

## Study of Gender Effect on the Relationship of Perceived Quality and Satisfaction in E-Tourism Context

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### ABSTRACT

While online shopping has grown in importance in recent years, we know very little about the difference in perception between men and women of this experience. This study focuses on examining differences in the perception of the quality of tourist web sites between the sexes with respect to user satisfaction. The research results indicate that quality is a history of satisfaction and that women are more sensitive to the information provided than men, which for them tourist websites must be easy to use. Theoretical as well as practical contributions are discussed in the last part of this paper as well as future research.

**Keywords:** Perceived quality, satisfaction, e-tourism context, moderating effect, gender

### INTRODUCTION

Today, marketers' main concern is attracting and retaining customers through excellent quality of service (Parasuraman et al., 1991). The website is one of the examples of a new point of sale that mediates the customer-business relationship. The use of this medium has many repercussions on the behavior of the consumer on the one hand and on the consumer experience on the other hand.

Moreover, the literature review shows the existence of a complex link between perceived quality and satisfaction. The complexity of this link may be partly the result of the action of a number of moderating variables that act in transactions at the physical point of sale and at the point of sale online. This is why we are seeing a growing interest and interest in studying the behavior of women's online shopping, even though the number of papers is limited, which deals with the variation in behavior between men and women when they purchase goods. line (Cyr and Bonanni, 2005). Moreover, and as some research points out, gender seems to have the capacity to moderate certain consumer behaviors, whether in a traditional context or in an electronic context. And, the literature on the difference between men and women in consumer behavior in the virtual context is still relatively rare (Dittmar et al., 2004).

In general, men and women are likely to behave differently. The growing prevalence of Internet use has also highlighted the need to understand the attitudes and behaviors of online users from a gender perspective. As a result, we will focus in this study to make our contribution by studying the relationship between the quality of the website and the satisfaction of users in an e-tourism context using the SERVQUAL scale. Subsequently, we try to distinguish between the behavior of men and women in this case.

### LITERATURE REVIEW

#### Study of the Impact of the Quality of Websites on Online Satisfaction

##### Online Consumer Satisfaction

Satisfaction is at the heart of the definition of marketing but also quality management approaches. Since Hunt's first work in 1977 on the concept of satisfaction, the number of studies continues to grow. In this respect, for Hunt (1977), satisfaction corresponds to a judgment concerning an experience resulting from cognitive processes and integrating affective elements. Thus, we can deduce that the satisfaction would be a psychological state of the consumer resulting from a comparison between his relative expectations of the product and / or service and his feelings felt after the purchase and consumption or use of the product and / or service.

Several definitions emerged in literature describing the concept of satisfaction in general and the concept of satisfaction in an online context. Indeed, according to, Evrard (1993) and Aurier and Evrard (1998): "satisfaction would correspond to a psychological state after the purchase". Moreover, Howard and Steh (1969) consider satisfaction not as a judgment but as a state felt by the consumer.

As for him, Oliver (1997) considers satisfaction as "the response of the consumer to the fulfillment (of the service). It is a judgment about the suitability of service characteristics, or services itself, to provide a pleasant level of accomplishment or achievement in relation to consumption. "In this way, the satisfaction can be likened to an overall assessment made, afterwards of service experiences, by the consumer with regard to the service company, appreciating its capacity to meet its initial expectations.

The concept of satisfaction has been widely discussed in the literature. For this purpose, several authors have treated this variable. However, Gises and Cote (2000) argue that there are significant differences in the definition of this concept. However, all proclaim the following points of similarity, illustrated through these three components:

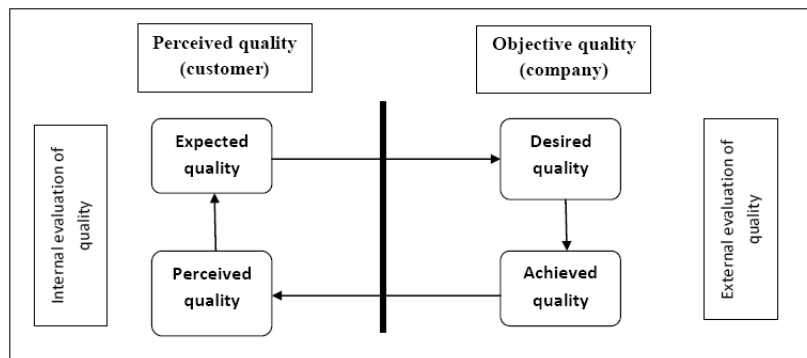
- Satisfaction is considered an answer (emotional or cognitive)
- The answer relates to a particular element (expectation, product, consumption experience, etc.)
- The answer is expressed at a particular moment (after the choice, after consumption, etc.)

