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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MASTER OF BUSINESS ADMINISTRATION
IN
TOURISM MANAGEMENT

SCHOOL OF MANAGEMENT
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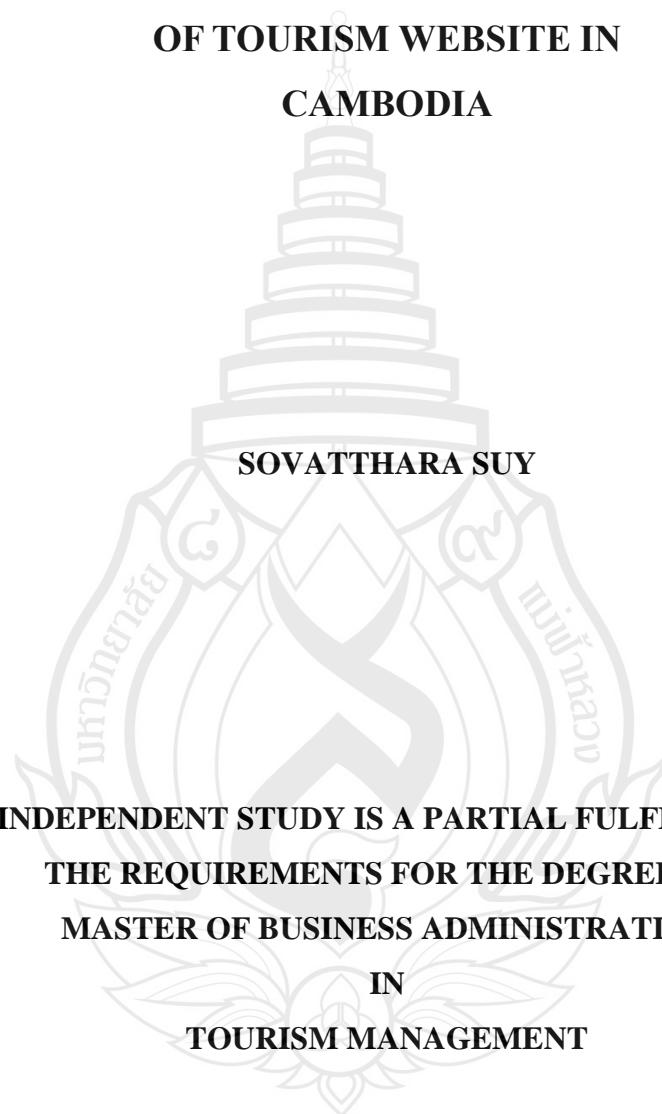# OF TOURISM WEBSITE IN
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Independent Study Title   The Effect of Tourists' Perceptions Toward Website Quality on Attitude and Intention to Use the Ministry of Tourism Website in Cambodia

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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.

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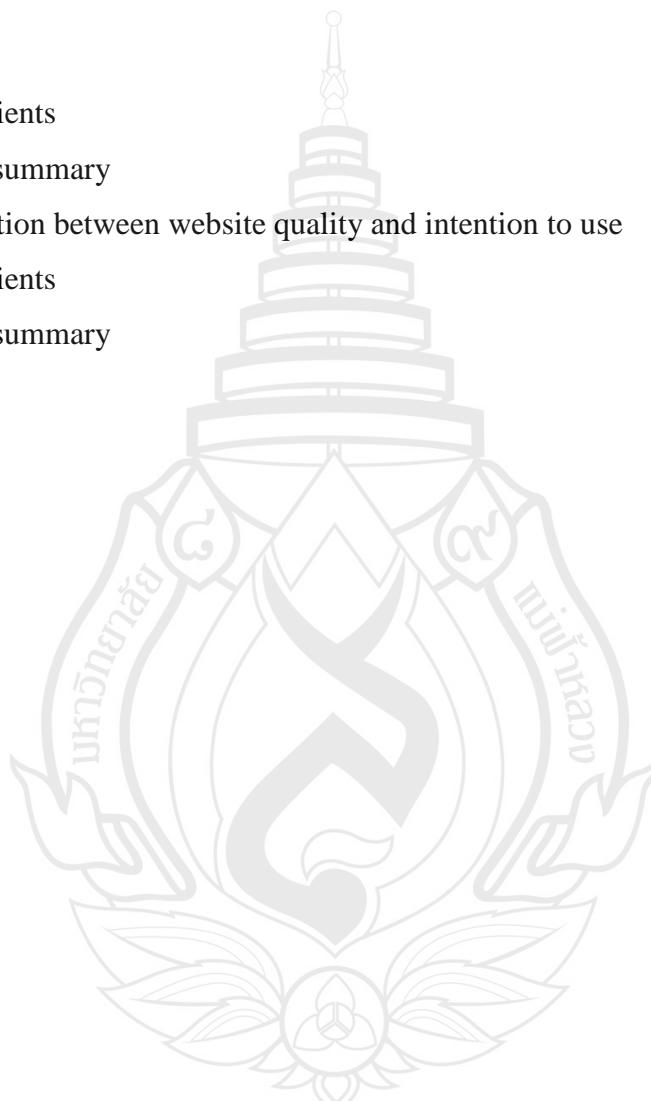
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CHAPTER 1

INTRODUCTION

1.1 Background

Although, globally, 4.3 billion people are not yet literate on using internet, but the internet user is rapidly growing at 6.6% by 2014 (ITU, 2015). This growth, measuring solely within the developing country, is 8.7% which is higher comparing to global growth. In Asian countries, the growth is more significant considering the evolvement of supporting infrastructure related to ICT development such as high-tech devices and electronics available to consumers (UNCTAD, 2003, p. 12). Such development, after gaining the momentum and creating the trend among majority of people worldwide, has an enormous diffusion and radically changed most of our economic and social life. According to Milano, Banggic and Piattelli (2011) in the last few years a further "revolution" has impacted the way we communicate, work and conduct business. Furthermore, ICT has also increased productivity, economic growth and number of quality jobs (World economic forum, 2014). In favor to that, in term of tourism industry, Buhalis (2002) documented that use the ICT in strategic tourism management is becoming more relevant within tourism industry. He argues that the function of ICT within tourism industry is on strategic issues for tourism management and marketing which is gained from the applications sector of ICT.

Based on Ogbonna and Ebimobowei (2012), ICT is the merger of computing, telecommunication and video techniques for the purpose of acquiring, processing, storing, and disseminating vocal, pictorial, textual and numerical information. The authors' state further that information technology provides significant improvements with facilities such as word processing, communication facilities in the form of electronic mail and databases thereby improving business efficiency, eliminating unnecessary delays in communication between routine filling and correspondence. The profound development of ICT happened when Berners-Lee's invented the "World

Wide Web" in 1989. Because of this, the internet has opened up as a major online market-place and medium of communication nowadays (Rayman-Bacchus & Molina, 2001). Statistics over the last decade reported that there have been an estimated 320 million web pages and 215 million people having access to the internet worldwide (Rayman-Bacchus & Molina, 2001). Businesses have developed their own websites in order to obtain the economic benefits to access and communicate with online consumers at low cost (Rayman-Bacchus et al., 2001).

The trend of ICT in the world is also influencing people behavior as the customer of business. In term of tourism behavior in the era of ICT, it is sophisticatedly explained by creative economic phenomenon (Howkins, 2001/2007). He claims that worldwide social network create the suitable environment for the growth of intimacy interplay connection between tourist and the tourism destination. Chung, Lee, Lee and Koo (2015) claim that the ICT tools such as website, create the suitable ecology between tourist and tourism infrastructure. In ICT, various high-tech information and communication technologies are used in the tourism sector around the world, such as for tourism development product, marketing, distribution and training of tourism sector personnel. For example, in term of tourist traveling reason, a person may travel for leisure, business, visiting friends and relatives, health, and education etc. (Johnpaul, n.d). He also defined that the information technology contributes to tourism industry in three majors sectors: transportation, accommodation, and attraction place. This means that ICT has an important role in tourism industry through website.

Thus, website has an enormous effect on tourists. It develop the e-tourism, which Buhalis (2002) explains as the digitization of tourism in term of its processes or value chains. He adds up that e-tourism is also useful for maximizing effectiveness and efficiency of tourism industry. E-tourism also strengthens the tourism industry potential of developing countries by promoting their products easily on website which will strengthen the demand side of their tourist sector. Not only that, website also provides the new knowledge related to the digital of tourism business process by electronic tourism (Kamuzora, 2005).

At the same time, in the tourism industry websites are also communicative channels for both private and public organizations to promote tourism products and

services by providing information about destinations to tourists (Horng & Tsai, 2010). There are many websites related to tourism available on the internet, government websites are expected by tourists to offer reliable general tourism information of a particular country with the hope that tourists can learn about their potential destinations by browsing those websites (Horng & Tsai, 2010). However, the official tourism websites of some countries need to be improved in terms of information provision, updating, web interfaces, and website quality (Boyne, Hall & Williams, 2013).

1.2 Problem statement

In the context of Cambodia which is the main focus of the study,   the Ministry of Tourism is a non-profit organization responsible for launching tourism related policies, executing tourism plans and marketing Cambodia as a tourism destination. The ministry has endeavored to use www.tourismcambodia.org as the medium of providing information and promoting Cambodian tourism products and services to both international and domestic tourists since 2008. The aim of the website is to give up-to-date and trustworthy information to tourists. The vision of the website is to be a primary, high quality website for tourists to use for searching and when making a trip to Cambodia. Though the government provides information via website delivery to domestic tourists and general public sector, it does not mean they are going to use or have intention to use it (Almahamid, Mcadams, kaladeh & Al-Sa' eed, 2010). Especially, Cambodia is a developing country revealing that there are still many challenges to upgrade the website and make it more fully user-friendly.

Tourists tend to prefer using other websites instead of the one that provided by government. The Ministry of Tourism in Cambodia has considered ways to improve the quality of the website. Government use variety of method, such as providing the clear and up to date information, avoiding miss leading as well as ambiguous information, and also focusing on empathy tourists by providing good service and responsiveness. In term of the artistic value, government also put effort in term of the looks of the website by improving the user friendly layout, improving the quality of

image which better in explaining the reality, and so on. Government also understands that owning a good website will be meaningless if no body visit it. Therefore, government also does the promotion by many methods. Government does more publication and socialization both for local and international tourist. Government also builds a relationship with other stake holders such as business owner, media, and so on. But, although with all of this effort being carried out, still the visitors of the website is not meeting the standard goal of government.

Therefore, the aim of this research was to investigate tourists' perceptions toward website quality and to identify the effect of this perception on their attitude and intention to use the government website-www.tourismcambodia.org.

