

The Impact of Website Quality on Customer Relationship Management -A Case Study of TripAdvisor Website-

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Abstract:

The aim of this study is to investigate the impact of website quality in its three dimensions: information quality, system quality, and electronic service quality, on customer relationship management. The case study selected for this research is TripAdvisor, a website in the travel and tourism industry. To achieve the study objectives, a questionnaire was utilized as a data collection tool. A total of 117 questionnaires were analyzed using the Statistical Package for the Social Sciences (SPSS) v19 .

The study revealed that the dimensions of website quality have an influence on customer relationship management, especially system quality and the quality of electronic services provided on the website .

Key Words: *Website, website quality, customer relationship management, E-CRM, TripAdvisor company.*

JEL Classification: *M30 ,M31 ,O140*

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1. Introduction

In today's rapidly advancing information age, knowledge is power, and with the widespread availability of information, consumers are becoming more informed and decisive in their choices amidst numerous options and abundant products and services. In the field of tourism marketing, one of the most crucial pieces of information is understanding the customer in detail, enabling tourism organizations to utilize this knowledge to earn their loyalty and gain a competitive advantage. According to the latest statistics from the World Tourism Organization as of September 2023, international tourist arrivals reached 84% of pre-pandemic levels, with 700 million international tourists traveling between January and July 2023, representing a 43% increase compared to the same months in 2022. Tourism contributes significantly to foreign revenue generation compared to many other economic sectors. Given the intangible nature of tourism services, managing customer relationships is paramount in mitigating risks and gaining a competitive edge (World-Tourism-Organization, 2023). The quality of service provided on the organization's website significantly impacts customer satisfaction, as delivering high-quality service can enhance customer loyalty, thus creating opportunities for customer retention. Therefore, the impact of website quality on customer satisfaction and its influence on gaining a competitive advantage cannot be denied (Najafi, Saati, & Tavana, 2014, p. 320). Tourism serves as a key driver for social and economic development, creating employment opportunities and serving as a fundamental incentive for attracting investment and

capital, both in Africa and worldwide. In 2019, over 70 million international tourists traveled to Africa, generating nearly \$39 billion in revenue. Promoting the African brand has become more critical than ever before, emphasizing positive narratives and unique selling points of the continent to rebuild market confidence, accelerate economic recovery, and improve the region's perception (UNWTO, 2022, p. 7). Online marketing activities have become an essential part of the operational programs for many local, regional, national, and international destination management organizations. The International Federation for Information Technology and Travel & Tourism (IFITT) and the World Tourism Organization (UNWTO) have agreed on a joint plan to assist destination management organizations in assessing and measuring the quality and effectiveness of their online activities and websites. Given the fierce competition in this field, the customer remains the ultimate decision-maker, and the most critical point of interaction between the customer and the service provider is now the company's websites, governed by a set of quality metrics. Therefore, it has become imperative for organizations to engage with their customers to create a high-quality and more personalized relationship with them, ensuring their loyalty to the institution. This can only be achieved through effective customer relationship management, especially considering the complexities of managing relationships with customers who are prospective buyers of tourism services. Hence, organizations must capitalize on the significant growth and widespread use of

the internet to achieve excellence within their competitive environment, attract the largest possible number of potential customers, and earn their loyalty. **Thus, exploring the impact of website quality dimensions on customer relationship management is crucial, as well as understanding its implications within the study company?** This leads to a set of subsidiary questions emerging from this inquiry:

- Is there a statistically significant impact of the dimension of website system quality on customer relationship management?
- Is there a statistically significant impact of the dimension of information quality on customer relationship management?
- Is there a statistically significant impact of the dimension of electronic service quality of the website on customer relationship management?

Study hypotheses: Initial answers to the posed questions are as follows:

- There is an impact of the dimensions of the quality of TripAdvisor's website on customer relationship management.
- There is a statistically significant impact of the quality dimension of the website system on customer relationship management.
- There is a statistically significant impact of the quality dimension of the information available on the website on customer relationship management.
- There is a statistically significant impact of the quality dimension of the electronic service of the website on customer relationship management.

