

CHAPTER 1

INTRODUCTION

The Problem and Its Setting

In recent years, customer satisfaction with online travel booking platforms has become a critical concern in the tourism and hospitality industry. Studies have shown that low satisfaction with online booking systems often results in negative behavioral outcomes, including unfavorable word of mouth and reduced intention to reuse the platform. When users encounter issues such as system errors, lack of transparency, or poor service recovery, dissatisfaction can quickly translate into negative online reviews that influence other travelers' decisions. As online platforms increasingly shape travel planning behavior, dissatisfaction with booking systems poses a serious risk to both platform reputation and consumer trust (Han et al., 2021; Le & Phi, 2021).

Customer satisfaction in online booking contexts has been consistently linked to post-purchase behaviors such as loyalty, recommendation intention, and continued usage. Recent empirical studies indicate that satisfied users are more likely to repurchase and engage in positive electronic word of mouth, whereas dissatisfied users tend to share negative experiences more actively online. These behaviors amplify the impact of satisfaction beyond the individual user,

affecting broader market perceptions of online travel platforms. Consequently, satisfaction serves as a key mediator between system performance and long-term customer relationships in online travel services (Kim et al., 2022; Sharma & Klein, 2023).

Travel perceptions are increasingly shaped by travelers' digital interactions, particularly through online booking platforms. Research suggests that dissatisfaction with booking experiences can negatively influence travelers' overall perceptions of travel services and destinations, even before the actual trip occurs. Negative electronic word of mouth generated from poor booking experiences can distort destination image and reduce travel intention. Thus, online booking satisfaction plays an indirect yet significant role in shaping how travelers perceive tourism products and services, highlighting its importance in the broader travel decision-making process (Molinillo et al., 2021; Zhang et al., 2024).

User experience is a central determinant of satisfaction in online booking systems. Recent studies emphasize that usability, ease of navigation, information quality, and system reliability significantly affect users' perceptions and satisfaction levels. Poorly designed interfaces or complex booking processes often lead to frustration and dissatisfaction, which in turn influence negative attitudes toward the platform. Conversely, positive user experiences enhance perceived value and

satisfaction, reinforcing users' trust and engagement with online travel services (Joo et al., 2021; J.D. Power, 2023).

Despite the growing body of literature on online booking satisfaction, several gaps remain. Most existing studies focus on satisfaction as a predictor of loyalty or repurchase intention, while fewer studies examine how satisfaction influences broader travel perceptions and user experience simultaneously. Additionally, limited research integrates satisfaction, travel perception, and user experience into a single analytical framework, particularly in developing tourism markets. This gap highlights the need for more comprehensive studies that examine the interconnected effects of online booking satisfaction on travelers' perceptions and behavioral intentions.

The urgency to conduct further research on online booking satisfaction is intensified by the rapid digitalization of the tourism industry and travelers' increasing reliance on online platforms. As competition among online travel agencies intensifies, even minor service failures can result in significant reputational damage through negative electronic word of mouth. Understanding the factors influencing satisfaction, user experience, and travel perception is therefore essential for improving platform performance and sustaining competitiveness. Addressing these issues through empirical research will provide timely insights for both academics and practitioners

seeking to enhance digital travel services in a post-pandemic tourism environment.

Literature Review

The following are the related literatures on travelers' perceptions and user experience as predictors of satisfaction with online airline booking systems.

Travelers' Perceptions of Online Airline Booking Platforms

According to Salameh, Al Mamun, Hayat, and Ali (2022), the COVID-19 pandemic has driven online shopping and hotel reservations in the post-COVID-19 period, wherein booking hotels online is increasingly common among younger customers, modelling the significance of website quality and online reviews to predict the intention and usage of online hotel booking platforms. In their study, they employed the six factors influencing the intention to use online hotel booking platforms (OHBP): information quality, integrity, perceived risks, perceived benefits, system quality, and service quality. Data were gathered via an online survey, yielding 884 valid responses for analysis. The findings indicated that the perceived advantages, system performance, and service excellence significantly influenced the intention to utilize the OHBPs. Simultaneously, the value and volume of online reviews, along with the intent to utilize OHBPs positively and significantly influence the adoption of the OHBPs. Further, their study findings affirmed the

negligible moderating effect of the usefulness and number of online hotel booking reviews on the relationship between the intention to use and the actual use of OHBPs. The intention to utilize OHBPs showed weak predictive capability, whereas the actual utilization of OHBPs exhibited strong predictive capability.

The study conducted by Al Bqaeen and Saad (2025), entitled exploring the influence of perceived usefulness, ease of use, and subjective norms on online hotel booking intentions: The mediating roles of trust and satisfaction in Aqaba, Jordan. This research investigated how perceived risk influences the intention to buy airline tickets online. Seven categories of perceived risk were utilized to assess customers' perceived risk in purchasing airline tickets online. The findings showed that the seven risk dimensions had positive correlations with each other, while they were negatively correlated with customer purchase intention. Furthermore, the findings from the multiple regression analysis indicated that the six dimensions of perceived risk had a significant impact on customers' readiness to buy airline tickets online.

Rol and Alaeddinoğlu (2025) argued the impact of e-service quality on direct booking intentions in hotels: the mediating effects of e-satisfaction and e-trust. Even with the rising popularity of online hotel reservations, it is crucial to comprehend the elements that affect

consumers' decisions to book directly via hotel websites. The purpose of this study is to examine how e-service quality on hotel websites influences consumers' intention to book directly, along with the mechanisms related to e-satisfaction and e-trust perceptions. This research employed a quantitative method through a structured online survey technique. Process macro was utilized to measure the impact of mediation. Given that the research sought to investigate various mediation effects, Model 4, utilizing a parallel mediation framework, was employed. A survey of 393 participants indicates a strong correlation between e-service quality and the intention of consumers to book directly. Moreover, perceptions of e-satisfaction and e-trust partially mediate the effect of e-service quality, highlighting its crucial importance in improving direct bookings for hospitality enterprises. Hotel managers need to focus on improving e-service quality and cultivating positive perceptions of e-satisfaction and e-trust to boost direct bookings; this approach will help reduce their dependence on intermediaries. This research greatly enhances current understanding of direct booking intention by exploring the relationships among e-service quality, e-satisfaction, e-trust, and direct booking intention on hotel websites.

Saoula, Shamim, Suki, Ahmad, Abid, Patwary, and Abbasi (2023), emphasized the building e-trust and e-retention in online shopping: the role of website design, reliability and perceived ease of use. This

research focuses on investigating how website design, reliability, and perceived ease of use serve as motivational factors for engagement, influencing customer e-trust and e-retention in online shopping. Employing a deductive approach, quantitative methods, and a purposive sampling technique, this research gathered data from 295 young online shoppers to improve the understanding of website design, reliability, and perceived ease of use in the context of online shopping. The results uncovered fascinating insights, showing that reliability is the key factor influencing customer e-trust in online shopping, with perceived ease of use and website design following next. Moreover, a notable mediating influence of e-trust is observed between customer e-retention, website design, reliability, and perceived ease of use. Future studies are suggested to forecast the factors influencing online engagement motivations related to value co-creation and co-creation experiences in the context of online shopping. This research provides new perspectives on the factors that promote and hinder online customer retention. Customer engagement through website design, reliability, and perceived ease of use seems to impact online customer retention via both direct and indirect effects.

Threstia, Andajani, and Trisnawati, (2022), investigated the influence of customer experience and perceived risk on online purchase intention. This study seeks to examine and assess the impact of online customer experience and perceived risk on the intentions to purchase

online in e-commerce. The research model incorporated five variables: online customer experience, product risk, financial risk, privacy risk, and intention to make purchases online, supported by seven hypotheses. This kind of research is causal in nature. For data gathering, researchers collected data sources obtained from respondents surveyed online. This study employed a non-random sampling method known as purposive sampling. This research indicates that the financial theory regarding risk and privacy risk has an insignificant and adverse impact on intentions to make online purchases. The hypothesis regarding the online customer experience greatly impacts the risks related to products, finances, and privacy. The hypothesis regarding online customer experience positively and significantly influences intentions to make purchases online.

Al-Kalbani, Al-Kilani, and Al-Hashmi (2025), stated the technology readiness and e-service quality: impact on purchase intention and loyalty. Websites for booking hotels online have become a leading type of digital service in the hospitality sector. Nevertheless, current research on technology acceptance and e-service quality frequently analyzes consumer behavior through narrow theoretical frameworks. Additionally, the distinct impact of individual e-service quality factors on technology acceptance is still not well studied. This research employs a context-aware methodology by incorporating e-service quality—consisting of efficiency, system availability, information quality, and privacy—as essential factors within the Technology Acceptance

Model (TAM) to analyze behavioral intention regarding online hotel reservations. Data were gathered via a structured survey involving 355 users of online hotel reservation sites. Partial Least Squares-Structural Equation Modeling (PLS-SEM) and Importance-Performance Map Analysis (IPMA) were utilized for the analysis. PLS-SEM results show that efficiency and system availability greatly enhance perceived ease of use, whereas privacy and information quality have a positive impact on perceived usefulness. Additionally, IPMA findings indicate that prioritizing efficiency, perceived ease of use, and usefulness is essential in managerial decision-making to improve behavioral intention. This study enhances the technology acceptance model by integrating e-service quality factors, providing deeper understanding of consumer choices in the realm of online hotel reservations.

Yoo, Lee, and Atamja (2023), based on the study entitled influence of online information quality and website design on user shopping loyalty in the context of e-commerce shopping malls in Korea. A rapid increase in internet and e-commerce usage has resulted in the establishment of numerous online retail malls. Alongside promotional strategies and pricing, these e-commerce companies leverage the quality of online information and website design to stand out from other retail competitors. Hence, this research aims to explore the impact of e-commerce information quality (trustworthiness and accuracy of information) and website design on customer satisfaction,

and how customer satisfaction later affects user shopping loyalty in South Korea. Data were collected through an online survey from 600 users of e-commerce shopping centers in Korea. Findings from structural equation modeling revealed that trust in information, accuracy of information, and website design positively affected customer satisfaction, which in turn fostered user shopping loyalty. This document offers valuable insights for online retail shopping centers. A key takeaway is that e-commerce retailers need to offer reliable information, precise data, and a user-friendly website design to draw in and keep customers.

Patma, Djajanto, Widodo, and Rahayu (2022), examined the effect of information quality and experience quality on trust and its impact on customer loyalty: the role of trust variables mediation in the use of the mobile Grab application. This research seeks to assess how information from mobile applications and user experiences with them influence trust in mobile app usage and its effects on user loyalty. This study uses explanatory research with a quantitative approach, specifically through direct surveys of mobile application users, which categorizes it under this type of research. The survey utilized an online questionnaire distributed to 315 participants identified as a research sample through purposive sampling methods. This study was carried out among users of Grab online ride-hailing applications in Malang with several factors in mind. The research findings indicate that information quality positively

and significantly influences trust and customer loyalty, while experience quality positively and significantly affects trust, and trust in turn positively and significantly impacts customer loyalty. The findings of this study present results that differ from earlier studies in which the experience quality variable did not significantly impact customer loyalty.

Asadullah, Ahmed, and Hassan (2024), analyzed the impact of perceived usefulness, ease of use, value, risk and trust on online purchase intention of medicines: role of consumer engagement. The research we conducted focuses on the effects of perceived usefulness, perceived ease of use, perceived value, perceived risk, and trustworthiness on the online purchasing intentions for medicines (Epharmacy) in that sector we learnt how to survive and performs their role in the industry, where we have many barriers to stable and sustain in the same domain where our rivals are working these result demonstrate the connection between Independent and dependent variables which are inversely proportional to each other, online purchase intension is a powerful tool to analysis and evaluates it, we have taken 200-300 participants responses in our project and discussed practical as well as theatrically based about the studies, we got some recommendations through these findings we identify the improving relationships in between the topic and constructive, moreover, simultaneously the adoption of the technology has the bench mark in the market place.

Ellitan and Prayogo (2022), explored the increasing online purchase through perceived usefulness, perceived risk and perceived ease of use. The swift increase in internet users is driven by advancements in mobile phone technology and seamless mobile network connectivity, indicating that easy internet access on cellphones leads to rapid growth in internet users. This impacts the community as consumers and encourages business individuals to leverage the increase in internet users by engaging in trade through electronic stores, leading to the rapid growth of e-commerce. Perceived utility, social norms, and pleasure as influencers of online purchasing behavior. Interest in online shopping is shaped by perceived risk, which reflects consumers' fears regarding the risks associated with shopping online, and by perceived ease of use, referring to consumers' views on the usability of online platforms. This study will examine how perceived usefulness (PU), perceived risk (PR), and perceived ease of use (PEU) affect online buying behavior.

Pănoiu and Foris (2024), discussed the influence of online booking platforms on travel decision-making. This study aims to determine the underlying causes and mechanisms by which online booking platforms impact travelers. We discovered that online reviews and booking platform accessibility are crucial factors in the decision process by using a hybrid strategy that combines qualitative research and a comparison analysis. Additionally, we assessed the websites'

accessibility based on the results, emphasizing that Booking is the platform with the fewest common faults based on visitor preferences, as determined by the QualWeb tool study.

Zhao et al. (2022) examined tourists' online reservation intentions for tourist attractions during the COVID-19 pandemic using an extended Technology Acceptance Model (TAM). The study analyzed 255 online survey responses from China and investigated the effects of perceived usefulness, perceived ease of use, perceived risk, subjective norms, and government policy on tourists' reservation intentions. The findings revealed that government policy was the strongest factor influencing reservation intentions, while perceived usefulness positively influenced tourists' willingness to make online reservations and perceived risk had a significant negative effect. The study highlights the importance of improving online reservation systems, enhancing visitor experiences, and reducing perceived risks to encourage tourists to use digital booking platforms.