1.3 Research questions and propositions

This research is an exploratory research. It aims to investigate the effects of tourists' perceptions toward website quality on attitude and intention to use the government's tourism website of the Kingdom of Cambodia (www.tourismcambodia.org).

Therefore, the research questions are:

1. What are tourists' perceptions of the website quality of government's tourism website?

2. What are the effects of the perceived website quality on website attitude?

3. What are the effects of the perceived website quality on intention to use?

According to the research questions, the propositions are raised:

1. The differences among gender, age group, and nationality, are positively affecting the tourists' perceptions on website quality.

2. The effect of the perceived website quality is positively associated to the website attitude.

3. Positive perceived website quality effect on tourists' intention to use the government's website (www.tourismcambodia.org).

1.4 Overview of research design and methodologies

This research applies on qualitative and quantitative research methods. The qualitative research involves the interview Mr. Kong Sophearak, a Director of Information Technology Department in Ministry of Tourism. The interview will provide more insight information about the government's website (www.tourismcambodia.org). The quantitative strategy used the questionnaire was collected data from tourists who had experienced using the government's website and tourists who are interested to travel to Cambodia. Based on the questionnaire, it is to seek responses in five parts: 1. demographic, 2. tourists' perceptions on the website quality, 3. website attitude, 4. tourists' intention to use website, and 5. open-end section to explore recommendations to the website of Ministry of Tourism.

The researcher uses the descriptive statistical analysis to describe the result of questionnaire within the context of demography. For responding to the research question number one, this research uses ANOVA analysis and T-test methods to measure the tourists' perceptions. To answer the research question number two and three, this research uses multiple regression analysis method for investigating tourist perceptions towards the website quality affecting, and how it affect the tourst attitude and intention to use it. Besides that, the correlation analysis also tests on how the website quality, website attitude and intention to use are inter-related each other.

1.5 Structure of the thesis

This research consists of five chapters and aims to explain the overview background of the research. The researcher will explain each sections briefly starting from Chapter 1 to Chapter 5.

Chapter 1 is the summary of the general situation related to the research background of the government's website, statement of problem why this research is necessary, aim to study about research objectives along with research questions, methods and including Gantt chart action plan, scope of research, definition of the thesis, and summary of the Chapter 1.

Chapter 2 is literature review part to explore about website quality, website attitude, intention to use, conceptual model, and researches related to research topic.

Chapter 3 is methods to use in the research, research philosophy, research design, sample size, data sources and data collection and data analysis.

Chapter 4 is finding and discussion includes analysis of the data collected by questionnaire tourists' answer the five sections for responsible the research objectives and research questions in Chapter 2. In this case the researcher will analysis data by using Descriptive, T-test, ANOVA, Correlation, and Multivariable regression to explore the research objectives.

Chapter 5 reports the conclusion of the finding and discussion about research objectives reconnected with the conceptual framework and literature in Chapter 2. Last part is contribution of the research, limitation of research, and future research.

1.6 Definition of the terms

1.6.1 Website quality

The website quality is the key element of an effective on government's website (www.tourismcambodia.org). The key elements are content, functionality, website usability, and search engine optimization. The content should be clear and easy to read especially the font size for paragraph text and provide usefulness, trust, up to date information quality and the color appreciate. At the same time, functionality should be easy for tourists to understand and it should also provide usefulness, enjoyment, speed and facility.

1.6.2 Website attitude

The website attitude is a reaction between (www.tourismcambodia.org) performance and tourists. Therefore, the website is the provider while tourist is the receiver service provided by organization. The tourists' demography characteristics may impact and affect their internet usage and website should provide the usefulness, enjoyment, anxiety, and self-efficacy. Further, the perceived usefulness is a factor which affects tourists' intention to adopt the technology. Hence, tourists will gain the

opportunity to communication as an effective tool and get the benefits of the technology innovation.

1.6.3 Intention to use

The intention to use the website (www.tourismcambodia.org) refers to online tourists' behavior usage in term of website involvement and exploratory behavior. Website involvement refers to the website quality which provides the tourists easy access to read and understand, up to date information, trust, responsiveness, and useful sources. Furthermore, the perceived value is a main factor influencing on tourists' behaviors such as loyalty intention, revisiting intention, word-of-mouth and purchasing intention. In addition, the useful information can be a part of intention to use the website, while they want to search information for their goal or destination wherever they want to satisfy functional, aesthetic or visual information need.

1.7 Scope of the study

This section presents the scope of the study in three aspects: its research timeframe, population and area.

1.7.1 Scope of research timeframe

This study is a part of a master degree in Tourism which called an independent study within a limited timeframe. In this regard, the researcher will follow the Grant chart action plan for research (Table 1.1). Table 1.1 presents the independent study timeframe that the researcher will follow Grant presents the independent study time frame that the researcher will follow Gant chart action plan for research guide line. The process of this research was started in August 2015 beginning with the introduction and background. This was followed with the review of key concepts related to the research and methodology from September until part of November. After that the researcher presented the proposal on 25 November for approval before embarking on data collection. Online questionnaires were distributed and all data collection was finished early in December. The remaining period until part of January 2016 was dedicated to data analysis and report writing.

Table 1.1 Gantt chart action plan for research

Activities	Months 2015					Month 2016
	Aug	Sep	Oct	Nov	Dec	Jan
1. Introduction	← →					
2. Literature review		← →	← →			
3. Methodology				← →		
4. Data collection				← → ← →		
5. Data analysis					← →	
6. Findings					← →	
7. Discussion and conclusion						← →
8. Write up the whole report						← →

1.7.2 Scope of population

The researcher uses online questionnaire as the main research tool to collect the data and distribution the questionnaire by communication social channel (Facebook and e-mail). In addition, the sample size that collected for this research is 420 respondents from domestic and international tourists.

The researcher is aware that the main disadvantage in web-based studies is the unknown setting. However, with the unidentified sampling method and utilizing researcher's acquaintances and colleagues at the Ministry of Tourism in Cambodia for questionnaire distribution, this research method is designed neatly to ensure the data quality to meet the validity and reliability of this research.

1.7.3 Scope of area

The scope of area of this study includes Ministry of Tourism's website context of Cambodia, the tourists' perceptions of the website quality of government's website, the effects of the perceived website quality on attitude, and the effects of the perceived website quality on intention to use the government's website.

Ministry of Tourism is the organization which is responsible for the marketing of identifiable destinations. This is government department that is responsible for

planning and policy, and serves as the umbrella of private sector organizations. Ministry of Tourism created an official government website in 2001 in order to provide information related with the tourism sites of Cambodia. This was later upgraded into the www.tourismcambodia.org which represent the Kingdom of Cambodia (**Figure 1.1**). This website is collaborated and designed by Red Dot (Cambodia) Co. Ltd and Cybernetice Ltd.
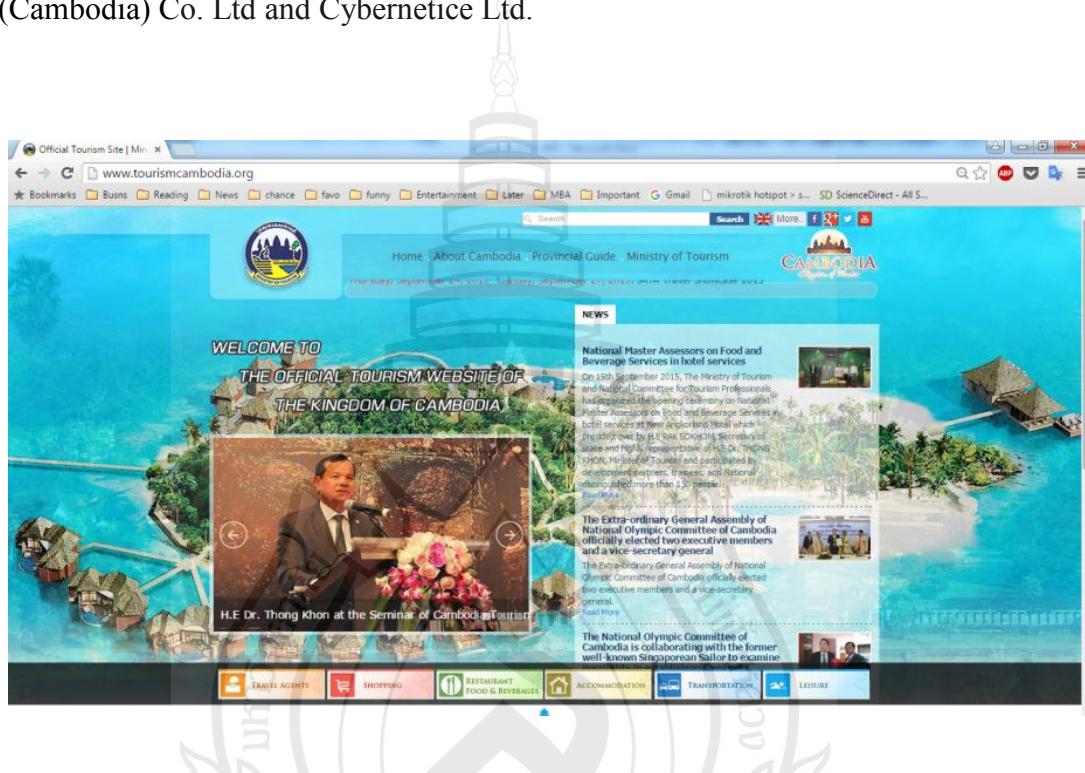
Source Ministry of Tourism Cambodia (n.d)

Figure 1.1 Ministry of Tourism's Website

The government considers website quality as the high priority in the wake of technology advancements. Thus, since 2001 until 2015 the government's website has been through development 5 times in order to improve its quality of service through the direct responsibility of the Information Technology Department of Ministry of Tourism. The vision of the website is to provide valued information about tourism products, service branding (Appendix A) and advertising agency in Cambodia. Tourists can explore about Cambodia tourist destination and they can be ensured that

all of the information is reliable accurate and up dated, by using the government's website.

The Ministry of Tourism use hierarchy system in managing and developing the tourism field of Kingdom of Cambodia. The Ministry is a central department and has 13 departments carrying out different responsibilities; 10 departments are under control of two general directors (administration-finance and tourism) and 3 special departments are directly controlled by minister of Ministry of Tourism (Appendix B). Besides, Ministry of Tourism has 24 municipal and provincial tourism departments. These departments control the tourism destinations and administration in their respective areas.

1.8 Summary of this chapter

This chapter includes eight sections in the whole research. These eight sections are designed in research organization starting from 1.1 providing the background of the internet trend and information technology, while 1.2 the current situation and problem of statement of the research, 1.3 are research questions which aim to study about tourists' perceptions having effects on their attitude and intention to use the government's website, 1.4 is the overview of research design descriptive methods and analysis, 1.5 explanation summary about the structure of the thesis, 1.6 is the definition of the key research, and last 1.7 is the scope of study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter reviews the key concepts related to literature research. First, it is about website quality; second, website attitude is also included; and third, it is the intention to use.