Study Objectives: The study aims to achieve a set of objectives, including:

- Presenting the most important concepts related to the quality of electronic travel and tourism websites and customer relationship management in tourism.
- Clarifying the role that websites and electronic applications play in developing tourists' awareness of tourism and travel culture.
- Clarifying the role that websites and electronic applications play in developing tourism institutions' awareness of the importance of customer relationship management.
- Studying the relationship between the impact of the dimensions of the quality of TripAdvisor's website and customer relationship management with its users.

Study Methodology:

To answer these questions, test the hypotheses, and achieve the study objectives, we followed a descriptive and analytical methodology that relies on studying the phenomenon in reality through field surveying. Data necessary to answer the study questions were collected via an electronic questionnaire distributed to a sample from the study population represented by users of the TripAdvisor website during the period from March 1, 2023, to November 1, 2023. The collected data were analyzed using SPSS v19 software. The questionnaire comprised a set of axes including study variables and dimensions.

2. The conceptual framework of the study variables:

2.1 Definition of Website Quality:

Websites are defined as a collection of interconnected pages that can be browsed

and interacted with through computer applications known as web browsers. They can be accessed on mobile phones and through wireless application technology. Websites constitute an integrated set of features and capabilities that interact seamlessly to provide a unique user experience and engaging performance. These websites aim to meet the needs of users and ensure their satisfaction in a competitive market related to sales and information. websites are the digital meeting point that provides access to information anytime, anywhere. They serve as an interface that enables the elements of the electronic marketing mix to perform their tasks effectively. Websites are also used to enhance interaction and exchange relationships between the product and customers, especially in terms of pricing, sales, and customer support.

The term "website quality" is a vital concept in e-commerce, as customers' expectations of website quality largely determine their purchasing intentions. There is a consensus on the definition of website quality. (Hsu, Chang, & Chen, 2011, p. 552) defined website quality as users' evaluations of the features of a website that meet their needs and reflect the overall excellence of the site. Based on the above, website quality can be defined as a set of standards and characteristics that determine the effectiveness and attractiveness of the website. These characteristics may include ease of navigation, content quality, loading speed, security, responsiveness to user requirements, interactivity, and overall user experience, depending on the type of website. Achieving these standards enhances visitor satisfaction and increases

the website's chances of success in achieving its goals effectively

2.2 The Dimensions of Website Quality:

Initially, there was no consensus on the dimensions for measuring website quality. According to a study by (Hsu, Chang, & Chen, 2011, p. 552), Chen and Cheng used four dimensions to measure website quality in a study conducted in 2008, which are technical adequacy, content quality, specific content, and appearance. However, an agreement was reached to develop factors for measuring the quality of electronic website services, consisting of three fundamental dimensions directly related to consumers and their perceptions of the website. These dimensions include information quality, system quality, and service quality, as stated by (Khair, Abu Zaid, & Taher, 2013, p. 32). The dimensions that measure website quality include the following:

- **Information Quality:** Defined as the system's ability to provide users with the required information. It represents the degree of satisfaction users believe the information system available to them can better meet their informational needs than others. If the website does not provide the necessary information, users will be dissatisfied and will seek information elsewhere. Information quality of the website has been measured using six variables including accuracy, reliability, clarity, completeness, ease of use, and navigation quality (Bai, Rob , & Ivan , 2008, p. 392)
- **System Quality:** Refers to the ease of understanding and using the website, its availability, and efficient operation

without technical issues. It also includes the integration and synchronization of information display, as well as the time required for the website to respond to customer transactions from start to finish. The shorter the response time, the better. Several system characteristics are considered in assessing its quality, including availability, accuracy, flexibility, data currency, response time, ease of use, and integration in the display (Bai, Rob , & Ivan , 2008, p. 392)

- **Service Quality:** It reflects the ability of a product or service to meet consumer needs, and is therefore linked to consumer satisfaction with the product or service. Unlike the quality of products, which can be objectively measured, assessing service quality is a difficult and complex task. Tools have been developed to measure service quality, including SERVQUAL, which measures service quality by showing the gap between service expectations and actual service performance. Thus, the service is deemed adequate when consumers' perceptions of service performance are equal to or higher than the expected level of service. SERVQUAL perceives the following dimensions of perceived service quality: tangibility, reliability, responsiveness, assurance, and empathy (Khair, Abu Zaid, & Taher, 2013, p. 33). The quality of service provided on the website is linked to customers' overall judgments about the quality-of-service delivery through the electronic website.