Li (2024) investigated how information quality, service quality, and e-service quality influence customer satisfaction on Airbnb using a quantitative research approach. The findings revealed that accurate and trustworthy information, quality services, and effective e-services have significant positive relationships with customer satisfaction, while customer loyalty is positively associated with repurchase intention. The

study emphasizes the importance of providing clear information, user-friendly interfaces, reliable customer support, and loyalty initiatives to improve user experience, build trust, and encourage repeat transactions. Despite limitations related to the quantitative approach, sample size, and online data collection, the study provides empirical evidence that information, service, and e-service quality are important factors in enhancing customer satisfaction, loyalty, and repurchase intentions in online platforms.

Belver-Delgado, San Martín, and Hernández-Maestro (2019), explained the influence of website quality and star rating signals on booking intention: analyzing the moderating effect of variety seeking. This study aims to examine how the features of booking websites (whether hotel-specific or third-party) and the classification of hotel star ratings, as indicators of quality, affect travelers' interactions with hotels or hotel chains, considering the moderating role of travelers' inclination to seek variety. Structural equation modeling was conducted to evaluate the proposed relationships. A multi-group analysis was performed to examine the moderating impact of travelers' variety-seeking behavior. The quality of booking websites and star ratings enhance customer satisfaction regarding specific hotel experiences and influence behavioral intentions toward hotels. The findings indicate that levels of variety-seeking (low/high) among travelers moderate their overall relationships with hotels, with quality signals being more

significant for individuals who have a lower inclination to seek variety in their travel experiences. This study examines the significance of quality indicators on tourists' connections with hotels in an online shopping setting. Moreover, the impact of travelers' desire for variety in the hotel industry specifically is examined. For hotel managers, a deeper understanding of this personality trait can assist in implementing effective segmentation strategies.

Dominguez, Manalon, Martinez, Pablo, Viray, and Lunar (2023), explored the system quality of digitalized bookings of selected 4-star hotels in Pasig City and its impact towards guests' acceptance on digitalized booking. In the Philippine context, the digital transformation of the tourism sector encompasses using online platforms, transitioning hotels to mobile apps, and offering various payment methods to gain an advantage over renowned and established hotel rivals. This study aimed to examine the system quality of online hotel reservations and its effect on guest acceptance at two chosen 4-star hotels in Pasig City. Grounded in the Technology Acceptance Model and the SERVQUAL model, a descriptive approach was employed to define and outline the selected profile of 382 respondents, their perceived quality of digital hotel booking, and the level of acceptance toward it. Results indicated a strong relationship between the perceived quality of digital hotel booking systems and customer acceptance.

Amin, Ryu, Cobanoglu, and Nizam (2021), measured the determinants of online hotel booking intentions: website quality, social presence, affective commitment, and e-trust. This research examines how hotel website quality, social presence, emotional commitment, and e-trust influence travelers' intentions to book hotels online. The hypotheses were tested using Smart-PLS software. This study's findings clarify the significant relationship between hotel website quality, social presence, affective commitment, e-trust, and intentions to book hotels online. This research highlights that the quality of hotel websites plays a vital role in fostering emotional commitment, e-trust, and intentions for online hotel bookings. Guests who appreciate the social aspect of the hotel website platform are more inclined to reserve a room at that hotel. This research validates the critical importance of social presence in boosting e-trust and intentions for online hotel bookings, while also demonstrating the significance of a holistic model in comprehending travelers' decision-making processes, particularly regarding hotel room reservations.

Gosela and Encarnacion (2024) developed the LakByahe App, a unified booking and reservation system that uses location-based services to promote sustainable tourism in Nasipit, Agusan del Norte, Philippines. Using a mixed-method approach, the study combined quantitative and qualitative techniques to assess and improve the system, which integrates real-time tracking, transportation options,

booking services, and a directory of tourist destinations and local businesses. The findings highlight the potential of the application to improve accessibility, efficiency, and tourist experiences while supporting local economic development. The researchers also recommended enhancements such as augmented reality features, personalized tour packages, community forums, offline maps, regular system updates, user training, and partnerships with local businesses to further strengthen the application's effectiveness and contribution to sustainable tourism.

Alcantara-Zamudio (2025) examined customer preferences and perceptions of onsite and digital ticketing systems in the travel and tours sector in Camarines Sur, Philippines. Using a descriptive research design and data from 78 clients and travel agency operators, the study explored how trust, security, convenience, personalization, accessibility, and system reliability influence customers' booking preferences. The findings showed that digital booking is generally preferred for its convenience, simplicity, and affordability, while onsite booking remains important for customers who value personalized service, reliability, and human interaction. The study also identified challenges such as technical issues in digital platforms and time constraints in onsite reservations, emphasizing the need for customer-centered strategies and hybrid booking systems to improve service delivery and operational efficiency.

Baldovino, Suarez, and Tan (2021) examined the effectiveness of online booking applications in managing hotel guest reservations. The study employed a quantitative research method and used snowball sampling to gather data from hotel guests through an online survey administered via Google Forms during the COVID-19 pandemic. It assessed respondents' demographic and booking profiles, as well as their perceptions of online booking applications in terms of usability, accuracy, and effectiveness, including the common problems encountered when using these applications. The findings indicated that online booking applications were generally effective, efficient, and convenient for hotel guests, with respondents reporting that they seldom encountered difficulties when using the applications. The study highlights the role of online booking technologies in improving the convenience and management of hotel reservations.

Barua and Kaiser (2024) developed a microservices-based framework for predictive analytics and real-time performance enhancement in travel reservation systems. The study employed an experimental research method to evaluate the proposed framework against traditional travel reservation system architectures. The framework used microservices to allow system components to scale according to demand and incorporated machine learning-based predictive analytics for customer demand forecasting, dynamic pricing, and system efficiency. Experimental results showed improvements in

response time, throughput, transaction success rate, and prediction accuracy, demonstrating that the microservices architecture can enhance scalability, fault tolerance, system responsiveness, and operational efficiency. The study further suggests that integrating real-time predictive analytics into travel reservation systems can improve decision-making, reliability, and customer satisfaction while addressing the increasing demands of modern digital booking platforms.

User Experience

Sudirjo, Gugat, Utama, Utami, and Martis (2023) evaluated and compared the user experience of two digital travel applications used for online airline ticket purchases through the User Experience Questionnaire (UEQ). The study employed a quantitative research method, using a literature review and survey for data collection and simple random sampling to select 100 participants. Validity and reliability tests were also conducted to ensure the quality of the data. The findings showed that both travel applications demonstrated an excellent overall user experience across the UEQ dimensions of attractiveness, clarity, efficiency, dependability, stimulation, and novelty, with only minor differences in their mean scores. The study concluded that both digital travel applications effectively provided a satisfying user experience for customers purchasing airline tickets online.

Albashiri (2024), evaluated the user experience of an airline

reservation system, specifically analyzing the dimensions of perspicuity and efficiency within digital booking platforms. This study seeks to clarify the differing viewpoints of computer science experts and ordinary users regarding the usability of e-commerce systems. This study aims to uncover significant differences in user experience between the two groups by investigating the reservation system of Saudi Airlines as a case example. The study will enhance comprehension of how system design can be improved to accommodate a broader variety of users. An evaluation of the system's user experience was conducted employing the user experience questionnaire (UEQ) framework, concentrating on the aspects of attractiveness, clarity, efficiency, reliability, stimulation, and novelty. Results show no notable difference in user experience for regular and professional computer users using the Saudia Airlines booking system. Nonetheless, a significant pattern surfaced: an average rise of 1.96 in clarity ratings and an average fall of 0.53 in originality ratings among all user groups. The research results provide a useful asset for Saudia development teams aiming to enhance the reservations website. In particular, the findings offer practical recommendations for improving the system's interface and the overall user experience.

Barua, Jashim, Mozumder, Barua, and Kaiser (2025), developed a scalable airline reservation system that integrates a microservices architecture with deep learning models to improve scalability, efficiency,

fault tolerance, and user engagement. The study employed a system development and prototype simulation approach, evaluating the proposed system based on load management, response latency, and fault tolerance in comparison with conventional reservation systems. The system utilized ASP.NET for the front-end interface, SQL Server for data management, and AI frameworks such as TensorFlow and PyTorch to provide personalized flight recommendations and fraud detection, while real-time databases and APIs ensured accurate and updated flight information. The findings demonstrated that the proposed system provided improved scalability, faster response times, greater resilience during peak traffic, and enhanced user satisfaction through real-time notifications and personalized flight suggestions. The study highlights the potential of combining microservices and artificial intelligence to develop efficient, reliable, and user-centered airline reservation systems.

Maharani, Durachman, and Ratnawati (2021), conducted a systematic literature review to identify the most effective methods for evaluating user experience (UX) within ticket booking applications. Different ticket booking apps in Indonesia provide numerous choices for users, and before deciding which app to use for purchasing tickets, consumers typically compare each platform to secure the best service among the available ticket booking applications. A mobile app simplifies the process of ordering tickets online and offers multiple services on a single platform. Using technology to book tickets can streamline the

costs and time needed for traditional ticket purchases. Concentrating on the requirements and feelings of users while utilizing a ticket booking application is crucial for the application's success. Assessing user experience for ticket booking app users helps uncover the experiences users have when engaging with the ticket booking application. The approach employed in this study is the Systematic Literature Review (SLR) based on journal articles published between 2017 and 2021. The findings indicated that the ticket ordering application was studied more extensively in relation to the Traveloka and Tiket.com apps, with the evaluation methods for user experience and ticket booking applications predominantly utilizing the User Experience Questionnaire (UEQ) approach, highlighting the benefits of the chosen method.

Manna, Chakraborty, Cheah, and Sigala (2025), utilized a machine learning approach to examine the user experience (UX) of digital tourists within various travel applications. The swift digital transformation of the tourism sector has greatly altered how travellers interact with online travel services, making user experience a key factor for the success of travel applications. The research aims to investigate the elements that affect user experience in travel applications by utilizing User Experience (UX) and the UTAUT2 framework. The research utilized topic modeling and regression analysis on user feedback from Goibibo and MakeMyTrip to pinpoint critical factors like trust, service

experience, customer support, service quality, app functionality, user-friendliness, and app utilization. The study's results show that all these elements positively affect user experience, conforming to the UX viewpoint that smooth design, functionality, and usability improve user experience. Additionally, the findings of the study also align with the UTAUT2 framework, which aids the research from various perspectives. The research theoretically aids by connecting technology-focused and service-oriented methods in digital tourism. In practical terms, the findings provide actionable suggestions for app developers and service providers to enhance service design and maximize performance.

Hutapea, Sitohang, Sihombing, and Sunardi (2023), evaluated the user experience of a sports arena booking website by employing the System Usability Scale (SUS) alongside traditional usability testing. Saraga is an online platform designed to help users search for, locate, and reserve sports venues based on time availability, location, and required amenities. This site offers ample features and details regarding sports venues and facilities. The initial survey involving 31 participants revealed that 38.7% rated the sports arena booking system with a score of 2 out of 5. Users struggle to select a sports venue due to the process being spread across different pages. To improve user interaction with the sports arena booking system, it is essential to perform a user experience assessment by assessing usefulness via usability testing and the system usability scale to determine user satisfaction with the

booking system. According to the findings from the system usability scale assessment of 63 new participants, it is revealed that 54% of them provided a poor rating. Nonetheless, usability testing findings indicate a suitable classification for learnability aspects at 65.71%, effectiveness at 62.85%, efficiency at 63.29%, memorability at 70%, and errors at 24% in the less favorable category. Thus, enhancing the functionality, features, and content of the sports venue reservation system is advised.

Anshika, Kumar, Thakur, Thakur, and Singh (2023), investigated how an online shopping arcade improved customer engagement by implementing vendor recommendation and pre-booking systems. The popularity of online shopping has seen a notable increase because of the various advantages it offers to buyers. The rise of e-commerce platforms has provided benefits for consumers and sellers, as it has simplified and improved the buying process. The ease is improved through an online shopping platform that includes a supplier suggestion and advance reservation system. This platform allows consumers to explore a virtual marketplace, where they can look through and buy a diverse range of products and services presented by various vendors. The system employs a vendor suggestion technology that offers recommendations to the user by examining their past purchases, reviews, and preferences. Alongside enabling informed consumer choices, this also provides companies a way to connect with their intended audience. This system allows customers to reserve products

and services ahead of time, guaranteeing availability and prompt delivery. Shoppers enjoy the convenience, flexibility, and availability of the online shopping platform, while sellers receive the resources necessary to grow their customer reach and enhance the quality of their products via a vendor suggestion and pre-booking system.

Cheng, Yang, Xiu, and Yu (2023), investigated how users' prior experience influences their perceptions of user experience (UX) in news aggregation applications. The study employed a quantitative behavioral research approach, consisting of two studies. Study 1 used a fully randomized between-participant experiment comparing experienced and inexperienced users in terms of perceived usefulness, usability, and satisfaction across various app functions, while Study 2 employed sentiment analysis of participants' reports to further explain the findings. The results showed that experienced users generally perceived several app functions as less useful and, in some cases, less easy to use and less satisfying than inexperienced users. The sentiment analysis further revealed that experienced users expressed more negative sentiments, which were positively associated with their UX evaluations. The study demonstrates that prior user experience can significantly influence perceptions of usefulness, usability, and satisfaction, highlighting the importance of considering users' previous experience when evaluating digital platforms.