While conceptual framework that related with the research questions and last but not least, it is the summary of key researches related to this study.

2.2 Website quality

The website is the key tool for e-businesses to communicate, to provide information and to conduct the e-commerce. Therefore, the owners of website have to assure its quality so that it becomes an effective tool for successful online business in the long term. The benefits of a quality website are evidently linked to the increased number of loyal readers to trust its information and visit frequently (Bai, Law & Wen, 2008).

According to DeLone and McLean (2003) Model of Information System Success, which is studies about the website quality is depend on two independent variables such as "system quality" and "information quality". Furthermore, the "system quality" and "information quality"; both have an effect on the website value and users' satisfaction. The website value remains to provide the usefulness and customization to serve users and it can also have a few effects on the "individual impact" and "organizational impact".

Furthermore, Fath-Allah, Cheikhi, A-Quaish and Idri (2014) studies about A Comparative Analysis of E-Government Quality Models concentrate on the users' perceptions of e-government services' quality. They propose that the e-government

quality perspective is divided into three parts: process quality, information quality, and service quality. The process quality refers to the quality of work and activities responsible by the e-government system which is related to the software system or system quality. The information quality refers to the quality of the information provided usefulness, trust, pleasure and comfort to the users. The service quality focuses on the quality of the e-government service which is effective and responsive to users.

Following are the explanations three dimensions of the website quality; there are information quality, service quality and design quality.

2.2.1 Information quality

Information quality refers to the valued amount of information about the product or service offering to the customer on a website (Nusair & Kandampully, 2008).

At the same time, the DeLone and McLean (2003) Model of Information System creates information system including both system quality and information quality. He suggested that the information quality should provide the ease of understanding, personalization, relevance, and security to the customer. Besides, due to Chourides, Longbottom and Murphy (2003) studies about the information quality focus on the quality and knowledge management. It is so important that organization should focus not only on time information provision, but also the ability of the data provision to be useful for the user.

2.2.2 Service quality

According to DeLone and McLean (2003) Model of Information System state that service quality refers to the assurance, empathy and responsiveness. The service quality contains an important part to increase a factor that influences the repurchase of online customer. Service quality is measured by offering on the website which is helpful and responsive to users' perceiving. Responsiveness refers to the organization responsibility to users' perceiving the service provided on the website. Empathy refers to the organization care about users and satisfies them provided on the website to the user (Lin, 2007).

2.2.3 Design quality

Design quality refers to the content and it is the main factor that motivates users to revisit (Mohd Sam & Tahir, 2009). Rosen and Purinton (2004) suggest that the content on the website can be text, picture, graphics, layout, sound, motion, someday, even, smell, choosing the right web content are potential for web design. Especially, website design should provide users an easy way to understand, not more complicated or jump to different part of the website without backtracking. Elling, Lentz, Jong and Bergh (2012) studies about website evaluation using navigation, content and layout to measure the website quality. Layout which is dimension related with the website quality so-called "look and feel". Furthermore, Hausman and Siekpe (2009) suggested that website design that offering more media with more real environment is positive influence on the user's involvment.

There are many scholars who have studied criteria to measure website quality as presented in Table 2.1.

Table 2.1 Website quality dimensions identified by previous researchers

Authors	Website quality dimensions
DeLone & McLean (2003)	1. Information quality 2. System quality 3. Service quality
Rosen & Purinton (2004)	1. Website design 2. Content
Sadeh, Ehsan, Mousavi & Asgari (2011)	1. Research facility 2. Information details 3. Privacy and security 4. Interaction facilities and contacts 5. Speed and facility of access, 6. Availability of relevant downloads and reliable 7. Up-to-date information
Elling et al., (2012)	1. Navigation (information should be easy to find) 2. Content (content should be easy to understand) 3. Layout (should be clear, look and feel)

Source Author's development

Table 2.1 shows four key scholars: DeLone and McLean (2003), Rosen and Purinton (2004), Sadeh et al. (2011) and Elling et al. (2012). According to DeLone and McLean (2003) in their Model of Information Systems (IS) Success indicated that information quality, system quality and service quality are important keys affecting user satisfaction. In addition, Rosen and Purinton (2004) studied the website design, focusing on content as one of the main factors leading to repeated use of the website. The content of the website (including text, picture, graphic, layout, sound, and motion) must be taken into account to create an effectively designed website. Sadeh et al. (2011) confirmed that website quality is a crucial aspect for a successful e-business and that delivers useful products and services to the customers.

Generally, the website quality dimensions should offer 7 dimensions such as: "1. research facility, 2. information details, 3. privacy and security, 4. interaction facilities and contacts, 5. speed and facility of access, 6. availability of relevant downloads and 7. reliable and up-to-date information" (Sadeh et al., 2011). Further, another research conducted divided website quality into 6 factors: "1. usability, 2. website design, 3. information quality, 4. trust, 5. perceived risk, and 6. empathy (Mohd Sam & Tahir, 2009). After considering the website quality dimensions of Sadeh et al. (2011) and Mohd et al. (2009), it can be seen that their dimensions are quite similar and repeated. Recently, Elling et al., (2012) focused on measuring the quality of a government website and found that website quality should be evaluated by three dimensions that use different technical terms. According to Elling et al. (2012) the three main aspects which are important for measuring quality of government websites are: (1) navigation focuses on the information, which should be easy to find (service quality); (2) content should be easy to understand (information quality); and (3) layout should be clear so that a user can appreciate ease of use (design quality). Ease of use can be linked to trust.

After considering these measures, this study employed the works of DeLone and Mclean (2003) and Elling et al. (2012) to integrate information quality, service quality and website design for evaluation of website quality of www.tourism-cambodia.org. The reasons are that their research is closely related to the purpose of this study in evaluating the Cambodia government's website.

2.3 Website attitude

The website attitude is a characteristic of its performance reaction by the user. Therefore, a website should be useful and provide enjoyment for the user (Teo & Noyes, 2011). Mohd Sam and Tahir (2009) explained that the benefit of a quality website is that it stimulates good user attitude, comfortable feeling, uncomplicated, and easy to understand— which influences user's involvement. Such positive visitor outcome transfers to a positive feeling about the tourist's destination. Moreover, several scholars found that the positive attitudes toward website will increase the purchase intention of consumers in a website-related context (Hwang, Yoo & Park, 2011). Hence, it is important to investigate the attitude of tourists that are using the website—www.tourismcambodia.org. There are many research studies that use these criteria to measure the website attitude as present in Table 2.2.

Table 2.2 Website attitude dimensions identified by previous researches

Authors	Website attitude dimensions
Tsai, Lin & Tsai (2001)	1. affection 2. perceived usefulness 3. perceived control
Zhang (2005)	1. enjoyment 2. usefulness 3. anxiety 4. self-efficacy
Luan, Fung & Atan (2008)	1. emotion response 2. perceived usefulness 3. perceived control

Source Author's development

Based on Zhang (2005), the website attitudes can be evaluated with 4 dimensions: enjoyment, usefulness, anxiety, and self-efficacy. Besides, Luan et al. (2008) point out that attitude toward website could be mentioned on the user's

perceived usefulness, emotion response, and perceived control. This, in contrast to Tsai et al. (2001) who used different dimensions to measure website attitude, namely; perceived usefulness, affection, perceived control and behavior. In this study, the researcher employs Zhang (2005)'s 4 dimensions because they most closely support the research topic to measure on the website attitude of the tourism website in Cambodia.

2.4 Intention to use

Intention to use the website refers to online behavior in terms of website involvement and exploratory behavior (Richard, Chebat, Yang & Putrevu, 2010). There are several studies that explore the relationship of website quality and website attitude and intention to use the websites. For example, Hung-Chang, Yi-Ching and Ching-Yi (2005) reported that information quality and interactivity significantly improve customer behavioral intention in credence toward goods/services. Kuan, Bock and Vathanophas (2008) further noted that website quality (information quality, service quality, system quality) has a positive link to the intention of initial purchase as well as toward intention of continued purchase.

Moreover, Kaplanidou and Vogt (2006) who analyzed destination travel intention as a function of website features recorded that useful information can be a part of intention to use the website, while they want to search information for their goal or destination wherever they want to satisfy functional and aesthetic or visual information need.

Parasuraman and Grewal (2000) whose studies on the impact of technology of the quality-value-loyalty chain, state that the perceived value is a main factor which influences on users' behaviors such as loyalty intention, revisit intention, word-of-mouth and purchase intention. Especially, they found that service quality is the strong support in an extensive exploratory intention to use.

After reviewing, the researcher finds out that those studies are focused on e-commerce websites while this research studied the government website in Cambodia. This research combined Richard et al. (2010) and Kuan et al. (2008) for

investigating intention to use the website of the government's tourism in Cambodia, because their proposed model is widely accepted.

2.5 Conceptual model

From the literature review, the proposed model of this research included three major variables—website quality, website attitude, and intention to use the website– and their interrelationships. The web quality is related to 3 characteristics of a quality website adapted from the works of DeLone and Mclean (2003) and Elling et al. (2012) to integrate information quality, service quality and website design for evaluation of website quality of www.tourismcambodia.org.Website attitude in this study used Zhang's (2005) study which provides the most comprehensive measurement of internet attitudes, including enjoyment, usefulness, anxiety, and self-efficacy. Intention to use the website refers to online behavior in terms of website involvement and exploratory behavior (Richard et al., 2010).The conceptual model is depicted in Figure 2.1 and explained below.

Refer to Chapter 1 research questions are abbreviated as R.Q1, R.Q2, and R.Q3 (Figure 2.1).
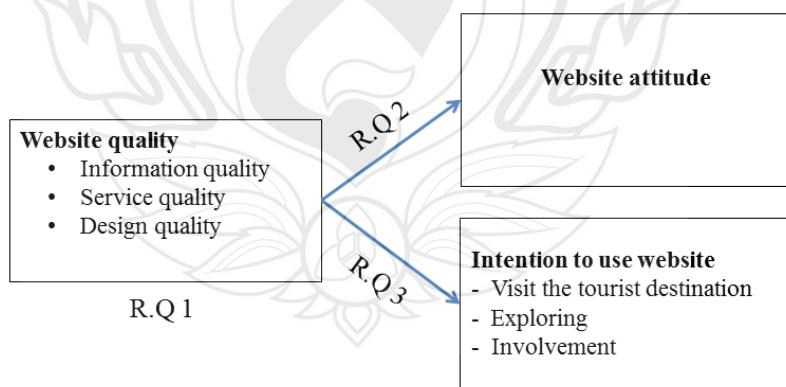
Source   Researcher's model adapted from DeLone and McLean (2003); Elling et al. (2012); Zhang (2005); Richard et al. (2010) and Kuan et al. (2008)

Figure 2.1 The research model of the perceived website quality on attitude and intention to use the website.

