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Factor of Information Services in Tourism's

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Abstract— **The organizations have set up material on their Web sites or portal as a way of providing users with information about their products or services. As a result of 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 using Tourism' website 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. This research were outlined clear literature review that there is having relation between factors of website quality that influencing users to used Tourism' website.**

Index Terms— **Information, communication cannel, quality, behaviors, Tourism', behaviors, website quality**

I. INTRODUCTION

An online information service set out to provide information and services to users. Majority of tourism website providers are regional tourism destination organizations that mainly provide comprehensive local tourism information and online services. The examples government of Malaysia as an outstanding tourist destination in order to achieve their ultimate goal which is to increase the number of foreign tourists to Malaysia, extend the average length of their stay and so increase Malaysia's tourism revenue. 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:

II. LITERATURE REVIEW

Today, 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. As expressed by Norma, Norasiah and Mohd sharif (2008), they define 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. Gordon, Davis, & Olson (1984) added the dimension of the recipient to the definition, which states information to be "the data that has been processed into a form that is meaningful to the recipient". 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". According to Vandergriff (2006), "Information" is built from the organization of data sets through quantitative and/or qualitative analysis that relate data sets, and can range from math equations, paragraphs, graphical illustrations, or images. Gelbstein (2003), defined the term information as data (possibly from various sources) presented in a context that is new or pertinent to a specific situation.

A. Information among Travel Agents

By the way there is the need information among travel agents because; Vrana & Zafiropoulos (2006) said that travel agencies need adequate knowledge especially marketing knowledge and technological based knowledge in order to keep pace with the technological and economic developments that are related to the Internet. According to Özturan & Roney (2004), when the travel agencies were asked to indicate the important advantages of using the Internet as a marketing communication channel, 98 out of 150 said that it provides the convenience of 24-hour accessibility, and 94 of them mentioned the ability to reach global markets by removing geographical boundaries. Reduction of advertising costs is indicated by 68 travel agencies as an advantage.

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B. Satisfaction in using online information services

According to Ozok & Salvendy (2000), the result indicated that the interface of the communicationally inconsistent group was 27.1% more consistent than the physically inconsistent group (F= 14.94; p= 0.0012). However there were no differences in satisfaction, error rate and performance time. Similarly the conceptually inconsistent group was 33.3% more consistent than the physically inconsistent group (F=35.65; p= 0.0001), but again, satisfaction error rate and performance were not difference across the two group. There might be the possibility that consistency of computer interfaces was affected by some of the dependent variables when either the task is complex or when the difference in consistency between tasks is larger. The fact that satisfaction did not change with changes in consistency level may suggest the possibility that there is a cancelling effect such that increased inconsistency increases task variety, and thus task satisfaction while increasing task consistency, where depending on the level of mental workload there may be gains due to task variety. Miteko (2006), expressed that Service XRG found that of the 60 percent (60%) of customers who used Web self-service, only 23 percent (23%) reported that they found what they were looking for online, suggesting that only a small minority who choose to use online self-service features are able to find content that satisfies their needs.

AUTHORS	FACTORS/ATTRIBUTES
Yang and Fang (2004)	Reliability, Responsiveness, Ease of use, Competence
Yang, Jun, & Peterson	Reliability, Access, Ease of access, Attractiveness, Security, Credibility
Huizingh (2000).	Content, Design
Law & Bai (2008)	Content, Usability
Nosrati (2008)	Customer service, Website design, Reliability, Security
Wan (2008)	Information, Friendliness, Responsiveness, Reliability
Zhilin et al., (2005)	Usability, Usefulness of content, Adequacy of information, Accessibility, Interaction.
Iwaarden et al. (2004)	Responsiveness, Time to download a web page

TABLE 1: Factors online information service

III. 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, 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 f 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 Malaysia Tourism' 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.

IV. Data Analysis

This chapter presents the data that has been collected through quantitative survey. In addition, demographic and are delivered. To analyzed the collected data, was used to show the reliability of questionnaires in order to measuring user satisfaction on using Tourism's 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 answered the questionnaires. The respondents of this study are travel agent's staffs.

A. 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 Malaysia Tourism's website, and how did they find out about this website is studied. According to the table 2, 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 Malaysia Tourism' 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
	Total	80	100.0

TABLE 2: Demographics

Based on output table, it is refer to summary statistic for person reliability and item reliability, whereby this table resulted from 80 respondents answered the questionnaire and 21 items represents the questions from questionnaires form (Section B-Content, C-Accessibility, D-Informative, E-Effectiveness, F-User Satisfaction). 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. 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. The results of the person reliability and item reliability are summarized at below in table 2.

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.
2. 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 website.
	Organizability	The information in this website is clear to read without any instruction.
	Well-presented	The information displayed on the website is well-presented.
	Knowledge sharing	I share ideas with the others through this service.
4. Effectiveness	Communication	I can communicate with others people from anywhere at anytime via this website.
	Quick response	I get fast response from the relevant tourism officers.
	User feedback	This online service provides a chance for me to provide feedback to the relevant tourism agencies.
	Improve learning	I can use the information provided in the website to solve my works and to enhance my knowledge.
5.User satisfaction		I get all the information that I want from this online information service.
		I will recommend other people to view this website.
		As a whole, I am satisfied with the Malaysia Tourism' website.

TABLE 3: Attributes, sub-attributes and statements for independent variables

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.

CONCLUSION

The present study aimed to analyze the users satisfaction on online information service. The results indicate that attribute of item content, accessibility, informative and effectiveness are influencing in measuring user satisfaction on online service. One of the most striking findings of this investigation is the respondents are dissatisfied with the item less time loading. This is maybe because of network connection is slow and confronting with the server problems, so that the travel agencies should take seriously for these problem by improving their network connection and using better server devices and applications in order to increase time loading website. 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 Malaysia

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 users 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. Finally, Adult users seemed to hold more positive views about online service services than younger ones. The growth of the websites has caused companies or other organizations to face many new challenges in their relations with users in order to survive. It is clear that a website is a part of the connection between an organization or company and its users or its customers and the absence of human interaction has to be compensated by other factor, therefore finding and factors that influencing them from the users' point of view is very important in this process. As Malaysia Tourism's website is known as one of online information service provided for public, so that it is important to get know the most important potential factor that influencing them to use that online information service from their users such as travel agents' perspective in order to run and effective and efficient website. For sure, such understanding will enable the users to promote their position among other user of this website.

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