For its part, Lehu (2004) addressed the concept of dissatisfaction, which he defined as "a psychological state of an individual or a legal person expressing explicitly or not; his dissatisfaction ". To this end, Zeitoun and Chéron (1990) state that dissatisfaction manifests itself in a negative gap between the expected quality and the perceived and experienced quality of the service. This situation continues to take a consistent consideration in the field of services, particularly through the characteristics of intangible service. Applied to an online context, Anderson and Srinivasan (2003) define online satisfaction (e-satisfaction) as: "customer satisfaction with their prior purchase experience with a particular e-commerce company".

**The Quality of the Websites**

The construct of perceived quality as conceptualized in the marketing literature is often defined as "the difference between expectations and perceptions" of consumers and / or users in various consumption and / or use situations. We find that researchers such as Garvin, 1983; Dodds and Monroe, 1985; or Jacoby and Olson, 1985 or Zeithaml, 1988; emphasized the difference between perceived quality (user-based quality) and objective quality (product-based and production-based quality).

At this level, it is therefore necessary to distinguish between these two facets of quality (Figure 1). Indeed, according to Evrard (1993):



**Figure1.** Difference between perceived quality versus objective quality, adapted from Zeithaml, Berry and Parasuraman, 1988

- the objective quality is the set of attributes contributing to the quality of a product and a service and whose level has been previously set by the company independently of the perception

that the buyer may have: this is the quality desired and achieved,

- Perceived quality is the set of attributes contributing to the perception of the quality of a

product or service whose level is given by the consumer.

It has been shown in the literature that quality is the antecedent of satisfaction (Oliver, 1993). Zeithaml and Bitner (2000) have also argued that service quality assessment focuses primarily on the dimensions of service and that perceived quality is not only a component of client satisfaction, but is also influenced by product quality, price, customer factors and situational factors (Bai et al., 2008)

To better assimilate the concept of quality, several perspectives have been established. We present these thoughts in chronological order. First of all, there is the Nordic perspective. This is the Grönroos model. According to this model, the different dimensions of the quality of the service are solved according to a global approach: it is the functional quality and the technical quality. The technical dimension is relative to the outcome of the supply process, in this case what the customer has achieved once the experience is over, the functional dimension referring to the process itself (Grönroos, 1984, 1990).

Subsequently, the French perspective appeared, it is the model of Eiglier and Langeard (1987) which put forward three dimensions (one related to the result and two functional dimensions) likely to influence the evaluation of a service. The quality of the result concerns the quality of the service itself. The functional quality concerns on the one hand the process, that is to say all the interactions necessary for the manufacture of the service, evaluated by the customer in terms of fluidity, ease, sequence; and on the other hand the quality of each element of the service. This quality of the elements of servuction is expressed on two dimensions: the intrinsic quality of each of them taken in isolation: modernity, cleanliness, ease of use of the elements of the servuction, the quality of the elements of the servuction which s' expresses in addition by their degree of coherence between them and especially by the degree of adaptation to the desired service.

Finally, the last perspective is explained through the most dominant model and the most used in the literature, it is the American model SERVQUAL of Parasuraman et al. (1985, 1988). Primarily, the SERVQUAL model was developed for services and retail businesses and its purpose is to find out how a company's customers evaluate the services they are offered (Parasuraman et al., 1988). The SERVQUAL

model is the most used to measure the concept of customer satisfaction through the evaluation of the quality of the service in various domains, notably that of tourism (Saleh and Ryan, 1991), that relating to sports services (Tsitskari et al. , 2006), that of the leisure industry (Williams, 1998).

Parasuraman et al. developed this scale of measurement in 1988. They initially identified 97 items that they grouped in 10 dimensions. After purifying their scale, they selected 22 items. This service quality measuring instrument, they called it SERVQUAL to measure the perceptions and expectations of customers with regard to the service. The SERVQUAL tool consists of five underlying dimensions, with two sets of 22 statements for the "wait" and "perception" sections of the questionnaire. Perceived quality of service is measured by subtracting customer perception scores from customer wait scores, both for each dimension and overall (Han and Baek, 2004). The five dimensions of SERVQUAL are (Parasuraman et al., 1988, 1991):

1. Tangible property, which relates to physical facilities, equipment, personnel and communication materials.
2. Reliability, which refers to the ability to perform the promised services reliably and accurately.
3. Responsiveness, which refers to the willingness of service providers to assist customers and provide prompt service.
4. Insurance, which refers to the knowledge and courtesy of employees and their ability to convey trust.
5. Empathy, which refers to care giving and individualized attention to clients.