2.6 Researches related to research topic

Based on above topics, there are several key relevant researches summarized in Table 2.3 These key researches are reviewed here to provide their previous results for further discussion in Section 4—results and discussions. Whether there will be the similarity or contrast when the context of the study is now changed to Cambodia.

Table 2.3 Summary of key researches related to this study

Authors	Contents	Results
DeLone and McLean, (2003)	"The DeLone and McLean Model of Information Systems Success: A Ten-Year Update".	Added service quality as an independent variable; use intention for attitude as a moderating variable; and net benefits for a dependent variable.
Zhang (2005)	"Age, gender and internet attitudes among employees in the business world".	Status, age and gender are different internet attitudes among employees.
Kuan et al. (2008)	"Comparing the effects of website quality on customer initial purchase and continued purchase at e-commerce websites".	Suggest that two dimensions "system quality and service quality" can increase customer conversation and customer retention, respectfully.
Richard et al. (2010)	The role of gender assessment for understanding the purpose of online behavior.	The differed between men and women behavior in web navigation. The men appear less exploratory and developing less website participation than women.

Table 2.3 (continued)

Authors	Contents	Results
Elling et al. (2012)	"Measuring quality of government website in a controlled versus an online setting with the website evaluation questionnaire".	The actual characteristic of website user shows stronger in the online survey method then the offline method, especially in their activities of filling out questionnaire.

According to Table 2.3, DeLone and McLean (2003) and Chung et al. (2005) found that website quality is a factor affecting intention to use the website and satisfaction of the user. Further, using 680 out of 750 workers in a telecommunication company in the southern area of the US, Zhang's (2005) study found that between variety education levels, gender, and age groups there was an effect on internet enjoyment, usefulness, anxiety, and efficacy. Later, Kuan et al. (2008) capable of predicting the user intention of initial purchase and intention of continued purchase by applying DeLone and McLean's IS model to a website quality study. Kuan et al. (2008) suggested that in terms of e-commerce a website should provide a good service and system quality of website experience to the customer in order to keep in touch with the customer and repeat purchases from the company.

Meanwhile, Richard et al. (2010) focused on online behavior by using website involvement and exploratory behavior to measure intention toward using the website. They discovered that there were differed between men and women behavior in web navigation. The men appear less exploratory and developing less website participation than women. Novak and Hoffman, (1996) further explained that high involvement increased attention to relevant websites, information processing and thought generation. In addition, the positive website attitude is more likely revealed in users who spent more time at a site, collecting and handling information through exploratory behavior.

Lastly, Elling et al. (2012) studied evaluation of governmental websites of Dutch municipalities. A municipal website is intended specifically for inhabitants, but sometimes also for tourists and businesses. These websites contain a variety of information, as they are designed to satisfy the informational needs of a broad target audience. The results reported the divergent activities of online users on the website and the less attentive way in which these users filled out the questionnaire.

2.7 Summary of this chapter

This chapter includes seven sections in the whole literature review of research. These seven sections are designed in research organization starting from 2.1 providing the key literature review of the research, while 2.2 review the website quality dimensions and measuring, 2.3 are measuring the characterized of website attitude, 2.4 is the evaluate the usage intention to use, 2.5 is the conceptual model of research, and 2.6 provided the summary key researches related with research.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This research was an exploratory research on "The Effect of Tourists' Perceptions toward Website Quality on Attitude and Intention to Use the Ministry of Tourism Website in Cambodia". The objectives of this study were to explore the difference of the tourists' perceptions by gender, age group, and nationality on the government's website. Further, was intended to study impact of perceived website quality on attitude and perceived website quality upon user intention of the government's website.

This chapter presents in details about the research structure. The research was conducted in order to address the research philosophy, research methodology use in this study, research design including sample size, data sources, data collection and last data analyses.

3.2 Research philosophy

This section explained the research philosophy or paradigmatic perspective of the business or social research. There are two things will be discussed: 1) ontology—what is the form and nature of reality and 2) epistemology—the nature of the relationship between the knower and what can be known. These two things will influence this research's methodology especially on how can the researcher go about finding out whatever he or she believes can be known.

This research is the deductive approach which is involved deducting conclusions from propositions. The propositions stated in Chapter 1 Section 1.3 derived from exiting theories related to the research topic (Gulati, 2009). Then, through the use of mix-method the study was for testing formulated propositions right

or wrong. The justifications of applying this approach are the abundance of the theories and the time availability to complete this research.

Generally, there are many branches of research philosophy depending on disciplines. As this study is within the scope of business, there are two main contrasting research philosophies – positivism and phenomenology.

Table 3.1 Main differences between positivism and phenomenology

Paradigms	Positivist	Phenomenology
Basic notions	The world is perceived as external and objective	The world is perceived to be socially constructed and subjective.
	Independency of the observer	Observer is considered a part of the object of observation.
	Value-free approach to science	Human interests drives science.
Responsibilities of researcher	Focusing on facts	To be focusing on meanings
	Causalities and fundamental laws are searched	Aiming to understand the meaning of events.
	Phenomenon are reduced to the simplest elements	Exploring the totality of each individual case.
	Hypotheses formulation and testing them	Ideas are developed by induction from data.
Most suitable research methods	Concepts have to be operationalized	Using several methods in order to different aspects of phenomena.
	Samples have to be large	Small samples are analyzed in a greater depth or over longer period of time.

Source Easterby-Smith, Golden-Biddle & Locke (2008)

The positivism becomes the philosophical basis in this research by using the online questionnaires as a main method to obtain the findings and interpret the data and understand the reality related to the research topic. Positivism refers to principle method which is associated with the method that is used in the natural science and social research (Rahman, 2010). The justifications of adopting this philosophy are that the researcher believes in value free approach to science. The researcher formulated propositions and tested them. Importantly, the researcher focuses on only facts received from a large sample.

3.3 Research methodology use in this study

In methodological issues, the two major approaches are quantitative and qualitative. In this section provides the advantage and disadvantage of quantitative and qualitative methodologies that have been a controversial issue among researchers.

The advantage of applying qualitative methods is that the data reveals a richness of information about the feeling, reasoning and decision process; plus, attitudes and values. Although this information has the limitation of being unable to be quantified, it can be useful to explain the reason behind some actions. According to Mcdaniel and Gates (1993), in order to gain significant information, especially through interview, the researcher must have special skills. For example, interpersonal and communication skills, because a qualitative researcher must engage with people (Cassell & Symon, 2004). The limitation of applying a qualitative approach is the tendency toward generalization of its findings and validation of results caused by dynamics of the samples (Payne & Williams, 2005).

With a questionnaire, for instance, research can acquire data from a large sample size in less time and for less cost (Bryman & Bell, 2007). With the structured format of a questionnaire, the data can be analyzed by a computerized data analysis program which is fast and reliable. Nevertheless, the quantitative method is argued not to be applicable for investigating complex issues (Mcdaniel & Gates, 1993). After considering the advantage and disadvantage of the quantitative and qualitative the researcher used the mixture of qualitative and quantitative in order to mitigate

disadvantages of both methods in this research for more reliable findings in addressing the research question.

3.4 Research design

This section explains the procedure of how this research was conducted regarding data collection and analysis, the sample selection and size, and summary of data process.

3.4.1 Data collection and analysis

The data collected can be categorized as primary data and secondary data. The secondary data of this research is from Ministry website and other publications, both electronic and printed form. These made a considerable contribution to the process of generating secondary data. According to Walliman (2001), doing the secondary data collection helps the researcher conduct research effectively by exploring theoretical and similar areas of the study.

The primary data of this study was a mixture of research methods by combining qualitative and quantitative approaches to facilitate an improved understanding of the influence of the perceived website quality on attitude and intention to use the website. The primary data are separated into two categories; the semi-structure interview (1) and the online survey (2).

1. Semi-structure interview

The semi-structured in-depth interview of the key informant was provided insight information about the quality of the www.tourismcambodia.org website. In this study the researcher conducted an interviewed with Mr. Kong Sopheareak who is responsible for website quality of the Ministry website. Mr. Kong Sopheareak is director of the Information Technology Department. He is in charge of development and maintenance of internet communication technology for the Ministry of Tourism, Cambodia.

The following are the themes of the interviews:

1. Background and development of the government's website

 - Role of website

- The team to improve website

2. Problems of the website

- Attitude of user

- User complaint

3. Online marketing approach of the website

- Product

- Segmentation, target group and positioning of www.tourismcambodia.org

4. Criteria that tourism Cambodia website team considers when design its quality website?

1) Data collection administration

First, the researcher sent an email to the expert to make an appointment and attached themes of the interviews to the interviewee at the beginning of September 2015.

After the appointment was accepted by the interviewee, the researcher followed up by interview via Skype program. The duration of interviews lasted forty five minutes and consisted of approximately 10 questions grouped in 4 themes.

2) Data management and analysis

During the interviews the researcher took notes and audio recorded with consent by interviewee. Then the researcher used template analysis to transcribe the interview proceeding into themes. This interview which became the bases of government insight source was used in combination with the theories revised in Chapter 2 for the development of online questionnaire of this research. Detail interview transcript and consent form can be seen in Appendix C.

2. Online survey

The online questionnaire survey is a research tool selected for this thesis to obtain information from tourists to answer research questions. The online questionnaire has many advantages, such as: synchronism, locality, flexibility, and automation (Batinic, Bosnjak & Reips, 2002).

1) Questionnaire development

The questionnaire was comprised of five parts: A. demographic of respondents, B evaluate tourists' perception on the website quality, C. evaluate reaction toward website attitude, D evaluate tourists' perception toward website quality on intention to use, and last E. open-end section to explore the recommendation to the website of Ministry of Tourism. Detail questionnaires can be seen in Appendix D.

A. The first part asked for demographic data and internet experience of the tourists. Question relating to respondent demographic which are gender, age, education, occupation, nationality and monthly income of the tourists. Further, there were four questions asking about the internet experience of tourists related with the Ministry of Tourism website. In addition, questionnaire provide the "Yes" or "No" shortcut for question number 1, number 2, and number 4. Besides, questions number 3, 5, 6, 7, 8, 9, 10, and 11 provided the multiple answers for respondent.

B. The second part evaluated their perception of website quality by using the model of website quality adapted from DeLone and McLean (2003) and also Elling et al, (2012). This section consisted 15 questions divided in three parts: 1. in- formation quality has 6 questions, 2. service quality has 5 questions, 3. design quality has 4 questions (Table 3.4.1.2.1). The respondents were able to indicate their levels of agreement or disagreement based on five point of Likert-scale; (1) strongly disagree, (2) disagree, (3) neutral, (4) agree and (5) strongly agree to measure website quality.