Wei (2021), developed a user discovery strategy that optimized how information was disseminated across social networks by prioritizing user experience metrics. This paper suggests a user discovery approach for information distribution in online social networks, aimed at covering a limited number of nodes with policies based on user experience. This study employs Internet crawler technology to automatically retrieve data from the online social network's homepage, adhering to specific guidelines. Subsequently, along with the enhanced PageRank algorithm, node centrality, and user discovery rules for information publication, the model for user discovery in online social network information dissemination is established. Ultimately, the strategy's effectiveness is confirmed through the creation of simulation data for online social networks and the distribution of key nodes. The experimental findings indicate that the mean number of nodes addressed by the research method is 17, 30.5, and 24.5 greater than that of the four types of conventional strategies, respectively, demonstrating enhanced node coverage and greater capability to identify additional information dissemination users.

Handoyo and Wardhani (2024) conducted a comparative study examining the user experience (UX) of Shopee and TikTok Shop in the Indonesian e-commerce market. The study employed a mixed-method research approach, collecting data from 100 active users through surveys and semi-structured interviews. Quantitative data were

analyzed statistically, while qualitative responses were examined through content analysis, with the User Experience Questionnaire (UEQ) used to assess six UX dimensions: attractiveness, clarity, efficiency, reliability, stimulation, and novelty. The findings revealed significant differences between the two platforms in attractiveness, clarity, efficiency, and stimulation, while no significant differences were found in reliability and novelty. Overall, TikTok Shop obtained higher UX ratings across all evaluated dimensions, with users particularly appreciating its engaging features, marketing strategies, and integration of social commerce. The study suggests that incorporating interactive and social commerce features can contribute to improving user experience in digital platforms.

Hartono, Shahudin, Widagdo, and Hendrawan (2022), employed a case study approach to analyze a mobile ordering application using the User Experience Questionnaire (UEQ) framework. The ABC Application is owned by ABC Company, which operates over 100 stores in 7 countries, including Indonesia, where there are 79 locations distributed across various cities, particularly in the Jabodetabek region. ABC has introduced an application that has been in usage for over a year; since the ABC application is recent in the food and beverage industry, it has garnered various positive and negative feedback from its users, particularly regarding its user experience. Considering this context, this study will concentrate more on the user experience of the ABC

Application. The ABC Application can evaluate user experience and enhance outcomes based on any negative feedback in the form of critiques or recommendations from users. The technique applied in this study is the User Experience Questionnaire (UEQ). Based on the research findings, the novelty scale is the scale with the least attachment among all respondents.

He (2021), analyzed the effectiveness of information extraction methods when applied to online product reviews, focusing on how these techniques could enhance the overall user experience. To enhance product design, a method for collecting and analyzing user experience data from online product reviews was introduced. Initially, a user experience element model was developed. Following this, user emotions, product features, and usage contexts in individual review sentences were extracted sequentially based on the element model. Ultimately, the user experience components derived from one review sentence were categorized and combined, and by conducting a quantitative analysis of the review data, the product attributes and usage contexts that significantly affect user experience were determined.

Putra, Yasirandi, and Qusyairi (2024) evaluated the usability of the Baraya Travel application to identify areas for improvement in the online ticket purchasing experience. The study employed a quantitative

research approach using usability testing, specifically the System Usability Scale (SUS), and collected survey data from 409 users of the application. Descriptive statistical analysis was used to summarize users' evaluations of interface navigation, application responsiveness, and overall comfort and usability. The findings showed that the Baraya Travel app obtained an average SUS score of 75.26, corresponding to a "Good" usability rating and Grade B. However, users identified areas for improvement, particularly in interface navigation, application speed, and the addition of useful features. The study highlights the importance of intuitive interfaces, efficient functionality, and convenient features in improving the usability and overall user experience of online travel booking applications.

Fadzana and Diartono (2024) examined the influence of User Experience (UX) design on user convenience in using the TIX ID online ticketing application. The study employed a descriptive research and case study approach, using an online questionnaire and interviews to gather data from 120 active TIX ID users. The questionnaire assessed various UX elements, including navigation, interface design, responsiveness, and user satisfaction, while the User Experience Questionnaire (UEQ) was used to evaluate the overall user experience. Data were collected online over a two-week period from October 3 to 16, 2023, with respondents characterized according to gender, age, and frequency of application use. The findings indicated that effective UX

design, particularly clear navigation, an intuitive interface, and responsive application performance, significantly contributes to users' convenience and satisfaction. The UEQ results showed that participants generally had a positive and good perception of the TIX ID application, suggesting that a favorable user experience may encourage continued application use and recommendations to others.

Sani, Dermawi, and Putro (2025), in the study entitled customer considerations in hotel reservations based on ui/ux of application design. The hospitality industry's digital transformation has heightened customer reliance on hotel booking apps. This research examines UI/UX elements that affect customer choices when selecting a hotel reservation app. A quantitative method was employed to survey 284 participants who regularly utilize hotel booking applications. Data were analyzed through descriptive statistics and the Structural Equation Modeling (SEM) technique to assess the impact of ease of navigation, visual design, search functionalities, information clarity, and transaction safety on customer satisfaction and loyalty. Findings suggest that navigation ease (78%), aesthetic appeal (82%), search functionalities (85%), information clarity (90%), and transaction safety (88%) greatly impact user satisfaction and loyalty. This research builds on earlier studies by emphasizing shifts in digital behavior and providing actionable advice for developers. The results indicate that users see information transparency and efficient search functions as the key

factors. This research offers guidance for application developers to further enhance UI/UX to boost customer satisfaction and loyalty in the growing competitive landscape of digital hospitality.

Shanthi, Abedin, Xavierine, Ekalestari, and Paramasivam (2025), discussed the navigating success: the impact of website usability and content quality on user satisfaction in online language learning. The research concentrated on MyEC, an internet-based educational platform aimed at college students seeking to enhance their English language abilities. It explored the relationship between website navigation and content quality in relation to user satisfaction among 54 university students. Data was gathered through a survey consisting of three sections (navigation, material, and satisfaction) that was shared using Google Forms. Various statistical methods were employed to analyze the data. The research indicated that every feature of the website garnered favorable feedback from users. Additionally, the examination showed that website navigation, content quality, and user satisfaction are all interrelated. The research found that an easy-to-use navigation system and premium materials significantly contribute to improving user satisfaction. It's important to mention that the research was restricted to a particular set of university students and a single online learning site, meaning that future studies might investigate whether these results are relevant to different user demographics and platforms. The research highlights the significance of prioritizing user experience in

website design and development to enhance visitor engagement and satisfaction.

Guo, Zhang, and Xia (2023) investigated the effects of shopping website design on customer satisfaction and loyalty, focusing on the mediating role of usability and the moderating role of trust. The study employed a quantitative research approach and collected data from 96 young consumers in China who used two e-commerce platforms. The researchers utilized structural equation modeling (SEM) to examine the relationships among website design, usability, trust, customer satisfaction, and loyalty. The findings revealed that different website design elements influenced usability and satisfaction in varying degrees, while usability and customer satisfaction mediated the relationship between website design and customer loyalty. The study also found that customer trust moderated the effects of website design and usability on satisfaction, with higher levels of trust strengthening the influence of website design on satisfaction. The findings emphasize the importance of effective navigation, information design, visual appeal, usability, and trust in enhancing online customer satisfaction and fostering loyalty.

Nawir and Hendrawan (2024), explored the impact of website usability and mobile optimization on customer satisfaction and sales conversion rates in e-commerce businesses in Indonesia. This research

examines how website usability and mobile optimization affect customer satisfaction and sales conversion rates in Indonesian e-commerce companies. Employing a quantitative method, data were gathered from 170 participants using a Likert scale from 1 to 5. The examination was performed utilizing Structural Equation Modeling-Partial Least Squares (SEM-PLS 3). The findings show that every proposed connection is positive and significant. In particular, better website usability and mobile optimization greatly boost customer satisfaction, which subsequently has a positive effect on the sales conversion rate. The results highlight the essential need to enhance website usability and mobile designs to increase customer satisfaction and elevate sales conversions in Indonesia's competitive e-commerce environment.

Habib, Ahsyar, Afdal, Salisah, and Syaifullah (2023) investigated ways to enhance website usability and user experience by combining heuristic evaluation with user feedback, focusing on the Portal KUKERTA website of Universitas Riau. The study employed a usability evaluation approach, gathering feedback from 98 users and assessing the website based on established usability principles. The findings identified significant usability concerns particularly in flexibility and efficiency of use, error prevention, and user control and freedom, which received the highest severity ratings. Other evaluated areas included system visibility, consistency, correspondence with the real world, recognition rather

than recall, aesthetic design, and error recovery. Based on the evaluation and user feedback, the researchers proposed improvements to address the identified usability issues and create a more user-friendly interface. The study highlights the importance of combining expert-based usability evaluation and actual user feedback in identifying interface problems and improving the overall user experience of digital platforms.

Samawi, Jraisat, Khlaif, Jreissat, Ta'amnha, Alomari, and Khawajah (2023), Evaluated a usability and user experience amid covid-19: the case of innovative digital retailers. This study assesses e-commerce platforms (ECP) during the COVID-19 pandemic and explores the connection between usability and user experience (UX) and the performance of e-commerce platforms (ECP) by examining online consumers' interactions with online retailers. Exploratory and confirmatory factor analyses evaluated the dimensions, dimensionality, validity, and composite reliability of the research constructs, while structural path analysis examined the proposed relationships in the model. The empirical findings suggest that six usability dimensional attributes are crucial antecedents to UX and ECP: navigation, information architecture, content value, satisfaction, aesthetics, and consistency and functionality. A cohesive system of usability and UX is suggested for retailers operating on digital platforms. This study examines usability, UX, and ECP by analyzing digital marketing

frameworks within e-commerce during the COVID-19 pandemic, highlighting the strategic importance of usability features and their impact on digital performance in UX.

Satisfaction Levels

According to Almakayeel (2023), studied relationship modeling of travel website quality toward customer satisfaction influencing purchase intention. Understanding consumer behavior is a crucial aspect of the tourism industry that requires ongoing investigation. Tourism is a delicate industry affected by various elements, including pandemics, governmental actions, global collaboration, and more. The travel sector is growing swiftly, driven by social media and digital promotion, which serve as major influencers. The present research examines the link between the quality of travel websites and customer satisfaction as it relates to purchase intent. The study conducted a statistical path analysis based on feedback from 500 regular flyers who utilize travel websites for overseas travel. SmartPLS 4.0 was utilized to create a structural equation model using partial least squares. The research suggests that the quality of travel websites is connected to customer satisfaction, which subsequently influences their likelihood of making a purchase.

Astuti, Walean, and Mandagi (2025) examined the determinants of customer satisfaction and purchase decisions on online flight ticket e-commerce platforms in Indonesia. The study employed a quantitative research approach, gathering data from 204 individuals who had purchased airline tickets through online platforms. The researchers used Structural Equation Modeling–Partial Least Squares (SEM-PLS) to analyze the relationships among promotion, discounts, booking ease, trust, customer satisfaction, and purchase decisions. The findings revealed that discounts and trust significantly enhanced customer satisfaction, while booking ease and promotions positively influenced purchase decisions. Customer satisfaction also significantly mediated the relationship between trust and purchase decisions, indicating that consumers' confidence in transaction security and platform reliability can encourage purchasing behavior by increasing satisfaction. The study highlights the importance of secure transactions, easy-to-use booking systems, and targeted promotional strategies in improving customer satisfaction and purchase decisions in online airline ticketing platforms.

Elmedulan and Javier (2025) examined the impact of online customer reviews on booking intentions and customer trust among guests of Department of Tourism (DOT)-accredited hotels in Region X, Philippines. The study employed a descriptive-correlational research design and gathered data from 384 hotel visitors who had recently made online reservations. It examined customer review sentiment,

quantity, and timeliness in relation to booking intentions, perceived value, perceived quality, risk perception, and customer trust. The findings revealed that positive, frequent, and recent online reviews significantly enhanced booking intentions and customer trust by increasing perceived value and quality while reducing perceived risks. The study also found that credible and emotionally engaging reviews strengthened customer trust, while social influence from reviews increased consumers' confidence in making reservations. The researchers concluded that hotels can improve booking success and competitiveness by actively responding to customer feedback and promoting recent, authentic, and comprehensive reviews. The study highlights the importance of online information and customer perceptions in influencing trust and booking decisions, providing relevant insights into how digital experiences can shape consumer behavior in online reservation platforms.

Hamizah, Wardani, and Anggraini (2025), measured the effect of knowledge and patient satisfaction on interest in online reservations in the outpatient unit of Jember Clinic Hospital. The awareness and satisfaction of patients significantly impact their willingness to utilize healthcare services, such as online booking systems. Effective utilization of information technology and suitable patient education can enhance the hospital service experience. This research seeks to assess how patient knowledge and satisfaction impact their willingness to utilize

the online booking system at the Outpatient Unit of Jember Clinic Hospital. This research employed an analytical method with a descriptive cross-sectional framework. A sample of 100 participants was selected through the purposive sampling method using the Slovin formula. Data analysis was conducted utilizing multiple linear regression through SPSS for Windows software. The analysis revealed that patient awareness significantly and positively influenced the desire to utilize online booking (t-count 5.623). The interest is also positively and significantly affected by patient satisfaction (t-count 3.273). Knowledge and satisfaction of patients have been proven to significantly influence interest in utilizing online booking systems. Consequently, hospitals should create educational initiatives and enhance the quality of online booking services to boost patient engagement.

