents were answered agree= 4 with 47 respondents, 41 persons were answered strongly agree= 5, 7 is 3=neither, 3 of respondents answered disagree= 2, and lastly 2 of respondents is strongly disagree= 1.In addition, due to missing data it is 1.03. Here, means that there are having missing data which that there is has certain questionnaires was not answered or skip that question.

5. CONCLUSION

Based on the item category result, item get fast response and communication is also quite dissatisfied among user because it relying on the internet speedy and networking connection quickness to accelerate and execute the Tourism' website for multifunction for its users. The findings from this study also identify that majority respondents of most satisfied is female and they are comes from age 26 to 35 years old. For assumption, female is more disciplined and dedicated to done their work rather than male, maybe they are likely to use or view other online service to complete their task. As conclusion, in this paper a questionnaire survey was conducted to measure satisfaction among travel agent's staff when they used Tourisms' website. The main finding reveal that attributes like as content, accessibility, informative and effectiveness are valid in measuring users satisfaction of online service. Moreover, results indicate a strong relationship between the person reliability and item reliability in measuring user's satisfaction of online service. Furthermore, the result showed that most of respondents are satisfied with Tourism online service. However, users were less satisfied with certain item related to this online service. In light of the results it can be argued that although overall satisfaction with this online service is high, certain areas such as less time loading, get fast response and communication should be improve.

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