Although the model has been widely used and has shown various replications in terms of conceptualizing quality of service and its measurement (in the hospitality or catering sector, we cite the LODGESERV model developed by Knutson et al. (1990) and the DINESERV model constructed by Stevens et al., 1995), however, it has been criticized. One of the major criticisms lies in the unstable nature of the dimensions thus identified according to the sector to be studied. In this respect, some researchers question the five dimensions developed by Parasuraman et al. (1988) to measure perceived quality of service since it concerns only intangible service (Carman 1990, Cronin and Taylor 1992, Finn and Lamb 1991). According to Finn and Lamb (1991), the

number and type of dimensions vary according to the type of purpose of the activities: a good (retail, for example) or a service (the bank, for example). According to Carman (1990), the quality components depend on the type of product / service offered.

### The Link between Perceived Website Quality and Online Satisfaction

The nature of the link between satisfaction and perceived quality is quite complex and confusion is as much a matter of defining both constructs as the causal direction of their relationship. One of the causes of the ambiguity of the link between the two notions is the different level of measurement used in both literatures (Carmen, 1990, Parasuraman et al., 1988).

This link between perceived quality and satisfaction has been the subject of much literature. Indeed, thoughts are quite heterogeneous and converge position. Some argue that there is a causal link and even consider that perceived quality is an antecedent of satisfaction (Cronin and Taylor 1992, Oliver 1993). While others like Bitner, 1990; Carman, 1990; Nguyen, 1991; Oliver, 1993, deny the existence of this link. On the other hand, perceived quality is considered to be the difference between consumer expectations and perceptions according to Oliver's model (1983). There are two scenarios. Indeed, we evoke customer satisfaction in the case where the perceived performance of the service is higher than the standard prior to consumption. Otherwise, in the opposite case and when the perceived performance of the service is lower than the standard prior to consumption, this situation leads to customer dissatisfaction.

Some researchers have addressed the concept of client satisfaction using a single item scale (Cronin and Taylor, 1992), so to study and measure client satisfaction, both authors propose to measure their perception. While other researchers have used the multi-item scale developed by Parasuraman et al., (1985, 1988) to measure the concept of satisfaction across various dimensions. This is the SERVQUAL satisfaction measurement scale.

In an e-commerce context, Wolfinbarger and Gilly (2001) identify a positive link between the dimensions of electronic quality of service (design, reliability, security / privacy and customer service) and satisfaction. It thus appears that the dimensions of the quality of

service contribute to satisfy the user during his visit to a site. However, the authors do not distinguish between visitors and buyers to show which dimension (s) are (are) the most important in each case.

Thus, we can emit our first hypothesis:

***H1: the satisfaction is positively related to the perception of the quality of the service***

### Gender: A Moderator Variable Affecting the Causal Link: Perceived Quality / Satisfaction

Gender is a variable widely treated in the marketing literature. Indeed, gender refers to the distinction between man and woman. This distinction originates from sociology (Meyers-Levy and Sternthal, 1991) and from biology and physiology (Bernstein et al., 1980). Difference between man and woman can therefore lead to expectations, aptitudes and behavior specific to each subject (Bakshi, 2012).

In marketing, the concept of gender influences consumer behavior in various situations. It is an important criterion in market segmentation (Meyers-Levy and Sternthal, 1991, Darley and Smith, 1995) allowing segments to be easily identified and attained..

In addition, the gender variable significantly affects all stages of the purchasing decision-making process, including that of the consumer's search and processing of information (Putrevu, 2001).

In addition, Dittmar et al. (2004) found a difference between the attitude towards the internet tool and the online purchase between the two subjects: men and women. However, there is little research explicitly addressing gender differences in online shopping. Thus, it would be appropriate to take into account these differences and to deepen our researches in relation to this axis.

Gender seems to moderate judgment as well as consumer behavior. Indeed, Mitchell and Walsh (2004) have argued that men and women tend to prefer different types of products, and to adopt different methods for acquiring and evaluating these products (and as a result different decision-making processes of 'purchase). Also, for Holbrook (1986) gender could be a key variable for moderating consumer judgment judgments.