Table 3.2 The evaluated tourists' perceptions of website quality

Website quality	References
I. Information quality 1. The tourism website is fun to read. 2. The tourism website is full of thing to read. 3. The tourism website is not boring. 4. The tourism website is pleasant to use. 5. The information of the website met my requirement. 6. Information of the website stimulates a user to travel to Cambodia. **II. Service quality** 1. The appearance of the website is easy to understand. 2. I can get promised service from the website. 3. I can get answers to my question in a timely manner from the tourism website. 4. I can find the latest information through the monthly tourism website. 5. I can get answers by posting a question through the tourism website. **III. Design quality** 1. The visual graphic on the tourism website is user-friendly. 2. The display color on the tourism website is appropriate. 3. The tourism website design is easy to understand. 4. It is easy to search for information on the tourism website.	- DeLone and McLean (2003) - Elling et al. (2012).

C. The third part asked for their general reaction toward the website by using the Zhang (2005) model of website attitude: namely, enjoyment, usefulness, anxiety and self-efficacy. This section consisted 12 questions the respondents were able to indicate their levels of agreement or disagreement based on five point of Likert-scale; (1) strongly disagree, (2) disagree, (3) neutral, (4) agree and (5) strongly agree to measure in each dimension (Table 3.3).

Table 3.3 Measure tourists' reaction toward the website

Website attitude	Reference
I. Enjoyment	Zhang (2005)
1. Using this website is fun.	
2. I like using the website for planning my Cambodia trip.	
3. I enjoy the information research time spent on this website.	
II. Usefulness	
1. I can find much useful information on the tourism website.	
2. The information provided by the tourism website is well balanced in terms of quality and quantity.	
3. The information provided by the tourism website is enriched with additional links to related sites.	
4. The website provided by the Tourism Cambodia is very useful to me.	
III. Anxiety	
1. Using the website frustrated me.	
2. I feel more nervous and anxious than usual when I am using this website.	
3- I trust all information provided in this website.	
IV. Self-efficacy	
1. I feel confident that I understand the information provided on the website.	
2. I will feel confident to use this website when I plan my trip.	

D. The fourth part was to study intention to use the website, adapted from Richard et al. (2010) and Kuan et al. (2008). There were 8 questions in this section divided in two parts: 1. website involvement has 4 questions, and 2. website usage intention. The respondents were able to indicate their levels of agreement or disagreement based on five point of Likert-scales; (1) strongly disagree, (2) disagree, (3) neutral, (4) agree and (5) strongly agree to evaluate the intention to use (Table 3.4).

Table 3.4 Measure tourists' intention to use website

Intention to use	References
I. Website Involvement	Richard et al. (2010)
1. I will continue to use the website to make decisions for trips to Cambodia.	and Kuan et al. (2008)
2. I will continue to reuse this website to plan for my next trip.	
3. I will continue to revisit this website for searching destination information.	
4. I will spend more time to explore information on the website	
II. Website Usage Intention	
1. I will use the tourism website on a regular basis in the future.	
2. I will frequently use the tourism website in the future.	
3. I will continue to use the tourism website.	
4. I will strongly recommend others to use the tourism website.	

D. The last part of the questionnaire was an open-end section to explore the recommendation to the website of Ministry of Tourism.

The finding and discussions are reported in Chapter 4.

2) Data collection administration

This research used the survey by online spread the questionnaire and collected data from the domestic and international tourist. This involved the tourists who had experience in using Cambodia government's website 420 respondents. The researcher distributed the questionnaire by using communication social media tools (i.e. Facebook and e-mail) linked with online questionnaire for collecting data. The period of data collection was collected from November-December 2015.

The researcher used an unidentified sampling method which is a non-probability sampling technique to select the tourists who were interested to travel to Cambodia and had experience in using the Cambodia Ministry of Tourism's website. The samples collected for this research were suggested by researcher's acquaintances and colleagues at the Ministry of Tourism in Cambodia.

3) Data management and analysis

The data from online questionnaire was managed using in excel file. After the initial data entry, the researcher used SPSS as the main statistical technique to analyze the data. The result of data analyses is presented in three sections. The first section represents of the description of the respondent's demographic data. The second investigate the differences between male, female and nationality by T-test, and the differences between age by ANOVA. The third section represents of the correlation between website quality and website attitude; website quality and intention to use; and regression analyses to investigate impact of the perceived website quality effect on attitude and perceived website quality effect on the intention to use the government's website.

Define research question and research design

Review the literature:
- Website quality
- Website attitude
- Intention to use

Research questions

Research design

Data collection and analysis

1-Semi-structure interview
Propose sample: interview an expert responsible Ministry of Tourism website.

Develop the questionnaire

2-Online questionnaire
Unidentified sampling: 420 respondents from domestic and international tourists who are interested to travel in Cambodia and had experiences in using the government's website.

Template analysis

SPSS statistic program

Conclusions and reporting

Interview script

SPSS analysis program
- T-test
- ANOVA
- Correlation
- Regression

Modify theory

Develop practical and implication

Write a report of tourists' perceptions toward website quality on attitude and intention to use.

Note
- Primary data: semi-interview structure and online questionnaire
- Secondary data: documentary was collected from Ministry and Tourism website and other publications.

Figure 3.1 Data collection process

3.5 Summary of this chapter

This chapter includes four sections in the whole method of research. These sections are designed in research organization started from 3.1 providing the introduction of research aim to study about the tourists' perception by demographic, while 3.2 description about the research philosophy, 3.3 description about the research methodology and provide the advantage and disadvantage of qualitative and quantitative methods, 3.4 is explain about the research design, explanation about data sources, sample size, data collection, and last description about how to analyses data.

CHAPTER 4

RESULTS AND DISCUSSIONS

4.1 Introduction

This section presents the results of the semi-structure interviewed and online survey data analysis in order to attempt the objectives of the study. The semi-structure interviewed present in (4.2). The online survey analyses were divided into four parts: (4.3) profile of the respondents, (4.4) results of tourists' perception of website quality answer research question number 1, (4.5) results the effect of the perceived website quality on attitude answer research question number 2, and (4.6) results the effect of the perceived website quality on intention to use answer research question number 3.

The results of data analysis are based on the 420 which were collected from the domestic and international tourists who were interested to travel to Cambodia and who had experience using the government's website. The result of data analyses are presented in three sections. The first section presents of the description of the respondent's demographic data. The second section investigates the differences between male, female and nationality by T-test, and the differences between age group by ANOVA. The third section represents of the correlation between website quality and website attitude; website quality and intention to use; and regression analyses the effect of the perceived website quality on attitude and the perceived website quality on intention to use the government's website.

4.2 Semi-structure interview

Refer to Chapter 3 the semi-structured in-depth interview of a key informant with the expert would help to provide insight information about website quality.

Kong Spheareak (Director of the Information Technology Department) revealed that www.tourismcambodia.org was created over time, from 2001 until 2015.

It was developed 5 times to ensure attractiveness of the website to tourists. In 2001 the Ministry created a website name (www.mot.gov.kh), which was the first official website for delivering information about tourist destinations for domestic and international travelers. After that, the government upgraded its website, but the number of users was still low. In 2004 the website was developed once again. Even though the government had renovated the website the number of visitors to this website were still less than they expected. Therefore, in 2007 the Ministry of Tourism hired a private company to develop the website anew. The Smart Consultant Company invested their capital to develop the government's website to be more attractive and have a higher quality of design and information. In 2009, the government's website was redesigned yet again by a new company called Red Dot. It is a company that created a new official website name (www.tourismcambodia.org). Recently, in 2015 Ministry of Tourism began working with XIDIEN Science Technology to recreate the website. Nowadays, Ministry of Tourism is working with two companies which are Red Dot and XIDIEN Science Technology. These two companies are working on different aspects of the government website. Red Dot is focused on the promotion of destination and attractive tourist destination sites in Cambodia. And XIDIEN Science Technology is focused on documentaries which is now under construction and about 40% complete. It will be finished soon to serve users.

Kong Sopheareak explained that the aim of www.tourismcambodia.org is to promote tourist destinations; to provide real information to tourists; and contribute documentaries for the general public and private sectors. Especially, those who are doing research about tourism in Cambodia, and who had association with the tourism industry can download usable information from the Ministry of Tourism website for free. The main target group of this website is tourists, however. Vietnam and China both are target groups who are interested in culture, history, heritage sites, natural resources and many created activities for tourists.

Kong Sopheareak also noted that Ministry of Tourism has limited human and material resources for information technology of the website, so the government had to collaborate with private companies to develop the website. Further explaining the Ministry structure, Kong Sopheareak stated that it has two general directors (Administration and Tourism) and 13 departments carrying out different

responsibilities. For example, the Planning and Development Department which is responsible for development of a community base; Marketing and Promotion Department which is responsible for marketing strategy, promotion of destination to attract tourists to come to visit Cambodia; and Industry of Tourism Department which is responsible for private sectors.

In terms of online customer interaction, users are not allowed to post comment on the official website but they can contact the administration department directly via email or phone if they have any questions related to tourism sites in Cambodia.

When prompted about the criteria for quality design of website and management of inquiries, Kong Sopeahreak explained;

"The criteria include quality of picture, sound, information quality, security, and data base. The official website is linked with other social Medias (Facebook, Google Plus, Twister,) that provide convenience for tourists to post comment or suggestion. Moreover, the website is specific about the quality of information that tourists can trust, security and data base related to viewer loading speed of the website."

(Sopheareak)

Interpretation of this statement showed that information technology and communication is an important channel for interaction between organization and tourists. Furthermore, Sopheareak's statement about the government's website being linked with other Social Medias was explained as being the way of providing convenient platform where tourists could freely post comments or suggestions related with the Cambodia tourism destinations. Therefore, the government wishes to improve website quality and services to offer both domestic and international tourists with quality information that tourists can trust and ensure security for them.

4.3 Profile of the respondents

The domestic and international tourists involved with online survey data was collected from those who were interested to travel in Cambodia and had experience in using the government's website.

The sample tourist group was composed of 420 respondents: 239 female responders (56.9%) and 181 male responders (43.1%) (Table 4.1). Regarding the nationality of the respondents, 237 domestic responders (56.4%) and 183 international responders (43.6%) (Table 4.2). There was a five group divided by age: 64 responders (15.2%) under 20 years of age, 192 responders (45.7%) 21-30 years of age, 112 responders (26.7%) 31-40 years of age, 46 responders (11%) 41-50 years of age and 6 responders (1.4%) 51-60 year of age (Table 4.3).