2.3 Definition of Customer Relationship Management (CRM):

Customer Relationship Management (CRM) is a strategic approach and organizational process that aims to enhance the performance and efficiency of an organization by developing lasting and harmonious relationships with targeted customers. This is achieved through careful integration of detailed information about each customer, precise management of all communication details, and strategic use of all this data to maintain customer continuity and strengthen the organization's presence in the market .CRM relies on analyzing customer activities and their effectiveness with the organization to build a strong foundation for these relationships. By understanding customer needs, preferences, and behavior, organizations can tailor their products, services, and interactions to provide a personalized and engaging experience. This, in turn, leads to increased customer satisfaction, loyalty, and advocacy.

With technological advancements, Electronic Customer Relationship Management (E-CRM) has emerged, abbreviated in literature as E-CRM. (Karima & ouamer Aliziane, 2019, p. 387) defined it as a combination of online marketing activities, tools, and technologies that contribute to developing and enhancing the relationship between the company and its current and potential audience. (Almir & Lalović , 2011, p. 48) defined it as the use of technology to enhance customer interaction with the company, including electronic access and web interaction, with the aim of enhancing direct communication with customers. This involves enhancing their experience by providing innovative and effective means of communication with the company and benefiting from the

required information and services. In summary, Electronic Customer Relationship Management (E-CRM) is a set of activities and processes that utilize technology to build a long-term and sustainable relationship with customers by achieving customer satisfaction and earning their loyalty.

3. The applied framework of the study:

3.1 A brief overview of TripAdvisor company:

It is a platform and website on the internet founded in 2000 by Stephen Kaufe and his friend Langley Steinert in the United States. The two friends started forming a team of no more than ten people who relied on researching any travel-related information everywhere, classifying and arranging it, which initially covered only the United States and the American continent, and after the site spread, it expanded to include the world. The site aims to create an environment where consumers can get ideas to help them make decisions before, during, and after the travel process (RAMADANOĞLU & KARAÇEPER, 2023, p. 2227). Now, TripAdvisor is the company listed on the NASDAQ stock exchange with the symbol TRIP, it is the largest global travel platform, helping 463 million travelers monthly to improve their travel experiences. Travelers rely on the TripAdvisor website and app to review more than 859 million reviews about 8.6 million accommodations, restaurants, travel experiences, airlines, and cruise trips, whether they are planning a future trip or looking for tips during their trip. Travelers find on TripAdvisor a platform for comparing prices and booking hotels, transportation, entertainment activities, and restaurants. The service is available in 49

markets and in 28 different languages (TripAdvisor.com, 2023).

The official website of the company is named TripAdvisor.com, accessible via the website link <http://www.tripadvisor.com/> (TripAdvisor, 2023). The website name consists of two parts, "Trip" and "Advisor," where "Trip" refers to journey or travel, indicating a focus on travel experiences and trips, while "Advisor" means a consultant, reflecting the site's role in providing people with opinions, reviews, and advice about places, tourist activities, and restaurants. The website logo was designed in 2014, when TripAdvisor underwent an update, giving it a fresh touch with a green color and a shape resembling an owl's face. According to a press release from TripAdvisor, the new logo reflects the dedication to guiding travelers through real stories, tips, and reviews. The owl icon symbolizes wisdom and vision, suggesting the intelligence and support provided by the site to users. The green color represents nature and growth, symbolizing the site's continuous development and expansion. Despite its simplicity, the logo effectively conveys the site's core message of guiding travelers and assisting them in confidently exploring new places. Our analysis of the website interface shows that it is characterized by ease and simplicity, with comprehensive language support for over 28 languages, making it useful for users from different cultures, and providing the necessary information for planning their trips with ease and efficiency.

The website contains links to social media platforms, and to ascertain the most engaging platforms for site visitors, we relied on Similar, a service providing

information about web traffic and internet site analytics. According to statistics

(similarweb, 2023), we arrived at the results shown in the figure.

Figure 1: The Most Engaging Social Media Platforms for TripAdvisor Website Visitors in November 2023.