Past research exploring gender-related attitudes and activities on the Internet suggests that men are more interested in the Internet, spending more time online than women, and are more



likely to buy online (Rodgers and Harris, 2003). Garbarino and Strahilevitz, 2004). In the same line of results, Cyr and Bonanni (2005) confirm that men and women do not act in the same way. Men are more pragmatic while women seem to be more emotional (Dittmar et al., 2004). As a result, online shopping may be perceived less favorably by women than by men (van Slyke et al., 2002).

Thus, we can state the following hypothesis:

**H2: Gender moderates perceived quality of tourism websites and satisfaction**

### RESEARCH METHODOLOGY

Remember that the purpose of this research is twofold. As a first step, we will try to elucidate the relation of the quality variable of the websites on the satisfaction of the users (H1). Subsequently, we will try to study the moderating effect of gender on this relationship (H2). Figure 2 summarizes the two hypotheses put forward above.

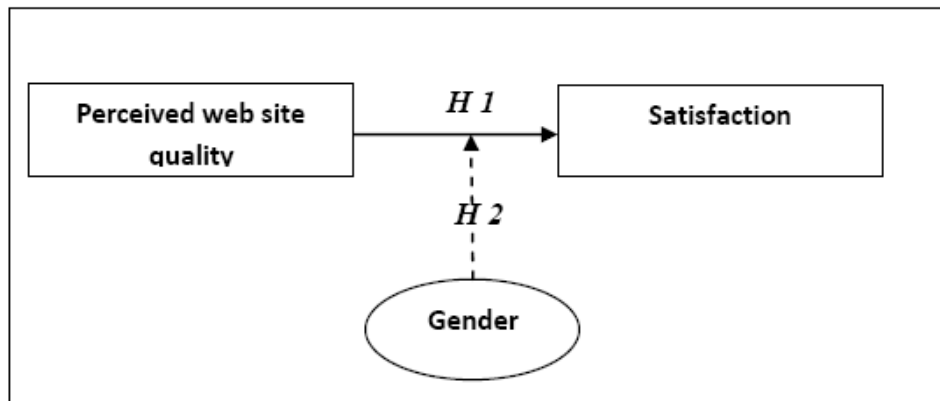


Figure2. Research model

### Data Collection and Sample

Data collection is based on an online survey conducted at the end of 2016. The sample in this study includes only Tunisian respondents resident in Tunisia who have used Tunisian tourist websites or not, and in particular to the website of the online agency: [www.tahavoyage.com](http://www.tahavoyage.com), for booking and / or buying online tourist products (hotel, tour, stay, flight, etc.). The choice of this agency is justified by the fact that it allows users to book and purchase online various tourist products. The data were collected through an online survey over two months to collect 143 duly completed and therefore usable questionnaires (N = 143). The size of our sample was not fixed a priori since we used the non-probability sampling method (snowball type).

### Operationalization of the Variables

To measure the perceived quality of the websites, we refer to the SERVQUAL scale developed by Barnes and Vidgen (2002) which admits 22 items. The contextualization of the

Servqual scale to this sector is therefore the most appropriate tool for this research. As for satisfaction, we use the 6-item scale used by Bai et al. (2008) to evaluate on a 5-point Likert scale from strongly disagree to strongly agree.

### RESULTS

#### Verification of the Reliability of Measurements

The reliability of the measurement variables used in this research was verified by exploratory factor analysis (Evrard, Pras and Roux, 2003). This analysis allowed us to study the factor structure by means of principal component analysis and the purification of each scale (Cronbach's Alpha).

After purging the satisfaction scale three times, we note that Cronbach's Alpha coefficient improved to 0.753. In this way, we can conclude that after the elimination of three items (Satis 6, Satis 4 and Satis 2), scale measuring satisfaction has become reliable. Table 2 below illustrates the result of the purification of the scale.