Table 4.1 Descriptive statistics of tourists sample demographic by gender

Gender	Frequency	Percent
Male	181	43.1
Female	239	56.9
Total	**420**	**100**

Table 4.2 Descriptive statistics of tourists sample demographic by nationality

Nationality	Frequency	Percent
Domestic	237	56.4
International	183	43.6
Total	**420**	**100**

Table 4.3 Descriptive statistics of tourists sample demographic by age group

Age group	Frequency	Percent
Less than 20	64	15.2
21-30	192	45.7
31-40	112	26.7
41-50	46	11.0
51-60	6	1.4
Total	**420**	**100**

4.4 Results of the tourists' perceptions of website quality

Related with Chapter 1, this section analyses tourists' perceptions of website quality to answer research question number 1 divided into three parts: (4.4.1) information quality, (4.4.2) service quality, and (4.4.3) design quality.

4.4.1 Information quality

This part analyses tourists' perceptions of website quality on information quality by gender (Table 4.4), nationality (Table 4.5), and age group ANOVA (Table 4.6) and Post hoc (Table 4.7).

Table 4.4 Tourists' perception on information quality by gender

Information quality	Gender	N	Mean	Std	t	Sig.
1. The tourism website is fun to read.	Male	181	3.25	.971	.987	.661
	Female	239	3.15	.960		
2. The tourism website is full of information to read.	Male	181	3.74	1.046	-.359	.000*
	Female	239	3.77	.630		
3. The tourism website is not boring.	Male	181	3.31	1.152	-3.553	.000*
	Female	239	3.67	.901		

Table 4.4 (continued)

Information quality	Gender	N	Mean	Std	t	Sig.
4. The tourism website is pleasant to use.	Male	181	3.65	9.75	-3.453	.000*
	Female	239	3.93	.667		
5. The information of the website met my requirement.	Male	181	3.57	9.32	-.519	.220
	Female	239	3.62	.856		
6. Information of the website stimulates a user to travel to Cambodia.	Male	181	3.81	.918	-.091	.523
	Female	239	3.82	.858		

Note. *Significant at level 0.05

Table 4.4 describes gender of the tourists and their perception on the information website quality. The finding showed that there are statistically significant differences to the perception for the 3 questions. Question number 2— "The tourism website is full of information to read", Question number 3— "The tourism website is not boring", and Question number 4— "The tourism website is pleasant to use". In addition, the female tourist perception had a higher mean and higher perception on the information quality than the male tourist perception. This finding confirmed the study of Zhang (2005) that different genders have different website perception.

Non-significance was found in 3 items; question number 1— "The tourism website is fun to read", question number 5— "The information of the website met my requirement", and question number 6— "Information of the website stimulates a user to travel to Cambodia". The reason that these items are not significant could be that the tourists in all genders do not have previous information about tourist attractions in Cambodia before visiting the government's website. Therefore, they are unable to evaluate whether or not the website has met their requirement and could influence them to travel to Cambodia.

Table 4.5 Tourists' perception on information quality by nationality

Information quality	Nationality	N	Mean	Std	t	Sig.
1. The tourism website is fun to read.	Domestic	237	3.24	1.029	1.197	.045
	International	183	3.13	.873		
2. The tourism website is full of information to read.	Domestic	237	3.56	.874	-5.683	.000*
	International	183	4.01	.703		
3. The tourism website is not boring.	Domestic	237	3.55	1.010	.828	.111
	International	183	3.46	1.057		
4. The tourism website is pleasant to use.	Domestic	237	3.78	.834	-.699	.010
	International	183	3.84	.813		
5. The information of the website met my requirement.	Domestic	237	3.50	.910	-2.571	.133
	International	183	3.72	.848		
6. Information of the website stimulates a user to travel to Cambodia.	Domestic	237	3.74	.920	-2.075	.139
	International	183	3.92	8.25		

Note. *Significant at level 0.05

Table 4.5 describes how nationality of tourist affected the perception of information website quality. There was a statistically significant difference in their perception for question number 2—"The tourism website is full of information to read". The international tourists had a higher mean for a higher perception of the information quality than did domestic tourists. It is possible for the international tourists that they need more information about other countries or destinations which did not know or never know before making a trip. Therefore, international tourists had requirement information more than domestic tourists. This finding confirmed the study of Zhang (2005) that different tourist generating region have different website perception.

Meanwhile, non-significance was found in 5 questions; question number 1— "The tourism website is fun to read", 3—"The tourism website is not boring", 4 "The tourism website is pleasant to use", 5—"The information of the website met my

requirement", and 6—"Information of the website stimulates a user to travel to Cambodia". Explanation of this finding is that the domestic tourists normally have sufficient information of Cambodia before surfing the governmental website. Hence, domestic tourists generally tend to not look for the details of information on the website as much as the international tourists do. Domestic tourists seem to focus more on promotions or entertainment benefits rather than intensive information on the websites.

Table 4.6 Tourists' perception on information quality by age group (ANOVA)

Information quality	Age	N	Mean	Std	F	Sig.
1. The tourism website is fun to read.	Less than 20	64	2.81	1.153	8.405	.000*
	21-30	192	3.20	.841		
	31-40	112	3.50	1.013		
	41-50	46	2.85	.788		
	51-60	6	4.00	.000		
	Total	**420**	3.20	.965		
2. The tourism website is full of information to read.	Less than 20	64	3.41	.771	5.275	.000*
	21-30	192	3.79	.732		
	31-40	112	3.75	1.035		
	41-50	46	4.11	.640		
	51-60	6	4.00	.000		
	Total	**420**	3.76	.834		
3. The tourism website is not boring.	Less than 20	64	3.25	.854	3.201	.013
	21-30	192	3.49	.938		
	31-40	112	3.51	1.201		
	41-50	46	3.91	1.132		
	51-60	6	4.00	.000		
	Total	**420**	3.51	1.030		

Table 4.6 (continued)

Information quality	Age	N	Mean	Std	F	Sig.
4. The tourism website is pleasant to use.	Less than 20	64	3.69	.794	3.287	.011
	21-30	192	3.82	.622		
	31-40	112	3.70	1.073		
	41-50	46	4.17	.877		
	51-60	6	4.00	.000		
	Total	**420**	3.81	.824		
5. The information of the website met my requirement.	Less than 20	64	3.25	.959	6.171	.000*
	21-30	192	3.65	.855		
	31-40	112	3.50	.827		
	41-50	46	4.02	.931		
	51-60	6	4.00	.000		
	Total	**420**	3.60	.889		
6. Information of the website stimulates a user to travel to Cambodia.	Less than 20	64	3.33	1.040	8.306	.000*
	21-30	192	3.96	.861		
	31-40	112	3.72	.819		
	41-50	46	4.11	.640		
	51-60	6	4.00	.000		
	Total	**420**	3.82	.883		

Note. *Significant at level 0.05

Table 4.7 Tourists' perception on information quality by age group (Post hoc)

Dependent variable	Age group	Mean Difference				
		Under 20	21-30	31-40	41-50	51-60
1. The tourism website is fun to read.	Under 20		-.391	-.688	-.035	-1.188
	21-30	.391*		-.297	.355*	-.797
	31-40	.688*	.297*		.652*	-.500
	41-50	.035	-.355	-.652		-1.152
	51-60	1.188*	.797*	.500	1.152*	
2. The tourism website is full of information to read.	Under 20		-.380	-.344	-.702	-.594
	21-30	.380*		.036	-.322	-.214
	31-40	.344*	-.036		-.359	-.250
	41-50	.702*	.322*	.359*		.109
	51-60	.594	.214	.250	-.109	
5. The information of the website met my requirement.	Under 20		-.401*	-.250	-.772	-.750
	21-30	.401*		.151	-.371	-.349
	31-40	.250	-.151		-.522	-.500
	41-50	.722*	.371*	.522*		.022.
	51-60	.750*	.349	.500	-.022	
6. Information of the website stimulates a user to travel to Cambodia.	Under 20		-.630*	-.395	-.781	-.672
	21-30	.630*		.235*	-.150	-.042
	31-40	.395*	-.235		-.385	-.277
	41-50	.781*	.150	.385*		.109
	51-60	.672	.042	.277	-.109	

Note. * The mean difference is significant at the 0.05 level

Table 4.6 provides the Analysis of One-way Variance (ANOVA) and Post Hoc Test in Table 4.7 on tourists' perception of the information website quality by age of tourist. The result showed forth items: the statistically significant differences of tourists' perception by age.

1. Question 1— "The tourism website is fun to read" had significant between aged groups 21-30 and less than 20; between 31-40, less 20, 21-30 and 41-50, between 51-60, less than 20, 21-30 and 41-50.

2. Question 2—"The tourism website is full of information to read" had significant between aged groups 21-30 and less than 20; between 31-40 and less than 20; between 41-50, less than 20, 21-30 and 31-40.

3. Question 5— "The information of the website met my requirement" had significant between aged groups 21-30 and less than 20; between 41-50 and less than 20, 21-30 and 31-40; between 51-60 and less than 20.

4. Question 6— "Information about the website met my requirement" had significant between aged groups 21-30, less than 20 and 31-40; between 31-40 and less than 20, between 41-50, less than 20 and 31-40.

The ANOVA and Post hoc results showed that tourist groups aged below 20, 21-30, 41-50, and 51-60 years were different in their perception of information quality. Especially, tourists aged group between 51 to 60 years old had higher perception on question number 1—"website is fun". It is mean that this group need enjoyment and spends a lot of time to explore on the website. While, tourists aged group between 41 to 50 years old had higher perceived on question number 2—"the website full of the information to read", 5—"the information met their requirement", and 6— "information quality stimulates a user to travel to Cambodia" than another tourists aged group. This finding is also supported by the study of Zhang (2005) that difference in age has different requirement of content that they are seeking on the websites. The older they are, the more information is needed when plan a trip.

Non-significance was found in two questions; question number 3—"The tourism website is not boring", and question number 4— "The tourism website is pleasant to use". There were no differences between aged group below 20, 21-30, 31-40, and 41-50 years old. They focused on both the information quality and enjoyments while they explore the website.

4.4.2 Service quality

This section presents analysis of tourists' perceptions on website quality and service quality by gender (Table 4.8), nationality (Table 4.9), and age group ANOVA (Table 4.10) and Post hoc (Table 4.11).

