

Independent Study Title The Effect of Tourists' Perceptions Toward Website Quality on Attitude and Intention to Use the Ministry of Tourism Website in Cambodia

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ABSTRACT

The internet is an important tool for businesses to communicate and deliver information, as well as to engage in e-commerce with their online customers. Websites are communicative channels for both private and public organizations to promote tourism products and services, providing information about destinations to tourists. Therefore, the aim of this study was to investigate tourist perceptions toward website quality and identify the effect of this perception in their attitude and intention to use the government's tourism website in Cambodia.

The data was collected using questionnaires distributed online to domestic and international tourists who had experienced the use of the government's tourism website. The collected data was analyzed using descriptive statistics: T-test, Anova, Correlation and Regression. The result shows that the demographic profile (age, gender and nationality) of domestic and international tourists affected their perceptions of the website quality (information quality, service quality and design quality). Moreover, the result showed that perceived website quality has a positive effect on website attitude. Furthermore, the result showed that perceived website quality has a positive effect on intention to use the website. In addition, there was a

strongly positive relationship between website quality and intention to use the website.

Thus, the government's tourism website should give consideration to website quality by focusing on these three elements: information quality, service quality, and design quality, because they influence tourist perception and intention about using the government's tourism website and those elements motivate tourists to travel to Cambodia.

Keywords: Website quality/Website attitude/Intention to use the website/
Government's website