**Table1.** Scales translated, adapted and used in the survey

<i>Scale measuring quality (Barmes and Vidgen, 2002)</i>	<i>Scale Measuring Satisfaction (Bai et al., 2008)</i>
I find the site <a href="http://www.tahavoyage.com">www.tahavoyage.com</a> easy to learn how it works (qual 1) My interaction with the website <a href="http://www.tahavoyage.com">www.tahavoyage.com</a> is clear and understandable (qual 2) I find the site easy to navigate (qual 3) I find the site easy to use (qual 4) The site has an attractive appearance (qual 5) The design is adapted to the type of tourist website (qual 6) The site conveys a sense of competence (qual 7) The site creates a positive experience for me (qual 8) The <a href="http://www.tahavoyage.com">tahavoyage.com</a> website provides accurate information (qual 9) The <a href="http://www.tahavoyage.com">tahavoyage.com</a> website provides credible information (qual 10) The <a href="http://www.tahavoyage.com">tahavoyage.com</a> website provides timely information (qual 11) The <a href="http://www.tahavoyage.com">tahavoyage.com</a> website provides relevant information (qual 12) The website <a href="http://www.tahavoyage.com">tahavoyage.com</a> provides information easy to understand (qual 13) The <a href="http://www.tahavoyage.com">tahavoyage.com</a> website provides information at the right level of detail (qual 14) The <a href="http://www.tahavoyage.com">tahavoyage.com</a> website presents the information in an appropriate format (qual 15) Has a good reputation (qual 16) I feel safe doing transactions (qual 17) My personal information is secure (qual 18) The website <a href="http://www.tahavoyage.com">tahavoyage.com</a> creates a feeling of personalization (qual 19) The <a href="http://www.tahavoyage.com">tahavoyage.com</a> website conveys a sense of community (qual 20) The <a href="http://www.tahavoyage.com">tahavoyage.com</a> website facilitates communication with the organization (qual 21) I am convinced that the goods and services will be delivered as promised (qual 22)	I am satisfied with my decision to visit the website of <a href="http://www.tahavoyage.com">www.tahavoyage.com</a> (Satis1) If I had to visit this site again, I would feel differently (Satis 2) My choice to visit <a href="http://www.tahavoyage.com">www.tahavoyage.com</a> is careful (Satis 3) I feel bad about my decision to visit the website <a href="http://www.tahavoyage.com">www.tahavoyage.com</a> (Satis 4) I think I did well to visit the site <a href="http://www.tahavoyage.com">www.tahavoyage.com</a> (Satis 5) I am disappointed by the consultation of the site <a href="http://www.tahavoyage.com">www.tahavoyage.com</a> (Satis 6)

**Table2.** Reliability Scale Summary of Satisfaction Scale (N = 143)

Cronbach's $\alpha$ with 6 items	Cronbach's $\alpha$ after elimination of item : Satis 6	Cronbach's $\alpha$ after elimination of item : Satis 4	Cronbach's $\alpha$ after elimination of item : Satis 2
0.244	0.398	0.510	<b>0.753</b>
Nb of items = 6	Nb of items = 5	Nb of items = 4	Nb of items = 3

In addition, the scale of quality of the website shows an excellent Cronbach alpha ( $\alpha = 0.957$ ). Thus, we can conclude that our two scales have good psychometric quality. We can thus switch to factor analysis with VARIMAX rotation.

The factor analysis of the satisfaction scale confirms the unidimensionality of the three remaining items (Satis 1, Satis 3 and Satis 5). However, the SERVQUAL scale measuring the quality of the site displays three dimensions or factors explaining a total of 66.255% of the variance of the scale with a predominance of the first factor. The first factor, we qualify it by *F1*:

*"Quality of the information & interactivity"*, this factor gathers 13 items thus its consequent impact (qual 9, qual 10, qual 12 → qual 22), these factors deal with the quality of the information provided, trust, communication with the agency. The second factor represented by 5 items is designated by *F2*: *"Ease of use"* and finally the last group of 4 items (qual 5, qual 6, qual 7 and qual 8) are relative to *F3*: *"Web site agronomy"*. We thus obtained three factors (illustrated in Appendix 1), just like the original scale of Barmes and Vidgen (2002) with a similarity between the factors.

**Verification of Research Hypotheses**

*Verification of Hypothesis H1*

To validate hypothesis H1, we conducted a multiple linear regression. Satisfaction being the dependent variable. The three constructs of the quality variable explained 34.5% of satisfaction ( $R^2 = 35.2\%$ ). However, we observe that the various factors do not explain to the same extent the satisfaction of Tunisian customers who use Tunisian tourist sites for the reservation or purchase of their tourist products. It turns out **Table3**. Summary of the result of the linear regression

Modèle	R <sup>2</sup>	β	t-value	Sig.
Constant		-0.005	-0.070	0.944
Quality of the information & interactivity + ε	19.8 %	0.446	<b>6.488</b>	0.000
Ease of use +ε	14.2%	0.385	<b>5.613</b>	0.000
Web site ergonomy + ε	6%	0.077	1.120*	0.265

Dependent variable: Satisfaction (Satis1, Satis3 and Satis5) (N = 143)