Table 4.8 Tourists' perception on service quality by gender

Service quality	Gender	N	Mean	Std	t	Sig.
1. The appearance of the website is easy to understand.	Male	181	3.75	1.006	-1.778	.000*
	Female	239	3.90	.766		
2. I can get promised service from the website.	Male	181	3.29	1.063	-.463	.003*
	Female	239	3.33	.792		
3. I can get answers to my question in a timely manner from the tourism website.	Male	181	3.20	1.062	-1.191	.005
	Female	239	3.31	.843		
4. I can find the latest information through the monthly tourism website.	Male	181	3.39	.898	.136	.075
	Female	239	3.38	.826		
5. I can get answers by posting a question through the tourism website.	Male	181	3.19	.851	-1.805	.728
	Female	239	3.34	.793		

Note. *Significant at level 0.05

There was a statistically significant difference of gender between male and female of perception for two questions, which are question number 1—"The appearance of the website is easy to understand" and question number 2—"I can get promised service from the website" (Table 4.8). In addition, female perception had a higher mean for a higher perception of the service quality than did the male perception. Explanation of this finding is that female normally prefers an easy to understand website rather than complicated one that bring them with trouble. However, female had requirement more on the responsiveness from the service provider than male. This study further added that the female tourists need a useful content of the website and responsive service from the website provider.

Furthermore, non-significant found in three questions: question number 3—"I can get answers to my question in   a timely manner   from the tourism website", question number 4—"I can find the latest information through the monthly tourism website", and question number 5—"I can get answers by posting a question through the tourism website". There are no differences between female and male about the three questions above. The explanation of the finding is because tourists can get the answers and responsiveness on time from the service provider, find the current information on the website and post the comment or suggestion on the social media. The finding is supported Parasuraman, Zelthaml and Malhotra (2005) study that customers are normally expecting to receive the service quality with reliability, responsiveness, and empathy. Therefore, the organization has to serve and response with the customer on time and reliability with warrant quality to customers even on the website.

Table 4.9 Tourists' perception on service quality by nationality

Service quality	Nationality	N	Mean	Std	t	Sig.
1. The appearance of the website is easy to understand.	Domestic	237	3.92	.793	2.191	.000*
	International	183	3.73	.973		
2. I can get promised service from the website.	Domestic	237	3.12	.969	-5.082	.687
	International	183	3.57	.781		
3. I can get answers to my question in a timely manner from the tourism website.	Domestic	237	3.08	.969	-4.598	.316
	International	183	3.50	.857		
4. I can find the monthly latest information through the tourism website.	Domestic	237	3.25	.893	.080	-3.782
	International	183	3.56	.774		
5. I can get answers by posting a question through the tourism website.	Domestic	237	3.05	.760	-6.605	.001*
	International	183	3.56	.890		

Note. *Significant at level 0.05

Table 4.9 shows that tourists' perception of the service quality by nationality had a statistically significant difference in two items: question 1—"The appearance of the website is easy to understand" and question 5—"I can get answers by posting a question through the tourism website". In addition, the domestic tourist had a higher mean for a higher perception on the service quality of website provider than did the international tourist. Furthermore, the question number 1 the domestic tourists had a higher mean for a higher perception on the website is easy to understand than did the international tourists. Besides, the question number 5 the international tourist had a higher mean for a higher perception on the service quality than did the domestic tourist. The international tourists' requirement more details information than domestic tourists by posting asked the questions rather than traditional communication.

Non-significance found in three questions. Question number, 2—"I can get promised service from the website", 3—"I can get answers to my question in a timely manner from the tourism website", and 4—"I can find the monthly latest information through the tourism website". The finding added that tourists had less concern on the rapidity to receive their answers from the website provider. They could be satisfied as long as they have received the information that matched with their needed. Updating websites regularly might not be the solutions improve the website quality on service dimension. Providing the correct and tailored made information to tourists' need seems to be the key to improve the website quality.

Table 4.10 Tourists' perception on service quality by age group (ANOVA)

Service quality	Age	N	Mean	Std	F	Sig.
1. The appearance of the website is easy to understand.	Less than 20	64	3.84	.877	5.332	.000*
	21-30	192	3.88	.813		
	31-40	112	3.57	1.002		
	41-50	46	4.24	.705		
	51-60	6	4.00	.000		
	Total	**420**	3.83	.880		

Table 4.10 (continued)

Service quality	Age	N	Mean	Std	F	Sig.
2. I can get promised service from the website.	Less than 20	64	3.17	.747	6.197	.000*
	21-30	192	3.44	.721		
	31-40	112	3.04	1.150		
	41-50	46	3.70	1.072		
	51-60	6	3.00	.000		
	Total	**420**	**3.32**	**.918**		
3. I can get answers to my question in a timely manner from the tourism website.	Less than 20	64	3.36	.880	8.949	.000*
	21-30	192	3.38	.769		
	31-40	112	2.86	1.056		
	41-50	46	3.67	1.136		
	51-60	6	3.00	.000		
	Total	**420**	**3.26**	**.944**		
4. I can find the latest information through the monthly tourism website.	Less than 20	64	3.33	.892	4.247	.002*
	21-30	192	3.39	.792		
	31-40	112	3.25	.925		
	41-50	46	3.83	.825		
	51-60	6	3.00	.000		
	Total	**420**	**3.39**	**.857**		
5. I can get answers by posting a question through the tourism website.	Less than 20	64	3.23	.729	7.530	.000*
	21-30	192	3.30	.740		
	31-40	112	3.05	.826		
	41-50	46	3.80	1.046		
	51-60	6	3.00	.000		
	Total	**420**	**3.28**	**.820**		

Note. *Significant at level 0.05

Table 4.11 Tourists' perception on service quality by age group (Post hoc)

Dependent variable	Age group	Mean Difference				
		Under 20	21-30	31-40	41-50	51-60
1. The appearance of the website is easy to understand.	Under 20		-.036	.272*	-.395	-.156
	21-30	.036		.309*	-.359	-.120
	31-40	-.272	-.309		-.668	-.429
	41-50	.395*	.359*	.668*		.239
	51-60	.156	.120	.429	-.239	
2. I can get promised service from the website.	Under 20		-.271	.127	-.524	.172
	21-30	.271*		.398*	-.253	.443
	31-40	-.127	-.398		-.651	.045
	41-50	.524*	.253	.651*		.696
	51-60	-.172	-.443	-,045	-.696	
3. I can get answers to my question in a timely manner from the tourism website.	Under 20		-.016	.502*	-.315	.359
	21-30	.016		.518*	-.299	.375
	31-40	-.502	-.518		-.817	-.143
	41-50	.315	.299*	.817*		.674
	51-60	-.359	-.375	.143	-.674	
4. I can find the latest information through the monthly tourism website.	Under 20		-.063	.078	-.498	.328
	21-30	.063		.141	-.435	.391
	31-40	-.078	-.141		-.576	.250
	41-50	.498*	.435*	.576*		.926*
	51-60	-.328	-.391	-.250	-.826	

Table 4.11 (continued)

Dependent variable	Age group	Mean Difference				
		Under 20	21-30	31-40	41-50	51-60
5. I can get answers by posting a question through the tourism website.	Under 20		-.068	.181	-.570	.234
	21-30	.068		.249*	-.502	.302
	31-40	-.181	-.249		-.751	.054
	41-50	.570*	.5028	.751*		.804*
	51-60	-.234	-.302	-.054	-.804	

Note. * The mean difference is significant at the 0.05 level

Table 4.10 provides the result of One-Way analysis of variance (ANOVA) and Post Hoc Test in Table 4.11 of tourists' perception of the service website quality by age of tourist. The result showed that all five items had statistically significant differences of tourist perception by age.

1. Question 1— "The appearance of the website is easy to understand" had significant different aged groups between under 20 and 31-40; between 21-30 and 31-40; between 41-50, under 20, 21-30 and 31-40.

2. Question 2—"I can get promised service from the website" had significant different aged groups between 21-30, under 20 and 31-40; between 41-50, under 20 and 31-40.

3. Question 3—"I can get answers to my question in a timely manner from the tourism website" had significant different aged groups between under 20 and 31-40; between 21-30 and 31-40; between 41-50, 21-30 and 31-40.

5. Question 4— "I can find the latest information through the monthly tourism website" had significant different aged groups between 41-50, under 20, 21-30, 31-40 and 51-60.

6. Question 5—"I can get answers by posting a question through the tourism website" had significant different aged groups between 21-30 and 31-40; between 41-50, under 20, 31-40 and 51-60.

Those are the ones who had different perceptions of the service quality of the website. The different tourist age groups had different perception on the service quality especially the group of tourists had aged between 41 and 50 which had a higher perception on service quality than other age groups. The reason of this observation could be because they had a lot of experiences, times and income for traveling. This tourists group is the potential customer that government should pay more attention on them and set the target for marketing strategy. This finding is also supported by the study of Zhang (2005) that different ages have a different requirement of services that they are expecting on the websites.

4.4.3 Design quality

This section analyzes tourists' perceptions of website quality on design quality by gender (Table 4.12), nationality (Table 4.13), and age group ANOVA (Table 4.14) and Post hoc (Table 4.15).

Table 4.12 Tourists' perception on design quality by gender

Design quality	Gender	N	Mean	Std	t	Sig.
1. The visual graphic on the tourism website is user-friendly.	Male	181	3.77	.930	-1.638	.000*
	Female	239	3.90	.700		
2. The display color on the tourism website is appropriate.	Male	181	3.78	1.018	-1.525	.000*
	Female	239	3.92	.839		
3. The tourism website design is easy to understand.	Male	181	3.99	.946	-1.039	.001*
	Female	239	4.08	.732		
4. It is easy to search for information on the tourism website.	Male	181	3.88	.941	-2.091	.000*
	Female	239	4.04	.660		

Note. *Significant at level 0.05

Table 4.12 shows that gender of the tourist made a statistically significant difference on design quality. The result showed that all four items had statistically

significant differences of tourists' perception by gender. There are question number 1—"The visual graphic on the tourism website is user-friendly", 2—"The display color on the tourism website is appropriate", 3— "The tourism website design is easy to understand", and 4—"It is easy to search for information on the tourism website". Moreover, the female tourists had a higher mean for a higher perception on the design quality than male tourists in these items. The female had a higher perception on the design quality related with the emotional. The finding is supported by Kuan et al., (2008) who stated that the user of the website is likely to experience usefulness and emotional response.

Table 4.13 Tourists' perception on design quality by nationality

Design quality	Nationality	N	Mean	Std	t	Sig.
1. The visual graphic on the tourism website is user-friendly.	Domestic	237	3.76	.768	-2.557	.194
	International	183	3.96	.848		
2. The display color on the tourism website is appropriate.	Domestic	237	3.75	.875	-2.983	.187
	International	183	4.02	.963		
3. The tourism website design is easy to understand.	Domestic	237	4.03	.775	-.492	.000*
	International	183	4.07	.899		
4. It is easy to search for information on the tourism website.	Domestic	237	3.89	.784	-2.390	.039*
	International	183	4.08	8.02		

Note. *Significant at level 0.05

Table 4.13 describes that the nationality of the tourist affected their perception of the design quality. It had a statistically significant difference in their perception of two items in particular: question number 3— "The tourism website design is easy to understand" and 4— "It is easy to search for information on the tourism website". However, both of the domestic and international tourists had almost the same perception of the design quality. This finding is supported by Kong Sopheareak who remarked that the design quality of the Official Tourism Website of the Kingdom of

Cambodia is concentrated on the quality of the picture, sound, information, security, and data. Therefore tourists in all genders and nationalities have a high positive perception on the design.