Widjaja, Octaviandy, and Angin (2025), emphasized the analysis of user satisfaction in online ticket booking using the pieces method. The advancement of information technology has propelled the digitalization of several services, including online ticket booking. This study aimed to assess user satisfaction with the Agoda online ticket booking app, focusing on six aspects: performance, information, economy, control, efficiency, and service. Data gathered via an online survey distributed to application users was subsequently examined using validity and reliability assessments to confirm the instrument's accuracy. The findings revealed that the service facet (3.76) and efficiency (3.75)

received the highest ratings, reflecting user satisfaction with the service and straightforward transaction processes. The information aspect (3.68) and economy (3.67) received good ratings, yet clarity of information and cost-effectiveness require enhancement. The performance aspect (3.55) shows that the system excels in speed, yet requires enhancements regarding stability. At the same time, the control factor attained the lowest rating (3.6), suggesting that users still possess limited capability to manage the process systematically. This research aims to enhance Agoda customer satisfaction by offering a detailed insight into user views regarding the quality of the company's services.

Cabiles, Estante, Merilo, Tormo, Lorente, Raniola, and Comon (2026), assessed the effectiveness of online booking systems in selected hotels in Quezon City as a basis for developing an improvement plan. The study employed a descriptive research design and used purposive sampling to gather data from hotel guests who had used online reservation systems. A standardized four-point Likert-scale questionnaire was administered to assess perceived usefulness, ease of use, user attitude, behavioral intention, actual system utilization, and common problems encountered by users. Data were analyzed using weighted means and percentage distributions. The findings showed that respondents generally perceived online booking systems as useful and user-friendly, with perceived usefulness and ease of use both receiving a weighted mean of 3.46, while attitude, behavioral intention, and actual

system usage also received high ratings. However, technical errors, inaccurate booking confirmations, limited modification options, and mobile compatibility issues negatively affected users' overall satisfaction. The study recommended improving payment options, mobile adaptability, confirmation procedures, system maintenance, and customer support to enhance the reliability, usability, and satisfaction of online booking systems. The study is relevant to the present research because it demonstrates how system usability, reliability, and user experience can influence users' perceptions and satisfaction when using online booking platforms.

Zahibi, Hamidon, Azmi, Arifin, and Bakar (2025), analyzed the enhancing the all sports booking system: addressing inefficiencies and proposed improvements for user satisfaction. The use of digital technologies to improve business processes is a recognized approach among companies in the present day. Numerous companies opt to adopt technology to stay competitive; however, it's crucial to recognize that not every system implementation will attain full success without facing challenges. This research explores the difficulties that the All-Sports Booking System must confront, which pertain specifically to inefficiencies, user dissatisfaction, and trust concerns. The research revealed several significant problems: overlapping reservations, delayed response times, and a badly crafted user interface. The aim is to suggest specific enhancements to the system informed by the user's

feedback. Information gathered through interviews and questionnaires. Results indicated that the primary issues impacting users' confidence in utilizing the system are its usability and reliability. Suggestions for future improvements involve real-time update challenges, user interface effectiveness, and transparency and security of the system.

Furner, Drake, Zinko, and Kisling (2021), examined online review antecedents of trust, purchase, and recommendation intention: a simulation-based experiment for hotels and AirBnBs. While the impact of trust on purchase intention has been extensively researched in e-commerce, the rise and swift expansion of the sharing economy has made this relationship pertinent once again. Although the sharing economy does not have the institutional guarantees found in conventional industries, consumers need to depend on trust more than ever to guide their choices. This research assesses the impact of four consumer traits and accommodation type (hotel or AirBnB) on trust levels. The results indicate that trust disposition, level of education, avoidance of uncertainty, and the type of accommodation variables affect trust. Results also demonstrate connections between trust and intention to purchase as well as intention to recommend. These results have consequences for developers of sharing platforms and for researchers in e-commerce.

Ahmad and Sharma (2025), studied online satisfaction and hotel

booking intentions: an information system success model perspective. Online travel agencies (OTAs) have expanded their market presence in online hotel reservations as the internet has significantly developed. The current research seeks to understand travelers utilizing the internet to find and reserve hotels on the OTA platform. Additionally, concerning online satisfaction, this research aims to determine user satisfaction and the likelihood of booking a hotel by expanding the information system success model. A partial least-square (PLS) structural equation modeling method was employed to evaluate a research model comprising three variables: service quality, information quality, and system quality. A total of 225 valid responses were collected and evaluated with the SmartPLS software. The results indicated that both information satisfaction and service satisfaction greatly affect the intentions to book online. The results provide important insights for OTA website and app developers regarding how to present comprehensive and precise information while taking service quality factors into account to impact hotel bookings. This study has broadened the understanding of online satisfaction and hotel booking intention through the application and enhancement of the information system success model.

Madyibi and Ndamase (2025) evaluated user satisfaction with the online appointment booking system of the Department of Home Affairs (DHA) in South Africa, focusing on its perceived usefulness and effectiveness in addressing service delivery concerns such as long

waiting times. The study employed a quantitative research method, gathering data from 120 participants through questionnaires and analyzing the results using descriptive statistics in SPSS version 30. The findings emphasized the importance of accessibility and inclusivity in online booking systems, particularly for users in rural areas, older adults, and individuals with limited literacy who experienced difficulties navigating an English-only platform. The researchers recommended community-based training programs, including the use of mobile service trucks in collaboration with local officials, to help users understand and effectively utilize the online booking system. The study highlights that accessibility, ease of use, and user support are important factors in improving user satisfaction and the effectiveness of online booking systems, providing relevant insights for the development of more user-centered digital reservation platforms.

Conceptual Framework

The conceptual framework of the study proposes that travelers' perceptions and user experience are independent variables that may predict their satisfaction levels in using online airline booking systems. Travelers' perceptions refer to how users evaluate the system in terms of factors such as ease of use, usefulness, reliability, security, and value, while user experience refers to the quality of their actual interaction with the system, including usability, booking efficiency, information clarity, convenience, and support. Satisfaction levels serve as the

dependent variable, reflecting the extent to which travelers are satisfied with the online booking process and overall system performance. The sequence of the framework is based on the predictor–outcome relationship stated in the research title, where travelers' perceptions and user experience are positioned as parallel predictors of satisfaction levels. Thus, the framework provides a basis for determining whether these two variables significantly predict travelers' satisfaction and which predictor may have a stronger contribution to their overall satisfaction with online airline booking systems.

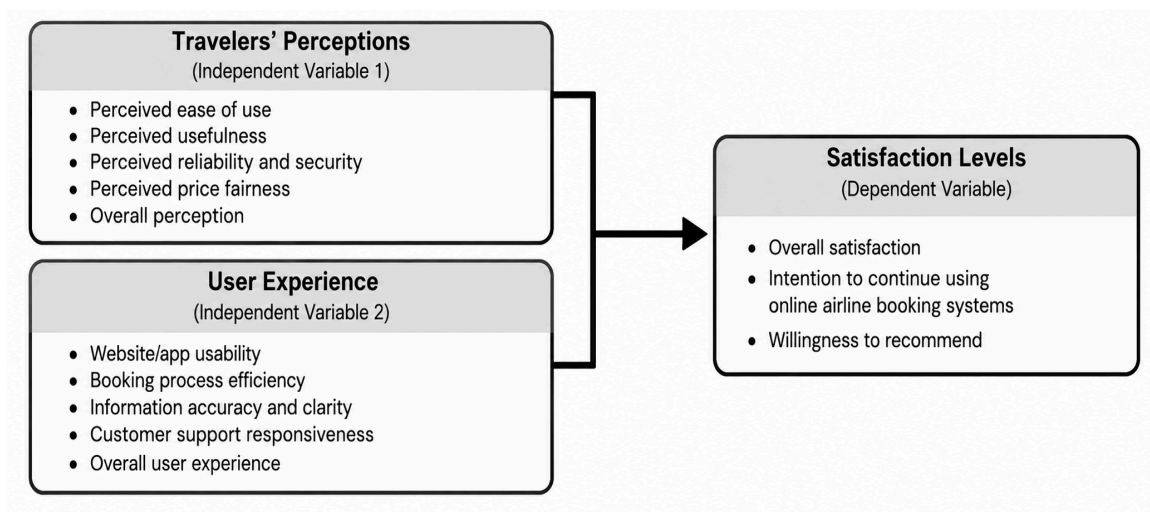


Figure 1. Conceptual Framework of the Study

Statement of the Problem

This study aimed to examine the influence of travelers' perceptions and user experience on their satisfaction levels in using an online travel booking system. Specifically, it sought to answer the

following research questions:

1. What is the profile of the respondents in terms of:
 - a. Age;
 - b. Gender;
 - c. Travel Booking Frequency;
 - d. Travel Frequency; and
 - f. Income?
2. What is the level of travelers' perceptions of Online Airline Booking Platforms in terms of:
 - a. Usefulness;
 - b. Ease of use;
 - c. Attitude;
 - d. Trust;
 - e. Risk, and
 - f. Intention?
3. What is the level of user experience of the online booking system in terms of:
 - a. Ease of navigation;
 - b. Booking efficiency;
 - c. Responsiveness, and

d. Error handling?

4. What is the level of travelers' satisfaction of the online booking system?

5. Is there a significant relationship between travelers' perceptions and user experience in the online booking system?

6. Is there a significant relationship between user experience and satisfaction levels of users?

7. Do travelers' perceptions and user experience significantly predict their satisfaction with online airline booking systems?

Ho1: There is no significant relationship between travelers' perceptions and user experience in the online booking system.

Ho2: There is no significant relationship between user experience and satisfaction levels of users in the online booking system.

Scope and Delimitation

This study focused on travelers' perceptions and user experience as predictors of satisfaction levels in online airline booking systems. Specifically, the area of the study on travelers' perceptions was limited to usefulness, ease of use, attitude, trust, risk, and intention, while the area on user experience focused on ease of navigation, booking efficiency, and responsiveness. The respondents of this study were limited to individuals residing in General Santos City who had frequently

used online airline booking platforms for flight reservations. The study was conducted during the first semester of the academic year 2026–2027.

Significance of the Study

This research was important because it quantitatively analyzed how travelers' views of online airline booking platforms and their user experience impacted satisfaction levels in online airline reservation systems. Through empirical examination of the connections between these variables, the results offered an evidence-based understanding of how particular platform characteristics and experiential elements affected traveler satisfaction results.

For airline companies and online booking platform developers, the findings of this study provided quantifiable measures of which platform attributes—specifically usability, data quality, system dependability, security, and design—greatly influenced user experience and subsequently, satisfaction levels. Grasping the mediating function of user experience (ease of navigation, booking efficiency, responsiveness, and error handling) allowed organizations to focus on system enhancements that statistically improved overall satisfaction, fulfillment of expectations, reuse intention, and intent to recommend.

For marketing and customer experience managers, this study provided quantitative proof of how user experience acted as a

mediating factor between travelers' perceptions and satisfaction rates. The results informed data-based strategies focused on enhancing customer retention and loyalty through the improvement of both functional and experiential elements of online airline booking systems.

For researchers and academics, this study enhanced the current understanding of digital consumer behavior in the aviation sector by confirming a process-oriented model that connected perceptions, user experience, and satisfaction. The research built upon earlier studies by empirically examining user experience as a mediating variable through measurable constructs, thus providing a framework that could be replicated or further developed in upcoming quantitative research.

For students and future researchers, specifically in tourism, hospitality, and information systems, the research served as a guide for creating and evaluating conceptual frameworks that combine perceptual, experiential, and satisfaction-related factors through quantitative research techniques.

CHAPTER 2

METHODOLOGY

This chapter presents a description of the research design, sampling method, respondent/population, research instruments, research procedure, statistical tool and ethical considerations.

Research Design

This study employed a descriptive-correlational research design with multiple regression analysis to examine travelers' perceptions and user experience as predictors of satisfaction levels in online airline booking systems. According to Creswell and Creswell (2018), correlational research is a quantitative, nonexperimental design used to examine the degree of association or relationship between two or more variables. It was also considered a descriptive research design because it described an observable reality and its characteristics (Cimagala and Elnar, 2024). The researcher intended to assess the level of travelers' perceptions regarding usefulness, ease of use, attitude, trust, risk, and intention, alongside user experience factors such as ease of navigation, booking efficiency, responsiveness, and error handling, and aimed to investigate how these factors acted as indicators of users' overall satisfaction with online airline booking platforms.

Furthermore, multiple regression analysis was employed to determine whether traveler's perceptions and user experience significantly predict satisfaction levels in online airline booking systems. Multiple regression was appropriate because the study involves two

independent or predictor variables—travelers' perceptions and user experience—and one dependent variable, satisfaction level. The analysis determined the extent to which the two predictor variables, individually and collectively, explain variations in satisfaction levels.

Thus, in this study, the design was appropriate because it allowed the researchers to describe the levels of travelers' perceptions, user experience, and satisfaction, determine the relationships among these variables, and assess the extent to which travelers' perceptions and user experience predict satisfaction levels through multiple regression analysis.

Sampling Method

This study employed referral sampling (snowball sampling), a non-probability sampling method, to select qualified respondents. In this approach, the initial respondents who met the study's criteria were identified and subsequently requested to recommend others who shared similar characteristics. This approach allowed the researchers to connect with respondents who possessed relevant experience with online airline booking systems. Snowball sampling is considered an effective approach for reaching populations defined by specific characteristics, as it depended on respondent referrals to find more qualified respondents (Ting, Memon, Ramayah, and Cheah, 2025).

The initial respondents consisted of working professionals in General Santos City who satisfied the predetermined inclusion criteria. Upon finishing the survey, they were asked to recommend colleagues or acquaintances who were also eligible for the study. This method guaranteed that respondents possessed adequate knowledge and experience to assess travelers' perceptions, user experience, and satisfaction levels accurately.

Selection of Respondents

The respondents in this study were working professionals in General Santos City who met the established inclusion criteria. They were selected based on their experience and familiarity with online airline booking platforms, particularly those who had made frequent flight bookings. Only individuals who satisfied the required qualifications were included to ensure that the data gathered were relevant to the objectives of the study. A sample size of 50 respondents was selected because it was considered sufficient for descriptive and correlational research in social sciences. According to Creswell (2014), quantitative and qualitative studies frequently used sample sizes in the range of 30–500, with 50 being common for surveys that aimed to estimate perceptions and behaviors.