\* t must be greater than 1.6551 to justify the significant linear relationship

*Verification of Hypothesis H 2*

We seek to study the meaning and / or the strength of the influence of the variable X (independent: perceived quality of the website) on Y (dependent variable: satisfaction) according to the different levels of our moderating variable, or even modular (the kind). For this purpose, Baron and Kenny (1986) distinguish between two natures of the moderating variable. The latter can be either a qualitative variable (such as gender or CSP for example) or a quantitative variable (for example: the level of involvement). The moderator variable affects the direction and / or strength of the relationship between the independent or predictive variable and a dependent variable called a criterion variable. Thus, moderation implies that the relationship between these two variables changes according to the moderator variable. The impact of Z on X-Y can be either positive or negative. As it can be pronounced in one group or weak, or even nonexistent in another group (Champitaz-Caceres and Vanhamme, 2003).

To test the moderating role, we distinguish two cases according to the nature of the moderating variable (dichotomous or continuous). Indeed, when the variable is dichotomous, it is recommended to perform a multi-group analysis. In this case, it is recommended to create a new variable X \* Z (where X represents the independent variable and Z: the moderating variable). In order to prove the moderating role of a variable, it is necessary to show that the interaction between X and Z is significant. Statistical analysis must measure and test the

that the quality of information and interaction displays the highest weight, followed by the second dimension: ease of use (14.2%) and lastly the ergonomics allowed to generate a R<sup>2</sup> of 0.06, however it is not significant.

This being the hypothesis H1 is confirmed overall but partially confirmed if we consider each factor of quality apart. The following table (Table 3) summarizes the results of the linear regression thus obtained.

differential effect of the independent variable as a function of the moderator variable.

Several methods of analysis are possible to highlight the effect of the moderator variable. Indeed, the moderation can be remarkable in the correlation tables between X and Y or again through the results of the regression analysis (regression coefficient between the groups) or the presence of a significant interaction effect in an analysis of variance.

Since analysis of variance assumes equal size of the groups of individuals and it is not certain to obtain an identical division, we will retain the regression analysis to measure the possible effects of moderation of the gender variable. on the relationship between the perceived quality of tourist websites on user satisfaction.

Champitaz-Caceres and Vanhamme (2003) recommend that the condition of homogeneity of the variances for the different levels of the moderator variable be checked before even analyzing the moderation of gender on the relationship between the perceived quality of tourism websites and user satisfaction. To do this, we referred to the Levène test (Carricano and Poujol, 2008). If this test is significant, then the null hypothesis of equality of variances is rejected and we proceed to compute t which should then be corrected using the pooled variance rather than the individual variances of the two groups.

If the significance (bilateral) or p-value is greater than 0.05, you must accept the null hypothesis and conclude that there is no significant difference between the two groups

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(or measures). In our study, the homogeneity test of the variances is not significant since ( $F = 2.058$ ,  $p = 0.239$ ). Finally, we accept the null hypothesis that there is no difference between the averages of the two groups. In other words, the difference between the two means in the

population is 0. The two groups in our sample come from the same population. The postulate of homogeneity of the variances is thus satisfied. We can therefore display the results of the regression analyzes (see Table 4) on both groups (women and men)

**Table4.** Analytical Results of Subgroup Analysis: Perceived Quality Relationship on Satisfaction

Sub group	Regression equation	R <sup>2</sup>	Adjusted R <sup>2</sup>	Levene test
Sub group 1 Men (n=93)	Satisfaction = 0.62+ 0.407 F1+ 0.407 F2	34.5%	33.1%	F= 2.058
Sub groupe 2 Women (n=49)	-0.109+ 0.501 F1+ 0.332 F2	35.1%	32.2%	p= 0.239

F1: quality of information and interaction

F 2: ease of use

When reading the results in the table above, it should be concluded that there is no difference between men and women regarding the perception of quality and its impact on their satisfaction when using tourist sites to book or buy a tourist product online. However, it is

recommended to break down each dimension of the quality variable to better understand the existence of difference (s) between the two samples (male / female). We present the details of each multiple regression in the following two tables (Table 5 and Table 6)

**Table5.** Detail of the multiple regressions for men

R multiple	0.587	<u>details of the regression for the subgroup: men</u>			
R <sup>2</sup>	0.345				
Adjusted R <sup>2</sup>	0.331				
		Variance analysis			
		DDL	Somme des carrés	Carré moyen	
Regression		2	30.315	15.158	
Residue		90	57.518	0.639	
F= 23.717      signification de F= 0.000					
Equation variables					
Variable	B	SE B	β	t	Sig. t
F1 : Quality of information and interaction	0.407	0.083	0.419	4.902	0.000
F2 : Ease of use Constant	0.407	0.079	0.438	5.122	0.000
	0.62	0.083	-	0.740	0.461