Source: (similarweb, 2023)

The observation from the figure indicates that Facebook is the most engaging platform for TripAdvisor website visitors.

3.2 Community and study sample:

The research community consists of all visitors and users of the TripAdvisor website, where an electronic questionnaire in English was distributed through the TripAdvisor Facebook page. It was answered by 117 users during the period from March 1, 2023, to November 1, 2023.

In order to achieve the study's objectives and test its hypotheses, an electronic questionnaire was distributed as the primary

Therefore, it will be the platform where we distribute the survey.

tool for collecting the required data, consisting of two sections. The first section focused on personal data, while the second section addressed the study variables and dimensions, comprising two axes. The first axis covered website quality with 12 items, while the second axis concerned customer relationship management with 6 items. To analyze the collected data, the Statistical Package for the Social Sciences (SPSS) v19 was used, utilizing a Likert scale according to Table 1.

Table 1: Estimated Mean Values and Agreement Ratings for Questionnaire Items.

The weighted average	1-1.8	1.8-2.6	2.6-3.4	3.4-4.2	4.2-5
The agreement score	Very Weak	Weak	Moderate	High	Very High
the scale	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Source: Prepared by the researchers.

3.3 Study Tool Reliability:

he stability of the study instrument was verified by calculating the Cronbach's

Alpha coefficient, as shown in the following table:

Table 2: Cronbach's Alpha values for measuring the reliability of the questionnaire.

Dimension	Number of Items	Cronbach's Alpha
Website Information Quality	4	0.841
Website System Quality	4	0.843
E-Services Quality	4	0.851
Customer Relationship Management	6	0.818
Overall Questionnaire Items	18	0.954

Source: Prepared by the researchers based on the results of SPSS.

The results in the table above indicate that the overall reliability coefficient for the study tool reached 0.954, which exceeds the excellent threshold for this coefficient (0.9). Therefore, it can be concluded that the reliability of the study tool is excellent. Consequently, the questionnaire used is valid for analyzing the results, answering

the study questions, and testing its hypotheses. Additionally, its results are generalizable, and similar results can be obtained if the research is repeated under similar conditions.

3.4 Description of the Study Sample Characteristics:

Table 3: Distribution of Sample Individuals by Demographic Variables.

Percentage	Frequency	Variable Categories	Variable
%49.6	58	Male	Gender
%50.4	59	Female	
%70.9	83	Foreigner	Nationality
%29.1	34	Arab	
%28.2	33	Less than 30 years old	Age
%42.7	50	30 to 40 years old	
%23.1	27	40 to 50 years old	
%6	7	50 years old and above	
%10.1	12	Intermediate	Education Level
%17.9	21	High School	
%60.7	71	University	
%11.1	13	Other	
%29.1	34	Rarely (once a month)	Website Usage Frequency
%38.5	45	Sometimes (2 to 4 times)	
%17.1	20	Often (more than 6 times a month)	
%15.4	18	Frequently	
%100	117	/	Total

Source: Prepared by the researchers based on the results of SPSS.

Gender: The distribution of the sample according to the gender variable is close between males and females and is almost equal, with the percentage of females being 50.4% and males 49.6%. This is an

indication of the role of women in planning and making family travel arrangements.

Nationality: It is noted that the majority of the study sample are foreigners with a percentage of 70.9%, while Arabs represent

29.1%. This is due to the mentality of the foreign individual known for his love of research and trust in the evaluations of others, while the Arab individual does not use such sites much while traveling and prefers to leave the planning to the travel agency he will travel with.

Age: It is noted that the age group that uses the site the most is the youth group between the ages of 30 and 40 years with a percentage of 42.7%, followed by the age group under 30 years with a percentage of 28.2%, then those between 40 and 50 years with a percentage of 23.1%. This is because they are the groups that master technology and are financially comfortable and can travel and are interested in planning trips and gathering information. This is in contrast to the lowest group, which included those over the age of fifty with a percentage of 6%.

Educational attainment: The users of the website under study are characterized by a high level of education, as the university graduates constituted 60.7% of the sample

size. This indicates their understanding of the importance of the questionnaire and scientific research.