Inclusion Criteria

Respondents had to be working professionals residing in General Santos City who had frequently used online airline booking platforms. Additionally, they had to be frequent travelers with experience in booking flights through online platforms. Research indicated that adult consumers actively utilized online airline booking platforms. Lunyai, Yen-Nee, Mohaidin, and Mohd Razali (2021) noted that adult consumers, such as working professionals, showed a behavioral intention to purchase airline tickets online, emphasizing their proactive interaction with online airline booking platforms. Collectively, these findings justified the inclusion of working professionals as respondents, as they possessed prior experience in using online airline booking systems.

Exclusion Criteria

Individuals who did not frequently utilize online airline booking platforms were excluded from the study, as their limited travel experience might not have provided sufficient exposure to accurately evaluate travelers' perceptions, user experience, and satisfaction levels.

Research Instrument

The study used three standardized questionnaires to determine the levels of travelers' perceptions, user experience, and satisfaction levels among users of online airline booking systems in General Santos

City. The first instrument was adapted and modified from Sahli (2015) and assessed the level of travelers' perceptions using six indicators focused on usefulness, ease of use, attitude, trust, risk, and intention. Each indicator consisted of three items using a 5-point Likert scale. The second instrument was a research-made questionnaire created by the researchers to measure the level of user experience with four indicators focused on ease of navigation, booking efficiency, responsiveness, and error handling. Each indicator consisted of three questions. Lastly, the satisfaction level was also measured using a researcher-made questionnaire. It featured items derived and adapted from relevant literature and recognized studies on user experience and user satisfaction in online airline booking systems. This guaranteed that the tools were based on existing studies and effectively assessed user experience and satisfaction levels. Furthermore, to establish the suitability and alignment of the researcher-made questions with the objectives of the current study, an item analysis was conducted and attached.

Data Gathering Procedure

The data-gathering process began with the preparation of a formal request letter addressed to General Santos City to seek permission to conduct the study. General Santos City is a coastal, highly urbanized city located in the SOCCSKSARGEN Region. Securing approval from the respondents of General Santos City ensured that the research

was conducted with proper authorization and in accordance with ethical and administrative requirements.

After the approval of the request, the researchers informed the selected respondents about the conduct and purpose of the study. The respondents were clearly informed about the objectives of the research, the procedures involved, and their role in the study. They were also assured that their participation is voluntary and that the information they provided was treated with confidentiality.

Once permission was granted, the researchers personally administered the survey questionnaires to the respondents. Prior to the distribution of the questionnaires, clear instructions were provided to guide the respondents in answering the questions honestly, accurately, and completely. Each item in the questionnaire was clearly explained to respondents who had frequently used online airline booking platforms in the past year to ensure that all questions were fully understood.

To ensure the completeness and reliability of the data, the researchers personally retrieved the accomplished questionnaires immediately after the respondents had completed them. This procedure helped prevent missing responses and ensured that all required data were collected. After retrieval, all responses were reviewed, checked for completeness, and properly recorded and tallied in preparation for data processing.

The gathered data were then processed and analyzed using appropriate statistical tools to obtain accurate and reliable results. The researchers analyzed and interpreted the data based on the objectives of the study. The results were examined to identify patterns, relationships, and significant findings relevant to the research problem. The interpretation of the data provided meaningful insights and served as the basis for the conclusions and recommendations of the study.

Data Analysis

The data gathered from the respondents were analyzed using appropriate statistical tools, specifically the mean and the Pearson product-moment correlation coefficient (Pearson r), to determine the relationship between travelers' perception, user experience, and satisfaction level in online airline booking. The mean was used to describe the overall level of travelers' perception, user experience, and satisfaction by computing the average of the respondents' ratings for each variable based on the Likert-scale questionnaire. This provided a general understanding of how respondents perceived and experienced online airline booking platforms, as well as their overall level of satisfaction.

The Pearson product-moment correlation coefficient was employed to examine the strength and direction of the relationship between the predictor variables—travelers' perception and user

experience—and the outcome variable, which is the satisfaction level in online airline booking. This statistical tool determined whether favorable perceptions and positive user experiences are significantly associated with higher satisfaction levels. A positive correlation indicated that improvements in travelers' perception and user experience lead to increased satisfaction, while a weak or negative correlation suggested little to no relationship between the variables. Through this analysis, the study was able to establish the extent to which travelers' perception and user experience influenced satisfaction in online airline booking.

Lastly, multiple regression analysis was employed because the study sought to determine whether travelers' perceptions and user experience significantly predict their satisfaction levels when using online airline booking systems. Multiple regression is appropriate when two or more independent variables are used to predict a single dependent variable. In this study, travelers' perceptions and user experience served as the independent variables, while satisfaction levels served as the dependent variable. The analysis also enabled the researchers to determine the individual contribution of each predictor while controlling for the effect of the other predictor, as well as the combined predictive capacity of the independent variables. Thus, multiple regression provided an appropriate statistical procedure for determining which factors significantly predict travelers' satisfaction

with online airline booking systems.

Ethical Consideration

The researchers ensured that the ethical guidelines were observed to protect the respondents from any risk.

Informed Consent – The method by which an individual permits a researcher to count them as participants in a study or through which a researcher keeps an individual's consent. The researcher revealed all details about the research study, including its objectives and characteristics. Furthermore, the investigator guaranteed that an individual comprehends all of the details shared with them. The participants can decide whether to agree to or refuse their involvement in the study. Additionally, the participant was made aware that they have the right to withdraw at any time.

Confidentiality – None of the details regarding the participants, including personal data, were revealed. The researchers made certain that no personal data were revealed beyond the study. The data collected were utilized exclusively for research and were maintained with strict confidentiality to ensure participants' safety.

Recognizing that plagiarism contradicts ethical standards and can lead to legal consequences, the researcher prohibited it in the investigation. The scientists ensured to acknowledge the author's

contributions by accurately citing the sources and including them on the reference page following the APA citation format.

Finally, by guaranteeing that participants are not injured in any way, the researchers adhered to the ethical guidelines necessary to conduct the research. The researchers refrained from altering or misrepresenting data for their own aims and had no means of generating or inventing false information to mislead respondents or readers. The researchers guaranteed that the study was performed ethically and in a manner that was significantly beneficial to readers and prospective future researchers.

CHAPTER 3

RESULTS

This chapter presents, analyzes, and interprets the data that were gathered from the respondents through the survey questionnaire employed in the study. It focuses on determining the levels of travelers' perceptions, user experience, and satisfaction, and the predictive influence of travelers' perceptions and user experience on satisfaction levels in online airline booking systems. The results were systematically organized based on the research objectives. The findings were interpreted in relation to relevant literature and theoretical frameworks.

This provided a clear basis for understanding how travelers' perceptions and user experience predict their satisfaction with online airline booking systems.

Table 1 on page 49 presents the profile of the 50 respondents in terms of age, gender, travel booking frequency, travel frequency, and income. In terms of age, the largest proportion belonged to the 25–34 age group, comprising 42% of the respondents. In terms of gender, males represented the majority at 54%, although the distribution between males and females was relatively balanced. These findings indicate that the study was largely represented by young adult travelers, with both genders substantially represented.

The result further revealed that regarding travel booking frequency, the largest group reported having booked travel three times, accounting for approximately 44% of the respondents. In terms of travel frequency, the majority traveled yearly, representing 60% of the sample. These results suggest that most respondents had previous experience

Table 1. Profile of the Respondents

Age	Frequency	Percentage
18-24	7	14%
25-34	21	42%
35-44	12	24%
45-54	7	14%
55+	3	6%
Total	50	100%

Gender	Frequency	Percentage
Male	27	54%
Female	23	46%
Total	50	100%

Travel Booking Frequency	Frequency	Percentage
2	14	
3	22	
4	10	
5	3	
Total	50	100%

Travel Frequency	Frequency	Percentage
Monthly	7	14%
Quarterly	13	26%
Yearly	30	60%
Total	50	100%

Income	Frequency	Percentage
15,000-20,000	8	16%
21,000-30,000	11	22%
31,000-40,000	18	36%
41,000-50,000	9	18%
51,000+	4	8%
Total	50	100%

with travel booking, although travel itself tended to be an occasional activity. Their prior booking experiences provide an appropriate basis for evaluating their perceptions and experiences with online travel booking systems.

In terms of income, the largest proportion of respondents earned

between ₱31,000 and ₱40,000, comprising 36% of the sample. Overall, the respondents were predominantly 25–34 years old, male, had booked travel three times, traveled yearly, and earned ₱31,000–₱40,000.

The findings suggest that the profile primarily captured the perspectives of young adult travelers with prior booking experience and sufficient financial capacity to travel, making their responses relevant to assessing travel booking experiences.

Table 2. Level of Travelers' Perception of Online Airline Booking System

INDICATORS	Mean	Description	Interpretation
1. Usefulness	4.61	Strongly Agree	Very High
2. Ease of Use	4.53	Strongly Agree	Very High
3. Attitude	4.41	Strongly Agree	Very High
4. Trust	4.03	Agree	High
5. Risk	3.15	Neutral	Moderate
6. Intention	4.46	Strongly Agree	Very High
Overall	4.20	Agree	High

Table 2 presents the level of travelers' perception of the online airline booking system across six indicators: usefulness, ease of use, attitude, trust, risk, and intention. The findings reveal an overall mean of 4.20, described as "Agree" and interpreted as a "High level of perception". This indicates that, in general, travelers hold favorable perceptions toward online airline booking systems and recognize their value and suitability for booking travel.

Among the indicators, usefulness obtained the highest mean of 4.61, interpreted as "Very High", followed by ease of use with a mean of 4.53, Intention (4.46), and attitude (4.41), also interpreted as "Very High". This suggests that travelers particularly appreciate online airline booking systems because they find them beneficial and convenient to use. Meanwhile, trust (4.03) was rated "High", further indicating that respondents generally have positive attitudes toward these systems, intend to continue using them, and demonstrate a considerable degree of confidence in online airline booking.

In contrast, risk recorded the lowest mean of 3.15, interpreted as "Moderate". This indicates that respondents still perceive some degree of risk when using online airline booking systems, which may relate to concerns about transactions, security, privacy, or reliability.

Nevertheless, the overall High perception demonstrates that the respondents generally view online airline booking systems positively, particularly because of their usefulness and ease of use, despite the presence of some perceived risks.

Table 3. Level of User Experience of Online Airline Booking System

Table 3 on page 52 shows that the respondents generally reported a very high level of user experience with the online airline booking system, as reflected by the overall mean of 4.28.

INDICATORS	Mean	Description	Interpretation
1. Ease of Navigation	4.22	Strongly Agree	Very High
2. Booking Efficiency	4.35	Strongly Agree	Very High
3. Responsiveness	4.30	Strongly Agree	Very High
4. Error Handling	4.25	Strongly Agree	Very High
Overall	4.28	Strongly Agree	Very High

All four indicators were interpreted as “Very High”, indicating consistently positive experiences across ease of navigation, booking efficiency, responsiveness, and error handling. This suggests that respondents generally perceive online airline booking systems as accessible, efficient, responsive, and capable of supporting a smooth booking process.

Among the indicators, Booking Efficiency obtained the highest mean of 4.35, suggesting that respondents particularly value the system's ability to facilitate an efficient booking process. This was followed by Responsiveness (4.30) and Error Handling (4.25). Although Ease of Navigation received the lowest mean of 4.22, it was still interpreted as “Very High”, indicating that respondents generally find the system easy to navigate.

Overall, the findings demonstrate a favorable user experience across all measured dimensions, with booking efficiency emerging as the strongest aspect of the online airline booking system.

Table 4. Level of Satisfaction of Online Airline Booking System

Table 4 on page 53 presents the level of satisfaction of travelers with the online airline booking system based on usability, clarity of information, reliability, speed and convenience, and support and communication. The findings reveal an overall mean of 4.48, described as "Strongly Agree" and interpreted as "Very High". This indicates that the respondents were generally highly satisfied with their experiences in using online airline booking systems.

INDICATORS	Mean	Description	Interpretation
1. I am satisfied with the overall usability of the online airline booking platform.	4.54	Strongly Agree	Very High
2. I am satisfied with the clarity of information provided during the online booking.	4.52	Strongly Agree	Very High
3. I am satisfied with the reliability of the booking system (few errors).	4.42	Strongly Agree	Very High
4. I am satisfied with the speed and convenience of completing a booking.	4.48	Strongly Agree	Very High
5. I am satisfied with the support and communication during the booking process.	4.42	Strongly Agree	Very High
Overall	4.48	Strongly Agree	Very High

Among the indicators, overall usability obtained the highest mean

of 4.54, followed closely by clarity of information at 4.52 and speed and convenience at 4.48, all interpreted as "Very High". This suggests that travelers particularly value the system's usability, the clarity of information provided throughout the booking process, and the convenience of completing their transactions efficiently. Meanwhile, reliability and support, and communication, both with a mean of 4.42, received the lowest ratings, although they were still interpreted as "Very High".

Overall, the results demonstrate a "Very High" level of satisfaction with online airline booking systems. The consistently high ratings across all indicators suggest that respondents generally consider these platforms usable, informative, reliable, convenient, and supportive of their booking needs. The findings further indicate that usability emerged as the strongest aspect of satisfaction, while reliability and support and communication, despite receiving the lowest means, remained positively evaluated by the respondents.

Table 5. Significant relationship between travelers' perceptions and satisfaction levels in online airline booking systems?