To decide on the existence of a relationship between the two dimensions of perceived quality on the satisfaction of male users, we consider a DDL = 90. Referring to the critical value t, for 90 degrees of freedom and a  $\alpha = 0.05$ . The critical value t is therefore equal to 1.6620. Thus, the two dimensions representing Table 6 shows the same work for women:

perceived quality do indeed have a significant and positive linear relationship. In other words, the higher the quality of the tourist websites is perceived (through its two dimensions F1 and F 2) by the men more they will be satisfied during the use of these sites.

**Table6.** Detail of Multiple Regression for Sample: Women

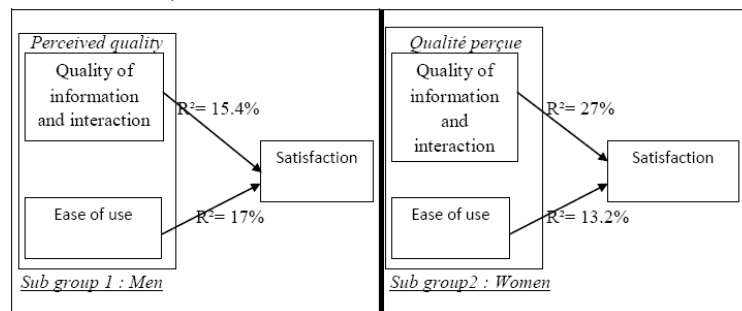
R multiple	0.592	<u>Details of the regression for the subgroup: women</u>			
R <sup>2</sup>	0.351				
adjustedR <sup>2</sup>	0.322				
		Variance analysis			
		DDL	Somme des carrés	Carré moyen	
Regression		2	18.150	9.075	
Résidue		46	33.612	0.731	
F= 12.420      signification de F= 0.000					
Equation variables					
Variable	B	SE B	β	t	Sig. t
F1 : Quality of information and interaction	0.504	0.128	0.473	3.933	0.000
F2 : Ease of use Constant	0.332	0.139	0.287	2.386	0.021
	-0.109	0.125	-	-0.873	0.387



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For a degree of freedom of 46 and  $\alpha = 0.05$ , the critical value of  $t$  is 1.6787. Thus, we can conclude that for women the positive perception of the quality of the tourist web sites influences their satisfaction. In addition, we observe

between the two groups (men / women) a difference in results across the two dimensions of the perceived quality variable. This difference is illustrated through the following figure:



**Figure 3.** Effect of the gender moderator variable on perceived quality-satisfaction

Analysis of associations between perceived quality (with its two dimensions: quality of information and interaction: F1 and ease of use: F2) and satisfaction of users at various levels of our moderating variable. Gender (male / female) confirms the moderating role of gender on this relationship. Indeed, the satisfaction of men is more influenced by the ease of use of tourist websites than women. On the other hand, we notice in the subgroup: women, a particular attention to the search for an excellent quality of information and interaction with the tourist web site to generate the satisfaction. Indeed, the regression coefficient is larger and is significant for women in relation to the first factor: quality of information and interaction and higher compared to ease of use for men to generate satisfaction. . Thus, we can conclude that the hypothesis H2 is validated.

### DISCUSSION

Remember that our objective was initially to study the relationship between the perceived quality of tourist websites and the satisfaction of users and then identify a possible influence of gender on the perceived quality-satisfaction of users of tourist websites.

To test hypothesis H1, the relationship between perceived quality and satisfaction was examined using linear regression. The results of the study demonstrated the existence of a significant and positive relationship between the quality of websites and satisfaction. This result corroborates with the results obtained in the literature by several authors such as Bai et al., 2008 or Oliver (1993) who concluded that the quality of websites is the antecedent of online satisfaction or Zeithaml and Bitner (2000) who, according to them, quality is a component of satisfaction. Thus, it would be advisable for businesses in the tourism sector and in particular

online travel agencies to invest in the quality of their website because customer satisfaction depends heavily on it (an easy-to-use interface, including real photos and videos of the services offered, to increase users' confidence by reducing any perceived risk on their part, instant interaction with the customer, etc.).