Number of visits to the site: It is noted that the percentage of those who visit the TripAdvisor site from two to four times a month is 38.5%, while the percentage of those who visit the site once a month is 34%, followed by the category of those who visit the site more than 6 times a month with a percentage of 17.1%, and the last category are those who visit the site frequently with a percentage of 15.4%. Perhaps the main reason for this is that the TripAdvisor site is a site for ratings and reviews of tourist attractions, hotels and restaurants, and therefore it is also subject to the law of seasonality. The site is visited during travel periods, where visitors use the site when planning a trip or vacation, and therefore the frequency of visits is lower for people who do not travel much.

3.5 Understanding TripAdvisor Website Quality:

Table 4: Mean, Standard Deviation, and Agreement Level for the Website Quality Dimensions

Agreement Level	Standard Deviation	Mean	Phrase	Number	Dimension
High	0.928	4.162	The information on the website is accurate.	01	Information Quality
High	1.037	4.102	I trust the information I find on the website.	02	
High	1.096	4.111	The website information is updated regularly.	03	
Very High	1.020	4.230	The information on the website is useful.	04	
Very High	3.678	4.211	Total Information Quality		System Quality
Very High	1.051	4.222	The website is easy to use.	05	
High	1.058	4.162	The website and its pages load quickly.	06	
High	1.110	4.128	The website is tailored to my needs.	07	
Very High	1.081	4.282	The website design is	08	

			attractive and comfortable.		Service Quality
Very High	3.916	4.212	Total System Quality		
Very High	1.013	4.273	Customer service is responsive.	09	
High	1.068	4.196	Customer service is friendly and respectful.	10	
Very High	1.085	4.265	Customer service is efficient.	11	
Very High	1.071	4.316	Can you rely on customer service in the future?	12	
Very High	4.083	4.322	Total Service Quality		

Source: Prepared by the researchers based on the results of SPSS.

Information Quality :

- The sample showed a very high level of agreement with the information quality dimension, with an average score of 4.21 (within the range of 4.2-5) and a standard deviation of 3.678.
- Item 4 ("The information on the website is useful") received the highest average score (4.23) within the information quality dimension, indicating that the sample had high confidence in the information presented on the website. This can be interpreted as evidence that the website provides reliable and accurate information.
- The remaining items (1-3) in this dimension received high average scores ranging from 4.11 to 4.16.

System Quality :

- The sample also showed a very high level of agreement with the system

quality dimension, with an average score of 4.212 and a standard deviation of 3.916.

- Items 5 and 8 received very high average scores, indicating that the sample found the website easy to use, attractive in design, fast to load, and meeting their needs.

E-Service Quality :

- The sample showed a very high level of agreement with the e-service quality dimension, with an average score of 4.32 and a standard deviation of 4.083.
- Items 9, 11, and 12 received very high average scores, indicating that the sample found the e-services provided on the website to be of high quality.

3.6 Customer Relationship Management Dimension:

Table 5: Mean, Standard Deviation, and Agreement Level for C R M Statements.

Agreement Level	Standard Deviation	Mean	Statement	number
High	1.033	4.188	When the website asks you to register with your personal information	13
Very High	1.063	4.205	The website communicates with you personally and periodically asks for suggestions	14
Very High	1.021	4.307	How satisfied are you with the website overall?	15
Very High	1.132	4.230	How likely are you to recommend the	16

			website to others?	
Very High	1.065	4.247	The website responds quickly to your inquiries	17
Very High	1.094	4.205	The website responds quickly to complaints	18
Very High	5.943	4.384	Total	

Source: Prepared by the researchers based on SPSS results

Table 5 shows that the sample's opinions towards the customer relationship management dimension demonstrated a very high level of agreement, with an average score of 4.384 and a standard deviation of 5.943. Most items within this dimension (14-15-16-17-18) received very high average scores ranging from 4.205 to

4.307. This indicates that the website places a high value on customer relationship management by ensuring customer satisfaction, gaining customer loyalty, and addressing customer complaints.

3.7 Testing the Study Hypotheses :

The sub-hypotheses will be tested using the data presented in the following table.