Variables	Travelers' Perception and Satisfaction Level			
	<i>r</i>	<i>p-value</i>	Decision	Interpretation
Travelers' Perception & Satisfaction Level	.29	<.015	Reject H ₀	Significant relationship

The findings in Table 5 reveal a statistically significant positive relationship between travelers' perceptions and their satisfaction levels with online airline booking systems, as indicated by $r = .29$ and $p = .005$. This suggests that travelers who have more favorable perceptions of online booking systems tend to report higher levels of satisfaction. Since the p-value is lower than the .05 level of significance, the null hypothesis is rejected, confirming that a significant relationship exists between the two variables.

The positive correlation further indicates that favorable perceptions of factors such as convenience, reliability, ease of use, accessibility, security, and overall booking experience are associated with greater traveler satisfaction. Although the relationship is not particularly strong, the findings suggest that travelers' perceptions contribute meaningfully to their satisfaction. Thus, providing a reliable, convenient, secure, and user-friendly online booking experience may help enhance travelers' overall satisfaction with online airline booking systems.

Table 6. Significant relationship between user experience and satisfaction levels in online airline booking systems?

Variables	User Experience and Satisfaction Level			
	<i>r</i>	<i>p-value</i>	Decision	Interpretation
User Experience & Satisfaction	.48	<.001	Reject H_0	Significant relationship

Level				
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The findings reveal a statistically significant positive relationship between user experience and satisfaction levels in online airline booking systems, as indicated by $r = .48$, $p < .001$. This means that respondents who report better experiences with online airline booking platforms also tend to report higher levels of satisfaction.

Since the p-value is below the .05 level of significance, the null hypothesis is rejected. The correlation coefficient of .48 indicates a moderate positive relationship, suggesting that user experience is meaningfully associated with travelers' satisfaction with online airline booking systems.

Table 7. Summary of the Relationship between the independent variables (perception & user satisfaction) and the dependent variable (satisfaction).

Correlations			
		Satisfaction	Remarks
Perception	Pearson Correlation	.290*	Low Correlation (significant)
	Sig. (2-tailed)	.041	
	N	50	
	Pearson Correlation	.485**	

User Experience	Sig. (2-tailed)	.000	Moderately Low Correlation (significant)
	N	50	
**. Correlation is significant at the 0.01 level (2-tailed).			
*. Correlation is significant at the 0.01 level (2-tailed).			

Table 7 presents the summary of the relationship between travelers' perception and user experience as independent variables and satisfaction with online airline booking systems as the dependent variable. The Pearson product-moment correlation coefficient was employed to determine the strength and direction of the relationships between the variables. The analysis was based on the responses of 50 participants.

The results revealed a significant positive relationship between travelers' perception and satisfaction, as indicated by a Pearson correlation coefficient of $r = .290$ and a significance value of $p = .041$. Since the obtained p-value is lower than the .05 level of significance, the relationship is statistically significant. The positive correlation indicates that more favorable perceptions of the online airline booking system tend to be associated with higher levels of traveler satisfaction. However, the magnitude of the correlation indicates a low positive relationship, suggesting that although perception is significantly associated with satisfaction, the strength of the association is relatively weak.

Similarly, the findings showed a significant positive relationship between user experience and satisfaction, with a Pearson correlation coefficient of $r = .485$ and a reported significance value of $p = .000$. Since the significance value is below the .05 level of significance, the relationship is statistically significant. The positive correlation indicates that respondents who reported more favorable experiences when using the online airline booking system also tended to report higher levels of satisfaction. The correlation coefficient further indicates a moderately low positive relationship, demonstrating a stronger association with satisfaction compared with travelers' perception.

Comparatively, the correlation coefficient for user experience ($r = .485$) was higher than that of travelers' perception ($r = .290$). This suggests that user experience has a stronger association with satisfaction than perception. In practical terms, while travelers' favorable perceptions of an online airline booking system are related to their satisfaction, the actual experience of interacting with the system appears to have a more substantial relationship with how satisfied travelers are with the booking process.

Overall, the findings demonstrate that both travelers' perception and user experience are significantly and positively associated with satisfaction with online airline booking systems. Thus, the null hypotheses stating that there is no significant relationship between

travelers' perception and satisfaction and between user experience and satisfaction are rejected. The findings emphasize that maintaining favorable perceptions and providing a positive user experience are both important considerations in enhancing travelers' satisfaction with online airline booking systems.

Preliminary Analysis

Table 8 shows the summary of the test of normality of the variables. As shown, the p-values are less than 0.05, indicating non-normality among the distribution. In terms of linearity, it is evident that there is a significant linear relationship between the independent variables and level of satisfaction (see table 7).

Table 8 . Test of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Perception	.472	50	.000	.517	50	.000
Satisfaction	.152	50	.005	.900	50	.000
User Experience	.250	50	.000	.868	50	.000

a. Lilliefors Significance Correction

Multiple Linear Regression Analysis

Table 9 shows the model summary of the analysis. As presented, the coefficient of determination (r^2) of 0.313 indicates that 31.3% of the variation in satisfaction is explained by the independent variables: user

experience and perception.

Table 9 . Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.560 ^a	.313	.284	.35691

a. Predictors: (Constant), User Experience, Perception

b. Dependent Variable: Satisfaction

Based on the ANOVA test result, the p -value is less than the level of significance, 0.05. This means that at least one of the independent variables is a significant predictor of the level of satisfaction in online airline booking systems.

Table 10. ANOVA TEST RESULT

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.733	2	1.367	10.728	.000 ^b
	Residual	5.987	47	.127		
	Total	8.720	49			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), User Experience, Perception

Table 11 below displays the result of the multicollinearity test. As presented, the variance inflation factors for all the independent variables are less than 3. This is an indication that there is no multicollinearity among the independent variables.

Further, the predicted level of satisfaction is very low, with an unstandardized coefficient of 1.447 if perception and user experience are not considered. Moreover, a 1-unit increase in perception increases satisfaction by 0.337 units while user experience is held constant. Moreover, a 1-unit increase in user experience increases satisfaction by 0.388 units while controlling perception.

Meanwhile, the standardized coefficient of 0.479 indicates that user experience has a greater influence on satisfaction compared to perception. In general, the prediction equation is $\hat{y} = 1.447 + 0.337x_1 + 0.388x_2$ where x_1 is perception and x_2 is user experience.

Table 11. Test of Multicollinearity

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t		Collinearity Statistics	
		Beta	Std. Error				Tolerance	VIF
1	(Constant)	1.447	.723		2.002	.051		
	Perception	.337	.146	.279	2.310	.025	.999	1.001
	User Experience	.388	.098	.479	3.960	.000	.999	1.001

a. Dependent Variable: Satisfaction

Based on the figures, it can be observed that the normality of the

residuals is met approximately $N(0,1)$. Further, since the scatterplot is structure-less, homoscedasticity is satisfied.

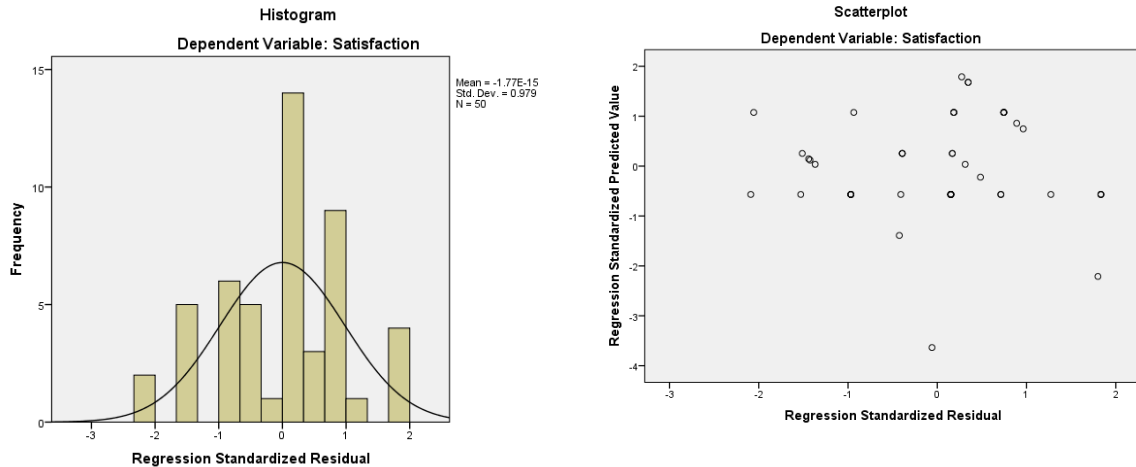


Figure 2. Normality of Residuals and Homogeneity of Residuals

CHAPTER 4

DISCUSSION

This chapter presents a summary of the findings, conclusions, and recommendations based on the results of the data gathered for the study. The discussion is organized according to the objectives of the study and integrates the results concerning the respondents' profile, travelers' perceptions, user experience, satisfaction levels, relationships among the variables, and the predictive influence of travelers' perceptions and user experience on satisfaction. The chapter further explains the meaning and implications of the findings rather than merely restating the statistical results. Particular attention is given to

how travelers perceive the usefulness, ease of use, trustworthiness, risks, and overall value of online airline booking systems, as well as how their actual experience with navigation, efficiency, responsiveness, and error handling contributes to satisfaction. The discussion also considers the significant relationships identified between the major variables and the extent to which travelers' perceptions and user experience predict satisfaction.

This study employed a quantitative descriptive-correlational research design with multiple regression analysis. The findings revealed that the study was predominantly composed of young adult travelers. The profile suggests that the respondents were primarily young adult travelers with prior booking experience and the financial capacity to engage in travel, providing them with relevant experience in evaluating online airline booking systems. This finding is consistent with Confente and Vigolo (2018), who emphasized that generational cohorts differ in their online travel behavior and booking intentions, suggesting that younger generations represent an important segment of consumers engaging with digital travel services. Their study demonstrated that age-related generational characteristics influence attitudes and intentions toward online booking, highlighting the relevance of younger travelers in examining technology-mediated travel behavior. Similarly, Shariffuddin et al. (2023) found that tourists' interactions with online travel platforms are influenced by technological readiness and the

features provided by online travel websites. In particular, their findings showed that the affordances of online travel sites and users' innovativeness contribute to online purchase intentions. This supports the present finding that respondents with previous online booking experience are in a suitable position to evaluate the functionality and overall experience offered by airline booking systems.

The result also revealed a high level of travelers' perception toward online airline booking systems. Among the dimensions assessed, usefulness emerged as the highest-rated indicator, showing that respondents particularly perceived online airline booking systems as beneficial in accomplishing their travel booking needs. This suggests that the practical value provided by online booking platforms contributes strongly to travelers' favorable perceptions of these systems.

This finding is supported by Kamarulzaman (2007), who found that perceived usefulness plays an important role in consumers' adoption of online travel services, particularly when users recognize the benefits and convenience associated with conducting travel transactions through the Internet. More specifically, Escobar-Rodríguez and Carvajal-Trujillo (2014) established that perceived usefulness is an important determinant of consumers' intention to purchase airline tickets online. Their findings indicate that travelers are more inclined to use airline

websites when they perceive online purchasing as useful in facilitating their travel transactions. This is further supported by Abdul Rahim et al. (2020), who reported that perceived usefulness has a significant positive relationship with travelers' online booking intentions. These findings reinforce the present study by demonstrating that the functional and practical value of online booking platforms is a key factor shaping favorable traveler perceptions and encouraging the adoption of online travel services.

Further, the findings also showed that the respondents demonstrated a very high level of user experience with online airline booking systems. Among the dimensions measured, booking efficiency obtained the highest evaluation, indicating that travelers particularly valued the ability of online platforms to facilitate a smooth and efficient booking process. This suggests that efficient completion of booking transactions is a prominent aspect of travelers' positive experience with online airline booking systems.

This finding is supported by Liu and Wu (2023), who examined the usability of airline web-booking interfaces based on effectiveness, efficiency, and user satisfaction. Their findings revealed that interface design can improve booking accuracy, reduce booking time, enhance browsing efficiency, and increase user satisfaction. These findings support the present study by demonstrating that an efficient booking

interface, which allows travelers to navigate information and complete transactions with less time and effort, contributes to a more favorable user experience. Similarly, Linden et al. (2018) found that the ease of use of airline website booking processes was associated with greater user efficiency and that perceived ease of use, usability, and efficiency significantly influenced satisfaction and intention to reuse the website. Their findings emphasize that travelers' experiences are shaped not only by whether they can successfully complete a booking but also by how efficiently and conveniently they can accomplish the process.

The study also disclosed a very high level of satisfaction with online airline booking systems. Among the satisfaction indicators, overall usability received the highest evaluation, demonstrating that respondents were particularly satisfied with how effectively and conveniently they could use the booking platforms. This indicates that usability is a key aspect of the positive satisfaction experienced by travelers when completing airline bookings online. The finding is supported by Casaló et al. (2008), who found that website usability positively influences consumer satisfaction in online services. Their study emphasized that when websites are easy to understand and navigate, users are more likely to develop favorable evaluations of their online experience. Similarly, Marinković et al. (2019) found that perceived usefulness and website quality were important determinants of customer satisfaction in online travel agencies. Their findings

demonstrate that travelers tend to be more satisfied when online travel platforms provide useful information, reliable functionality, and an efficient environment for completing travel-related transactions.

Furthermore, the findings established a significant positive relationship between travelers' perceptions and satisfaction levels. This indicates that more favorable perceptions of online airline booking systems are associated with greater traveler satisfaction. Thus, travelers who view online booking platforms positively tend to be more satisfied with their overall booking experience.

Similarly, a significant positive relationship between user experience and satisfaction levels was established. This means that better experiences with online airline booking systems are associated with higher levels of traveler satisfaction. The finding emphasizes that a positive interaction with the booking platform contributes meaningfully to how satisfied travelers are with the system.