This research work also made it possible to highlight the existence of a gender influence on the relationship between perceived quality and satisfaction in an e-tourism context. In fact, women are more likely than men to report on the quality of the information transmitted on tourist websites and their interaction with them. This result is in line with several previous studies. In this respect, Aronson (2003) concluded that women are more suggestible than men. And that women are increasingly involved in online information research prior to purchasing decision-making (Kim, Lehto and Morrison, 2007) to reduce any risk or uncertainty associated with the context of online shopping (Gretzel and Yoo, 2008). This result is in line with ours, which has highlighted the superiority of women compared to the group of men in the perception of the quality of the information transmitted as well as the interaction with the tourist website.

Although the internet has often been characterized as dominated by men, recent data indicate that the gap between the two (male / female) in Internet use is declining rapidly (Weiser, 2004). It has been shown in our research that women are less sensitive to usability than men who consider it important that a site be easy to use. However, we can conclude that even if there is a significant influence of gender on the dimension: ease of use of the perceived quality variable, it can be considered as marginal (13.2% for women versus 17% for men).

**CONCLUSION**

This research has focused on studying the impact of gender as a moderating variable on the relationship between perceived quality and user satisfaction of Tunisian tourist websites. The results obtained from 143 respondents online confirm the moderating role of gender and highlight a difference in behavior between men and women. Moreover, this research has also made it possible to express both theoretical and practical implications. Indeed, the current study is a theoretical enrichment since few are the surveys and research that have focused on the study of gender as a moderating variable in a context of buying or booking online in the tourism sector in a way general and Tunisian more particularly. From a practical point of view, the results of our study mainly concern the developers of tourist websites and especially those in an e-tourism context (online tourism agency, restaurant, hotel, etc.). Indeed, during the design of tourist websites, it would be interesting to take into account differences between men and women in their perception of the quality of the website which should be easy to use and easy to use. other important part of information. To achieve this goal, it is necessary to include several elements such as help tools to facilitate navigation on the sites, for example: site map, search engine, virtual assistant, photos, video information content, choice of color and

sound, etc. It should also be noted that individuals use technologies because their use is fun and because they are useful and beneficial (Igbaria, Iivari and Maragahh, 1995). Thus a minutia must be attributed to the design of the tourist web site which must answer at the same time for utilitarian purposes (allowing the realization of a precise task in this case: the reservation and the purchase) and hedonic (the aspect fun and pleasure is an integral part of the site) (Besbes Sahli and Legoh  el, 2016).

Finally, it is important to dwell on the weaknesses of this study despite the theoretical and managerial contributions. These weaknesses are future avenues of research. Indeed, the first limit comes from the small size of our sample, we strongly recommend to redo the study with a fairly large sample thus allowing the generalization of the results. Also, the study context may also constrain the generalization of results since our research was limited to the context of Tunisian e-tourism. This study is therefore to contextualize and remake to validate the results of the effect of moderators (the genre in this research). Finally, another research perspective that might be of interest to researchers is to carry out an intercultural study with the aim of checking whether the moderating role of gender depends and differs according to the culture of the individual.

**Appendix 1:** Summary of the results of the factor analysis

KMO was 0.925 before the elimination of the item: Qual 20 with a representation quality value < 0.5 (Evrard et al., 2003)

variables	Items	Factor contributions	Quality of representation	KMO	KMO of the scale	% of recovered inertia	% of cumulative recovered inertia	$\alpha$ of Cronbach	$\alpha$ of Cronbach (sclae)							
Perceived quality	Quality of information and interaction	Qual 9	0.606	0.728	0.920*	0.932	53.779	66.255	0.934	0.941						
		Qual 10	0.524	0.575												
		Qual 12	0.536	0.582												
		Qual 13	0.565	0.632												
		Qual 14	0.690	0.664												
		Qual 15	0.697	0.638												
		Qual 16	0.674	0.598												
		Qual 17	0.800	0.745												
		Qual 18	0.780	0.704												
		Qual 19	0.682	0.644												
		Qual 21	0.587	0.627												
		Qual 22	0.576	0.614												
	Ease of use	Qual 1	0.705	0.602							0.826	6.995			0.854	
		Qual 2	0.512	0.559												
		Qual 3	0.681	0.703												
Qual 4		0.781	0.750													
Qual 11		0.609	0.568													
Web site ergonomoy	Qual 5	0.781	0.740		5.481			0.888								
	Qual 6	0.835	0.774													
	Qual 7	0.759	0.753													
	Qual 8	0.725	0.715													
Satisfaction	Satis 1	0.792	0.627	0.686	66.937	66.937	0.753	0.753	0.753							
	Satis 3	0.820	0.672													
	Satis 5	0.842	0.709													

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