From the table above, the significance level is 0.000, which is less than 0.05, leading to the rejection of the null hypothesis and

Table 6: Simple Regression Analysis to Test the Effect of Website Quality Dimensions on CRM

Dimension	A	B Value	t Value	(SIG) t	R	R ²	F	(SIG) F
Information Quality	0.509	0.822	15.498	0.000	0.822	0.676	240.175	0.000
System Quality	0.596	0.904	22.654	0.000	0.904	0.817	512.087	0.000
Service Quality	0.632	0.930	27.088	0.000	0.930	0.865	733.784	0.000

Source: Prepared by the researchers based on the results of SPSS.

Sub-Hypothesis 1: There is a statistically significant impact of the dimension of information quality available on the website on customer relationship management at a significance level of $0.05 \alpha \leq$.

H0: There is no statistically significant impact of information quality available on the website on customer relationship management at a significance level of $0.05 \alpha \leq$.

H1: There is a statistically significant impact of information quality available on the website on customer relationship management at a significance level of $0.05 \alpha \leq$.

acceptance of the alternative hypothesis. This is further confirmed by the calculated F value of 240.175, which is statistically significant at a level $\leq 0.05 \alpha$. Additionally, the calculated T value is 15.498, supporting the validity of the hypothesis that states: "There is a statistically significant impact of information quality on customer relationship management at the study site at a significance level of $0.05 \alpha \leq$ ". The coefficient of determination (R^2) is 0.676, indicating that 67% of the variation in customer relationship management level is due to variations in information quality, with the remainder attributed to other factors. The correlation coefficient (R) is 0.822, within the range (from 0.50 to 0.96), indicating a moderate positive correlation between the variables, implying that an

increase in website information quality leads to an increase in customer relationship management level. The simple linear regression equation can be expressed as follows: $0.822 + y = 0.509x$, where y is the dependent variable and x is the independent variable. According to the regression equation, an increase of one unit in the independent variable (information quality) results in a 0.509 increase in the dependent variable (customer relationship management).

Sub-Hypothesis 2: There is a statistically significant impact of the dimension of website system quality on customer relationship management at a significance level of $0.05 \alpha \leq$.

H0: There is no statistically significant impact of website system quality on customer relationship management at a significance level of $0.05 \alpha \leq$.

H1: There is a statistically significant impact of website system quality on customer relationship management at a significance level of $0.05 \alpha \leq$.

From the table above, the significance level is 0.000, which is less than 0.05, leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis. This is further confirmed by the calculated F value of 512.087, which is statistically significant at a level $\leq 0.05 \alpha$. Additionally, the calculated T value is 22.654, supporting the validity of the hypothesis that states: "There is a statistically significant impact of website system quality on customer relationship management at the study site at a significance level of $0.05 \alpha \leq$ ". The coefficient of determination (R^2) is 0.817, indicating that 81% of the variation in customer relationship management level is

due to variations in website system quality, with the remainder attributed to other factors. The correlation coefficient (R) is 0.904, indicating a strong positive correlation between the variables, implying that an increase in website system quality leads to an increase in customer relationship management level. According to the simple linear regression equation: $y = 0.596x + 0.904$, an increase in website system quality leads to a 0.596 increase in customer relationship management.

Sub-Hypothesis 3: There is a statistically significant impact of the dimension of electronic service quality provided on the website on customer relationship management at a significance level of $0.05 \alpha \leq$.

H0: There is no statistically significant impact of electronic service quality provided on the website on customer relationship management at a significance level of $0.05 \alpha \leq$.

H1: There is a statistically significant impact of electronic service quality provided on the website on customer relationship management at a significance level of $0.05 \alpha \leq$.

From the table above, the significance level is 0.000, which is less than 0.05, leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis. This is further confirmed by the calculated F value of 733.784, which is statistically significant at a level $\leq 0.05 \alpha$. Additionally, the calculated T value is 27.088, supporting the validity of the hypothesis that states: "There is a statistically significant impact of electronic service quality provided on the website on customer relationship management at a significance level of $0.05 \alpha \leq$ ".

$\alpha \leq$." The coefficient of determination (R^2) is 0.865, indicating that 86% of the variation in customer relationship management level is due to variations in electronic service quality provided on the website, with the remainder attributed to other factors. The correlation coefficient (R) is 0.930, indicating a strong positive correlation between the variables, implying that an increase in electronic service quality provided on the website leads to an increase in customer relationship management level. According to the simple linear regression equation: $y = 0.632x + 0.904$, an increase in electronic service quality provided on the website leads to a 0.632 increase in customer relationship management.