This finding is supported by Cho and Agrusa (2006), who examined users' acceptance and satisfaction with online travel agencies and found that customers' attitudes toward online travel platforms significantly influenced their level of e-satisfaction. Their study further emphasized the importance of perceived usefulness and ease of use in shaping users' attitudes toward online travel services. This supports the present finding by suggesting that when travelers develop favorable

perceptions of the functional benefits and usability of online booking systems, they are also more likely to report positive satisfaction with their online travel experience. Similarly, Mills (2003) proposed that customer satisfaction with travel websites is shaped by the customer's experience with the platform, including perceptions of website interface, service and product quality, and the value provided by the website. This reinforces the present finding that travelers' evaluations of an online booking system are closely associated with how satisfied they are with the overall booking experience.

Finally, the multiple regression analysis established that travelers' perceptions and user experience significantly predict satisfaction levels with online airline booking systems. Both variables contributed significantly to predicting satisfaction; however, user experience emerged as the stronger predictor. This indicates that while travelers' favorable perceptions are important, the quality of their actual experience with the booking system plays a greater role in predicting their satisfaction.

Conclusions

The study concludes that the respondents were predominantly young adults, with previous booking experience and the financial capacity to engage in travel, providing an appropriate basis for

assessing online airline booking systems. The study further concludes that travelers generally have favorable perceptions, very positive user experiences, and very high satisfaction with online airline booking systems. Usefulness emerged as the strongest aspect of travelers' perceptions, booking efficiency stood out in terms of user experience, and overall usability was the most prominent aspect of satisfaction.

Finally, the study concludes that travelers' perceptions and user experience are significantly related to satisfaction and significantly predict satisfaction levels with online airline booking systems. User experience emerged as the stronger predictor, indicating that travelers' actual interaction with the booking platform plays a particularly important role in shaping satisfaction. Thus, maintaining a seamless, efficient, reliable, and user-friendly booking experience is essential to sustaining travelers' positive perceptions and overall satisfaction.

Recommendations

Based on the conclusions of the study, the following recommendations are proposed:

Based on the findings and conclusions of the study, airlines and online booking platform providers are encouraged to continuously improve the usability, efficiency, responsiveness, reliability, and security of their systems to provide travelers with a smooth and satisfactory booking experience. Moreover, particular attention should be given to

minimizing perceived risks through secure payment processes, transparent booking information, protection of personal data, and accessible customer support. Furthermore, providers should maintain efficient booking procedures and user-friendly platforms, considering that user experience emerged as an important predictor of travelers' satisfaction. In addition, continuous evaluation and improvement of online booking services are recommended to respond to travelers' changing needs and expectations. Finally, future researchers may examine other factors such as service quality, price transparency, perceived security, customer support, payment convenience, and airline reputation, as well as use larger and more diverse samples to provide a broader understanding of travelers' satisfaction with online airline booking systems.

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Appendix A

Letter to Respondents



STRATFORD INTERNATIONAL SCHOOL
Jose Catolico Sr. Ave., General Santos City,
South Cotabato 9500

Dear Respondent,

We are a student of Stratford International School currently taking Bachelor of Science in Tourism Management.

Presently we're conducting a research study entitled Travelers' Perceptions and User Experience as Predictors of Satisfaction Levels in Online Airline Booking Systems of my dissertation.

In view with this, I would like to ask for your participation in this academic endeavor as my respondent. You can be assured that your participation is highly commended and that in all cases, the gathered and reported will remain confidential. No participants in connection with the study will be identified and the information will only be reported together as a group. Thus, there will be no way of associating you with your answers in the final report.

We are hoping for your positive response to this letter-request.

Sincerely,

Researcher's Name:
Abing, Ariane Grace I.
Dequito, Fergus Kendred B.
Gaditano, Roxanne B.
Lantaya, Michelle G.
Manero, Jemima Myrrl B.
Mindalano, Salman M.
Suansing, Lezel M.
Tamulon, Jelo D.

Appendix B

Letter to the Validators



STRATFORD INTERNATIONAL SCHOOL
Jose Catolico Sr. Ave., General Santos City,
South Cotabato 9500

Dear _____:

We are a student of Stratford International School currently taking Bachelor of Science in Tourism Management, and we are currently doing our dissertation entitled: "Travelers' Perceptions and User Experience as Predictors of Satisfaction Levels in Online Airline Booking Systems."

We respectfully request that you serve as one of the validators for the attached self-made questionnaire for our study, which will be assessed with the provided rating tool. Your knowledge and experience in this field will be crucial for enhancing the quality of our questionnaire.

We would sincerely appreciate the time and effort you dedicate to this validation process, as your insightful feedback and suggestions will significantly aid in the successful completion of our research paper.

Thank you and God bless.

Sincerely,

Researcher's Name:
Abing, Ariane Grace I.
Dequito, Fergus Kendred B.
Gaditano, Roxanne B.
Lantaya, Michelle G.
Manero, Jemima Myrrl B.
Mindalano, Salman M.
Suansing, Lezel M.
Tamulon, Jelo D.

Appendix C

Survey Questionnaire



STRATFORD INTERNATIONAL SCHOOL
Jose Catolico Sr. Ave., General Santos City,
South Cotabato 9500

A SURVEY QUESTIONNAIRE ON TRAVELERS' PERCEPTIONS AND USER EXPERIENCE AS PREDICTORS OF SATISFACTION LEVELS IN ONLINE AIRLINE BOOKING SYSTEMS

Section 1: Demographic Profile

(Please check or fill in the appropriate response.)

Name (optional): _____

Age: ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55+

Gender: ☐ Male ☐ Female

Travel Booking Frequency: _____

Travel Frequency: ☐ monthly ☐ semester ☐ quarterly ☐ yearly

Income: ☐ 15,000-20,000 ☐ 21,000-30,000 ☐ 31,000-35,000

☐ 40,000-50,000 ☐ 51,000 and above

Section 2: Travelers' Perceptions of Online Airline Booking Platforms

Modified and adapted by: Sahli, A. B. (2015). Revisiting perceived risk

and trust in e-tourism context: Toward an extended technology acceptance model. *Journal of Marketing Research and Case Studies*, 2015, Article ID 516086, 1–14. <https://doi.org/10.5171/2015.516086>

(Please indicate the extent to which you agree with the following statements.)

Scale:

5 – Strongly Agree | 4 – Agree | 3 – Neutral | 2 – Disagree | 1 – Strongly Disagree

Indicators	Survey Item	5	4	3	2	1
Usefulness	I believe using Internet makes online booking easy for a tourism product.					
	I believe using Internet makes booking a tourism product go faster.					
	I believe using Internet would be useful for booking a tourism product.					
Ease of Use	It is easy for me to learn to use the Internet to book a tourism product.					
	Using Internet to book a tourism product is easy following the instructions on the site involved.					
	Using Internet to book a tourism product does not require a lot of mental effort.					
Attitude	The use of travel websites for booking is a good idea.					
	The use of travel websites for booking is a wise idea.					
	Using travel websites for booking is beneficial.					

Trust	Travel websites are trustworthy.					
	Travel websites provide reliable information.					
	Travel websites meet my expectations for online booking.					
Risk	I believe online booking may be risky because services may not be delivered on time.					
	I believe online bookings may not meet my expectations.					
	I believe the same tourism services may be cheaper elsewhere.					
Intention	I will book online tourism products in the future.					
	I will use travel websites in the future for online booking.					
	I highly recommend to others to book on travel websites.					

Section 3: User Experience

(Please indicate the extent to which you agree with the following statements.)

Indicators	Survey Item	5	4	3	2	1
Ease of Navigation	I can easily find the main functions of the booking system.					
	I can easily return to previous steps in the booking process.					
	I can locate information without unnecessary effort.					
Booking Efficiency	The system lets users complete booking tasks quickly.					

	The system lets users can complete a reservation without unnecessary steps.					
	The system enables fast processing of flight search results.					
Responsiveness	The system booking reacts quickly to my inputs (clicks, selections, searches).					
	The system provides immediate feedback after each action.					
	The system maintains performance even during high activity or traffic.					
Error Handling	The system clearly indicates when an error occurs during booking.					
	The system provides error messages that are easy to understand and provide helpful guidance.					
	The system allows quick recovery from errors without restarting the booking process.					

Section 3: Satisfaction Levels

(Please indicate the extent to which you agree with the following statements.)

Survey Item	5	4	3	2	1
I am satisfied with the overall usability of the online airline booking platform.					
I am satisfied with the clarity of information provided during the online booking.					
I am satisfied with the reliability of the booking system (few errors).					

I am satisfied with the speed and convenience of completing a booking.					
I am satisfied with the support and communication during the booking process.					

Appendix D

Questionnaire Validation Form



STRATFORD INTERNATIONAL SCHOOL
Jose Catolico Sr. Ave., General Santos City,
South Cotabato 9500

Name of Validator:_____

Date:_____

Designation/Position:_____

Research Title: Travelers' Perceptions and User Experience as Predictors of Satisfaction Levels in Online Airline Booking Systems

Researcher's: Abing, Ariane Grace I.
Dequito, Fergus Kendred B.
Gaditano, Roxanne B.
Lantaya, Michelle G.
Manero, Jemima Myrrl B.
Mindalano, Salman M.
Suansing, Lezel M.
Tamulon, Jelo D.

Instruction: Please check (/) the number of the rating that corresponds to your choice using the rating scale provided below.

<i>Rating Scale</i>	<i>Verbal Description</i>	<i>Interpretation</i>
5	Excellent	<i>The criterion is very highly appropriate and very highly fulfils the objectives</i>
4	Very Good	<i>The criterion is highly appropriate and highly fulfils the objectives</i>
3	Good	<i>The criterion is appropriate and moderately fulfils the objectives.</i>
2	Fair	<i>The criterion is less appropriate and less fulfils the objectives.</i>
1	Poor	<i>The criterion is less inappropriate and does not fulfil the objectives.</i>

No.	Criteria	Rating				
		5	4	3	2	1
1	The instrument will yield true and accurate information on topics and variables being studied.					
2	The data gathered through the use of instrument are appropriate and useful in making references.					

3	The information collected through the use of instrument serves the purpose of which it is collected.					
4	The contents of the instrument appropriately cover the topics and the variables intended to be studied.					
5	The contents/items in the instrument adequately represent the variables to be assessed.					
6.	The contents of the instrument are consistent with the variables being studied.					
7	The items contained in the instrument comprise adequate sample of the content, which it is supposed to represent.					
8	The items represent the coverage of the research adequately. The number of questions per category represents enough of the questions needed for the research					
9	The items are presented in an organized and logical manner.					
10	Generally, the instrument measures the variables which it intends to measure.					

Comment/Suggestion:

Signature Above Printed

Name

Appendix E



Item Analysis

STRATFORD INTERNATIONAL SCHOOL
Jose Catolico Sr. Ave., General Santos City,
South Cotabato 9500

I. EASE OF NAVIGATION		
STATEMENT	RRL	DERIVED RRL STATEMENT
I can easily find the main functions of the booking system.	Sudirjo, D., Wicaksono, B., & Nugroho, H. (2023). The application of User Experience Questionnaire to evaluate customer experience when using digital platform to purchase flight ticket in two travel and ticketing digital companies. ResearchGate. https://doi.org/10.13140/RG.2.2.34863.51368	UEQ studies show "clarity" reflects how easily users understand and navigate booking features, impacting overall UX ratings.
I can easily return to previous steps in the booking process.	Sudirjo, D., Wicaksono, B., & Nugroho, H. (2023). The application of User Experience Questionnaire to evaluate customer experience when using digital platform to purchase flight ticket in two travel and ticketing digital companies. ResearchGate. https://doi.org/10.13140/RG.2.2.34863.51368	UEQ "clarity" scale reflects ease of backtracking and understanding steps without frustration.
I can locate information without unnecessary effort.	Albashiri, A. R. (2024). Investigating user experience disparity in e-commerce: A case study of computer science professionals vs. regular users on the Saudi Airlines platform. European Journal of Information Technologies and Computer Science, 4(5), 25–31. https://doi.org/10.24018/compute.2024.4.5.141	Effective navigation supports efficient interaction and overall UX success.
II. BOOKING EFFICIENCY		



STATEMENT	RRL	DERIVED RRL STATEMENT
The system lets users complete booking tasks quickly.	Sudirjo, D., Wicaksono, B., & Nugroho, H. (2023). The application of User Experience Questionnaire to evaluate customer experience when using digital platform to purchase flight ticket in two travel and ticketing digital companies. ResearchGate. https://doi.org/10.13140/RG.2.2.34863.51368	Efficiency in booking is a key determinant of positive user experience; faster task completion increases satisfaction.
The system enables fast processing of flight search results.	Albashiri, A. (2024). User experience evaluation of airline reservation system: Perspicuity and efficiency in digital booking platforms. European Open Science. https://eu-opensci.org/index.php/compute/article/view/10141	Quick search results improve workflow efficiency and reduce frustration during the booking process.
Booking tasks can be completed without delays or interruptions.	Sudirjo, D., Wicaksono, B., & Nugroho, H. (2023). The application of User Experience Questionnaire to evaluate customer experience when using digital platform to purchase flight ticket in two travel and ticketing digital companies. ResearchGate. https://www.researchgate.net/publication/377394944	Systems that process bookings smoothly without interruptions are perceived as more reliable and efficient.
III. RESPONSIVENESS		
STATEMENT	RRL	DERIVED RRL STATEMENT
The system booking reacts quickly to my inputs (clicks,	Albashiri, A. (2024). User experience evaluation of airline reservation system: Perspicuity and efficiency in digital booking platforms. European Open Science. https://eu-opensci.org/index.php/compute/article/view/10141	Rapid system responses enhance user satisfaction

selections, searches).	w/10141	and are considered a core aspect of pragmatic quality in digital platforms.
The system provides immediate feedback after each action.	Albashiri, A. (2024). User experience evaluation of airline reservation system: Perspicuity and efficiency in digital booking platforms. European Open Science. https://eu-opensci.org/index.php/compute/article/view/10141	Timely feedback allows users to confidently proceed through the booking process, improving perceived control.
The system maintains performance even during high activity or traffic.	Sudirjo, D., Wicaksono, B., & Nugroho, H. (2023). The application of User Experience Questionnaire to evaluate customer experience when using digital platform to purchase flight ticket in two travel and ticketing digital companies. ResearchGate. https://www.researchgate.net/publication/377394944	Responsiveness under load ensures consistent user experience, fostering trust and satisfaction.
IV. ERROR HANDLING		
STATEMENT	RRL	DERIVED RRL STATEMENT
The system clearly indicates when an error occurs during booking.	Sudirjo, D., Wicaksono, B., & Nugroho, H. (2023). The application of User Experience Questionnaire to evaluate customer experience when using digital platform to purchase flight ticket in two travel and ticketing digital companies. ResearchGate. https://www.researchgate.net/publication/377394944	Clear error notifications enhance user understanding and reduce frustration, contributing to better UX scores.