Main Hypothesis Test: "There is a statistically significant impact of dimensions of website quality on customer relationship management at a significance level of $0.05 \alpha \leq$ "

H0: There is no statistically significant impact of dimensions of website quality on customer relationship management at a significance level of $0.05 \alpha \leq$.

H1: There is a statistically significant impact of dimensions of website quality on customer relationship management at a significance level of $0.05 \alpha \leq$.

The results of the simple regression analysis for this hypothesis can be summarized in the following table:

Table 7: Simple Regression Analysis to Test the Effect of Website Quality on CRM.

Independent Variable	Dependent Variable	A	B Value	t Value	(SIG)t	R	R^2	F	(SIG) F
Website Quality	CRM	1.736	0.929	26.920	0.000	0.929	0.863	724.688	0.000

Source: Prepared by the researchers based on the results of SPSS.

The table above shows that the significance level (sig.) for the independent variables together is 0.000, which is less than 0.05. This leads to the rejection of the null hypothesis and the acceptance of the alternative hypothesis. The significance of this effect is confirmed by the calculated F-value of 724.688, which is statistically significant at a level of $\leq 0.05\alpha$. The calculated T-value of 26.920 also confirms the validity of the main hypothesis, which states that "there is a statistically significant effect of the website quality in the study on customer relationship management at a significance level of $0.05\alpha \leq$." The coefficient of determination R^2 is 0.863, which means that 86% of the variation in

the level of customer relationship management is due to changes in the level of website quality, and the rest is due to other factors, such as other dimensions not included in the model. This means that there are other factors not included in this study that need to be investigated in future studies. The correlation coefficient R is 0.929, which is within the range (from 0.70 to 1) and indicates that there is a strong positive correlation between the two variables. This means that an increase in the quality of the website leads to an increase in the level of customer relationship management.

4. CONCLUSION:

Based on the findings from our study on the impact of TripAdvisor's website quality on customer relationship management, we arrived at several conclusions:

- ✓ TripAdvisor's website is distinguished by its attractive design, ease of use, and responsiveness, reflecting its goal of facilitating user navigation.
- ✓ The website offers various services, notably facilitating travel planning and finding suitable places according to desired specifications.
- ✓ The company seeks to manage relationships with its users in a way that ensures their satisfaction and loyalty through a high-quality website that personalizes the experience for each customer.
- ✓ The study showed that the sample individuals visit the website at least once a month, indicating their awareness of the role the website plays in providing online services.
- ✓ According to the study's metrics, both website quality and customer relationship management received very high approval ratings.
- ✓ There is a statistically significant impact of website quality on customer relationship management, with 86% of the variation in CRM level attributed to changes in website quality.
- ✓ There is also a statistically significant impact of information quality, system quality, and service quality on CRM, with 67%, 81%, and 86% of the variation in CRM level

1. Almir, P., & Lalović, A. (2011). Impact of Electronic Customer Relationship Management (e-CRM) on Efficiency of Rent-a-Car Sector in Bosnia and Herzegovina. *Economic Analysis*, 44(1-2), p. 48.

respectively attributed to changes in these factors.

Based on this information, the following recommendations and suggestions can be made:

- Algerian tourists should utilize various resources, such as travel-specific websites, travel agencies, travel booking sites, and fellow travelers' reviews, to streamline their decision-making process and obtain services tailored to their needs and preferences.
- Websites have become the face of companies nowadays, so each institution should have its own high-quality website managed by a dedicated technical team.
- Customer Relationship Management systems should be implemented in every institution aiming to retain customers and gain their loyalty for the longest possible period.
- Algerian websites and applications should intensify promotion of various tourist destinations in Algeria by showcasing high-quality photos, videos, keeping up with modern technological advancements, and making it easier for customers in light of fierce competition among electronic platforms.
- Website and app owners should learn from the global TripAdvisor experience in promoting local tourist destinations, embracing global reach through multilingual support, and adopting a digital expansion strategy.

5. Bibliography List:

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