The system provides error messages that are easy to understand and provide helpful guidance.	Albashiri, A. (2024). User experience evaluation of airline reservation system: Perspicuity and efficiency in digital booking platforms. European Open Science. https://eu-opensci.org/index.php/compute/article/view/10141	Informative and comprehensible error messages enable users to recover quickly, improving system usability.
The system allows quick recovery from errors without restarting the booking process.	Sudirjo, D., Wicaksono, B., & Nugroho, H. (2023). The application of User Experience Questionnaire to evaluate customer experience when using digital platform to purchase flight ticket in two travel and ticketing digital companies. ResearchGate. https://www.researchgate.net/publication/377394944	Efficient error recovery increases user confidence and reduces perceived complexity of the booking system.

V. SATISFACTION LEVELS

STATEMENT	RRL	DERIVED RRL STATEMENT
I am satisfied with the overall usability of the online airline booking platform	Almakayeel, N. (2023a). Relationship Modeling of Travel Website Quality toward Customer Satisfaction Influencing Purchase Intention. Sustainability, 15(10), 8225. https://doi.org/10.3390/su15108225	Established that the usability of travel websites significantly influences customer satisfaction, as user-friendly interfaces and easy navigation enhance users' booking

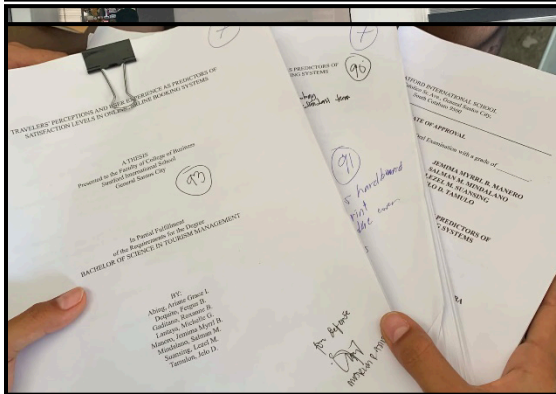
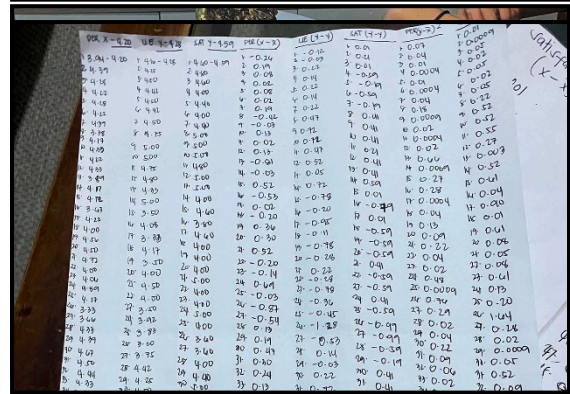
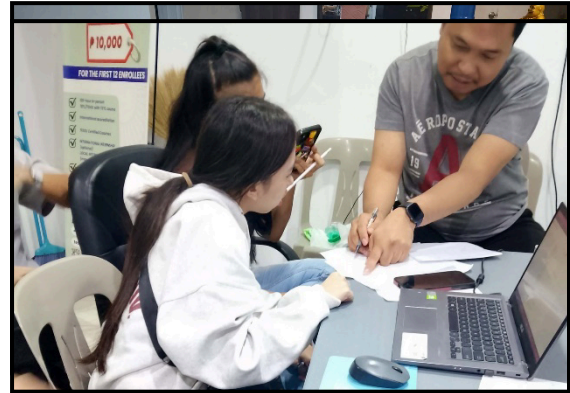
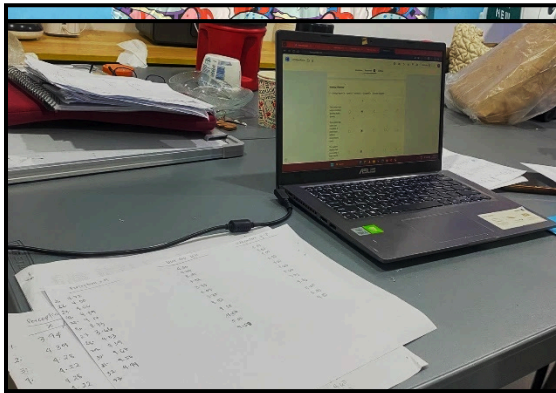
		experience.
I am satisfied with the clarity of information provided during the online booking.	Almakayeel, N. (2023a). Relationship Modeling of Travel Website Quality toward Customer Satisfaction Influencing Purchase Intention. Sustainability, 15(10), 8225. https://doi.org/10.3390/su15108225	Found that clear and well-structured information during the online booking process positively affects customer satisfaction by reducing confusion and increasing user confidence.
I am satisfied with the reliability of the booking system (few errors).	Almakayeel, N. (2023a). Relationship Modeling of Travel Website Quality toward Customer Satisfaction Influencing Purchase Intention. Sustainability, 15(10), 8225. https://doi.org/10.3390/su15108225	Indicated that reliable booking systems with minimal technical errors significantly contribute to customer satisfaction by fostering trust in online airline booking platforms.

I am satisfied with the speed and convenience of completing a booking.	Almakayeel, N. (2023a). Relationship Modeling of Travel Website Quality toward Customer Satisfaction Influencing Purchase Intention. <i>Sustainability</i> , 15(10), 8225. https://doi.org/10.3390/su15108225	Reported that fast and convenient booking procedures significantly improve customer satisfaction, as efficient transaction processes enhance the overall online booking experience.
I am satisfied with the support and communication during the booking process.	Astuti, K., Walean, R. H., & Mandagi, D. W. (2025). Determinants of customer satisfaction and purchase decisions on online flight ticket e-commerce platforms. <i>journal.ipm2kpe.or.id</i> . https://doi.org/10.31539/rfcxxw38	Emphasized that effective customer support and clear communication during the online flight booking process significantly enhance customer satisfaction, as timely assistance and accessible communication channels improve users' confidence in e-

		commerce flight ticket platforms.
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Appendix F
Documentation

Travelers' Perceptions and User Experience as Predictors of Satisfaction Levels 107



Appendix G
Curriculum Vitae

Ariane Grace I. Abing

Lumasal, Maasim Sarangani Province
arianeabing803@gmail.com
09456416127



EDUCATION

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

Stratford International School

Jose Catolico Sr. Ave., General Santos City, South Cotabato

August 2023 to March 2027

HUMANITIES AND SOCIAL SCIENCES

Gensantos Foundation Inc.

Bulaong Extention, General Santos City

September 2021 to July 2023

RESEARCH PAPERS PREPARED

**"TRAVELERS' PERCEPTIONS AND USER EXPERIENCE AS PREDICTORS OF
SATISFACTION LEVELS IN ONLINE AIRLINE BOOKING SYSTEMS"**

August 2026

TRAININGS/ SEMINARS

Handling Guests Complaints and Ensuring Customer Satisfaction

March 2026

Stratford International School, General Santos City

Hotel Familiarization Tour & Seminar

October 2025

Grand Summit Hotel, General Santos City

Exploring World Food Expo (WOFEX) Mindanao 2025

May 2025

SMX Convention Center, Lanang, Davao City

Filipino Brand of Service Excellence

April 2025

Stratford International School, General Santos City

F&B Upselling and Suggested Selling Strategy

May 2024

Stratford International School, General Santos City

**Exploring Excellence: Hospitality and Tourism Management Students
Immersive Experience at Q Citipark Hotel, General Santos City**

May 2024

Q Citipark Hotel, General Santos City

Food Fraud and Food Adulteration

February 2024

Veranza Mall, General Santos City

Handling Customer Complaints in Food Industry

February 2024

Veranza Mall, General Santos City

CHARACTER REFERENCES

MEG A. ESTORNINOS, DM

College Dean

Stratford International School

Mobile number: (+63) 917-315-4337

KRISTOFFERSON E. CANIA, LPT, MBA, TRM

Tourism Program Head
Stratford International School
Mobile number: (+63) 939-826-0458

Fergus Kendred B. Dequito

Turin St. Camella Cerritos, Brgy. Lagao,
General Santos City
dequitoferguskendred14@gmail.com
09753029257



EDUCATION

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

Stratford International School
Jose Catolico Sr. Ave., General Santos City, South Cotabato
August 2023 to March 2027

HUMANITIES AND SOCIAL SCIENCES

Stratford International School
Jose Catolico Sr. Ave., General Santos City, South Cotabato
June 2021 to May 2023

RESEARCH PAPERS PREPARED

"TRAVELERS' PERCEPTIONS AND USER EXPERIENCE AS PREDICTORS OF
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Handling Customer Complaints in Food Industry

February 2024

Veranza Mall, General Santos City

CHARACTER REFERENCES

MEG A. ESTORNINOS, DM

College Dean

Stratford International School

Mobile number: (+63) 917-315-4337

KRISTOFFERSON E. CANIA, LPT, MBA, TRM

Tourism Program Head

Stratford International School
Mobile number: (+63) 939-826-0458

Roxanne B. Gaditano

Lumasal, Maasim Sarangani Province
roxannegaditano129@gmail.com
09655470349



EDUCATION

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

Stratford International School
Jose Catolico Sr. Ave., General Santos City, South Cotabato
August 2023 to March 2027

HUMANITIES AND SOCIAL SCIENCES

Gensantos Foundation Inc.
Bulaong Extention, General Santos City
September 2021 to July 2023

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College Dean

Stratford International School

Mobile number: (+63) 917-315-4337

KRISTOFFERSON E. CANIA, LPT, MBA, TRM

Tourism Program Head

Stratford International School

Mobile number: (+63) 939-826-0458

Michelle G. Lantaya

Prk. 16 Promise Land 1 Brgy. Mabuhay

General Santos City

michelle.lantaya@stratford.edu.ph

09062971552



EDUCATION

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

Stratford International School

Jose Catolico Sr. Ave., General Santos City, South Cotabato

August 2023 to March 2027

HUMANITIES AND SOCIAL SCIENCES

Cronatia Foundation College, INC

Andres-Dizon, Bldg., Pioneer Avenue General Santos City

September 2021 to July 2023

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KRISTOFFERSON E. CANIA, LPT, MBA, TRM
Tourism Program Head
Stratford International School
Mobile number: (+63) 939-826-0458

Jemima Myrrl B. Manero

Lower Bales, Maasim Sarangani Province
jemimamanero@gmail.com
09350874199



EDUCATION

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

Stratford International School
Jose Catolico Sr. Ave., General Santos City, South Cotabato
August 2023 to March 2027

HUMANITIES AND SOCIAL SCIENCES

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Colon Maasim Sarangani Province
September 2021 to July 2023

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College Dean
Stratford International School
Mobile number: (+63) 917-315-4337

KRISTOFFERSON E. CANIA, LPT, MBA, TRM
Tourism Program Head
Stratford International School
Mobile number: (+63) 939-826-0458

Salman M. Mindalano

Daliao, Maasim Sarangani Province
salmanmindalano45@gmail.com
09669759795



EDUCATION

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

Stratford International School
Jose Catolico Sr. Ave., General Santos City, South Cotabato
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MEG A. ESTORNINOS, DM

College Dean
Stratford International School
Mobile number: (+63) 917-315-4337

KRISTOFFERSON E. CANIA, LPT, MBA, TRM

Tourism Program Head
Stratford International School
Mobile number: (+63) 939-826-0458

Lezel M. Suansing

Prk. Balunto Labangal General Santos City
suansinglezel03@gmail.com
09513610413



EDUCATION

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

Stratford International School
Jose Catolico Sr. Ave., General Santos City, South Cotabato
August 2023 to March 2027

ACCOUNTANCY, BUSINESS, AND MANAGEMENT

General Santos City National Highschool
Calumpang General Santos City
September 2021 to July 2023

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College Dean
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KRISTOFFERSON E. CANIA, LPT, MBA, TRM

Tourism Program Head
Stratford International School
Mobile number: (+63) 939-826-0458

Jelo D. Tamulo

Lutay, Malungon Sarangani Province
jelodandatatamulon@gmail.com
09640576955



EDUCATION

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

Stratford International School
Jose Catolico Sr. Ave., General Santos City, South Cotabato
August 2023 to March 2027

HUMANITIES AND SOCIAL SCIENCES

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Poblacion, Malungon Sarangani Province
September 2021 to July 2023

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Mobile number: (+63) 917-315-4337

KRISTOFFERSON E. CANIA, LPT, MBA, TRM
Tourism Program Head
Stratford International School
Mobile number: (+63) 939-826-0458