Table 4.14 Tourists' perception on design quality by age group (ANOVA)

Design quality	Age	N	Mean	Std	F	Sig.
1. The visual graphic on the tourism website is user-friendly.	Less than 20	64	3.89	.737	4.679	.001*
	21-30	192	3.86	.691		
	31-40	112	3.66	.935		
	41-50	46	4.24	.923		
	51-60	6	3.50	.548		
	Total	**420**	3.85	.809		
2. The display color on the tourism website is appropriate.	Less than 20	64	3.77	1.020	3.763	.005*
	21-30	192	3.94	.789		
	31-40	112	3.64	.929		
	41-50	46	4.14	1.201		
	51-60	6	3.50	.548		
	Total	**420**	3.86	.923		
3. The tourism website design is easy to understand.	Less than 20	64	3.89	.978	6.717	.000*
	21-30	192	4.11	.811		
	31-40	112	3.82	.785		
	41-50	46	4.50	.624		
	51-60	6	4.00	.000		
	Total	**420**	4.04	.831		
4. It is easy to search for information on the tourism website.	Less than 20	64	3.91	.811	4.139	.003*
	21-30	192	3.91	.826		
	31-40	112	3.94	.726		
	41-50	46	4.41	.748		
	51-60	6	4.00	.000		
	Total	**420**	3.97	.796		

Note. *Significant at level 0.05

Table 4.15 Tourists' perception on design quality by age group (Post hoc)

Dependent variable	Age group	Mean Difference				
		Under 20	21-30	31-40	41-50	51-60
1. The visual graphic on the tourism website is user-friendly.	Under 20		.031	.230	-.349	.391
	21-30	-.031		.199*	-.380	.359
	31-40	-.230	-.199		-.578	.161
	41-50	.349*	.380*	.578*		.739*
	51-60	-.391	-.359	-.161	-.739	
2. The display color on the tourism website is appropriate.	Under 20		-.208	.123	-.377	.266
	21-30	.208		.331*	-.169	.474
	31-40	-.123	-.331		-.500	.143
	41-50	.377*	.169	.500*		.643
	51-60	-.266	-474	-.143	-.643	
3. The tourism website design is easy to understand.	Under 20		-.224	.069	-.609	-.109
	21-30	.224		.293*	-.385	.115
	31-40	-.069	-.293		-.679	-.179
	41-50	.609*	.385*	.679*		.500
	51-60	.109	-.115	.179	-.500	
4. It is easy to search for information on the tourism website.	Under 20		.000	-.031	-.507	-.094
	21-30	.000		-.031	-.507	-.094
	31-40	.031	.031		-.476	-.063
	41-50	.507*	.507*	.476*		.413
	51-60	.094	.094	.063	-.413	

Note. *The mean difference is significant at the 0.05 level

Table 4.14 provides the result of ANOVA and Post hoc test in Table 4.15 about tourists' perceptions on design quality by age showing that all items made statistically significant difference.

1. Question 1— "The visual graphic on the tourism website is user-friendly" had significant different aged groups between 21-30 and 41-50; between 41-50, less than 20, 31-40, and 51-60.

2. Question 2— "The display color on the tourism website is appropriate" had significant different aged groups between 21-30 and 31-40; between 41-50, less than 20 and 31-40.

3. Question 3— "The tourism website design is easy to understand" had significant different aged groups between 21-30 and 31-40; between 41-50, less than 20, 21-30 and 31-40.

4. Question 4— "It is easy to search for information on the tourism website" had significant different aged groups between 41-50, less than 20, 21-30, and 31-40.

This finding means that perceptions of different age groups of the tourist are significant relative to design quality. Furthermore, it could see in Table 4.4.3.3 that the tourists' aged group between 41 to 50 years old is higher perceptions on the design quality than another age group. This result is also supported by the study of Zhang (2005) which concluded that different ages have a different requirement of design quality that they are expecting on the websites.

4.5 Results of the effect of the perceived website quality on attitude

As explained in Chapter 1 the second question to be addressed in this research is—"What are the effects of the perceived website quality on website attitude". Therefore, the findings related to this question are presented in this section.

First, exploratory factor analysis indicates that website quality has three dimensions, namely information quality, service quality, and design quality.

From the multivariate regression analysis result showed in Table 4.16 correlations between website quality and website attitude. It is indicated that website quality had a strongly positive relationship with website attitude (information

quality=.775, service quality=.720, design quality=.784). Further, the result in Table 4.17 coefficients describes the direct effect between website quality and website attitude is significant. The information quality had a strong effect on website attitude (β= .382, t= 9.459), service quality (β= .235, t= 5.880), and design quality (β= .321, t=6.878). Additionally, website quality has a significant impact on website attitude for R^2 = .717 (Table 4.18). It could be seen that information quality had strongly positive effects of the tourists' perceptions on the website attitude than service quality and design quality. This result means that information quality is most important in order to attract tourists' to revisit the website. The finding supported Zhang (2005) and Chung et al. (2015) found that website quality leads to a positive attitude in tourists—particularly toward content quality and usefulness of the website. If website quality does not include good performance in these dimensions including information quality, service quality, and design quality, this leads to a negative website attitude.

Table 4.16 Correlation between website quality and website attitude

		Web_attitude	Info-quality	Ser_quality	Des_quality
Person Correlation	Website-attitude	1.000	.775	.720	.784
	Information-quality	.775	1.000	.642	.754
	Service-quality	.720	.642	1.000	.747
	Design-quality	.784	.754	.747	1.000

Table 4.17 Coefficients[a]

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.785	.087		8.991	.000
	Information quality	.314	.033	.382	9.459	.000
	Service quality	.178	.030	.235	5.880	.000
	Design quality	.258	.038	.321	6.878	.000

Note. a. Dependent Variable: Website attitude

Table 4.18 Model summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.847[a]	.717	.715	.30890

Note. a. Dependent Variable: Website attitude

b. Predictors: (Constant), Design quality, service quality, information quality

4.6 Results of the effect of the perceived website quality on intention to use

As explained in Chapter 1 the third question to be addressed in this research is—"What are the effects of the perceived website quality on intention to use". Therefore, the findings related to this question are presented in this section.

First, exploratory factor analysis indicates that website quality has three dimensions, namely information quality, service quality, and design quality.

The multivariate regression analysis result showed in Table 4.19 that there was strongly positive relationship between website quality and intention to use the government's website (information quality= .774, service quality= .690, design quality= .769). Further, the result in Table 4.20 coefficients describes the direct effect between website quality and intention to use the website is significant. The information quality has significant positive effect on intention to use (β= .418, t= 9.937), service quality (β= .187, t= 4.506), and design quality (β= .314, t= 6.474). These factors have a significant website quality effect on intention to use the government's website at R^2 = .694 (Table 4.21). Chung et al, (2015) and DeLone and McLean (2003) stated that information quality, service quality, and design quality are important and lead toward increased website usage. Especially, information quality is significant as to website quality that leads to continued usage of the website.

Table 4.19 Correlation between website quality and intention to use

		Inten- to-use	Info-quality	Ser_quality	Des_quality
Person Correlation	Intention-to-use	1.000	.774	.690	.769
	Information-quality	.774	1.000	.642	.754
	Service-quality	.690	.642	1.000	.747
	Design-quality	.769	.754	.747	1.000

Table 4.20 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.586	.109		5.385	.000
	Information quality	.411	.041	.418	9.937	.000
	Service quality	.169	.038	.187	4.506	.000
	Design quality	.303	.047	.314	6.474	.000

Note. a. Dependent Variable: Intention to use

Table 4.21 Model summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833[a]	.694	.691	.38467

Note. a. Dependent Variable: Intention to use

b. Predictors: (Constant), Design quality, service quality, information quality

4.7 Summary of this chapter

This chapter includes six sections in the whole research. These six sections are designed in research organization starting from 4.1 providing the introduction of the data analyses structure and discussion of the finding in each sections, while 4.2 the semi-structure interview with the expert provided insight about website quality of Ministry of Tourism, 4.3 describes about the profile of the respondents, 4.4 is results of the tourists' perceptions on website quality in three dimensions (information quality, service quality, design quality), 4.5 is results of the effect of the perceived

website quality on website attitude and last 4.6 results of the effect of the perceived website quality on intention to use the government's website.

CHAPTER 5

CONCLUSIONS

5.1 Introduction

This final chapter presents the conclusion of the thesis relating with the conceptual framework in Chapter 2 and the results from the finding and discussions in Chapter 4.

The main purpose of this section is to reflect on the research questions. It is organized in steps in order to address the three propositions of this research.

First, the differences among gender, age group, and nationality, are positively affecting the tourists' perceptions on website quality. Second, the effect of the perceived website quality is positively associated to the website attitude. Third, the positive perceived website quality effect on tourists' intention to use the government's website.

5.2 The Summary of the research questions

5.2.1 Research question 1 "what are tourists' perceptions of the website quality of government's tourism website?"

The purpose for asking this question was to examine differences among gender, age group, and nationality, whether these variables are positively affecting the tourists' perceptions on website quality.

Chapter 2, Section 2.2 stated that website quality is the key element that provides information for an effective e-business and communication (Bai et al., 2008). The key aspects are content, functionality, website usability, and search engine optimization. According DeLone and McLean (2003) there are three dimensions to evaluate the perceptions on website quality namely; information quality, service quality and design quality (See: Table 2.1).

Chapter 4, Section 4.4 reported the results for the research question 1 that all variables—age, gender and nationality were significant determinants of tourists' perceptions of website quality (information quality, service quality and design quality). The study revealed an interesting point that women in particular preferred more detailed information while they are traveling than men. It has also been discovered that age plays a significant part in information quality because elderly people are more cautious about content quality provided on the website when making a decision about their trip. In comparing domestic and international tourists, international tourists have higher expectation of information quality than do domestic tourists.

These finding are expected by researcher and supported by Zhang's (2005) study that the system quality, service quality and information quality respectively having positively affected user intention to use services provided by the e-government in Jordan. It could be seen that users of tourism governments' websites are diverse in their demographic backgrounds and perceptions on the website.

5.2.2 Researches question 2 "what are the effects of the perceived website quality on website attitude?"

The rationale for this question was to study the effect of the perceived website quality on website attitude.

As presented in Chapter 2, Section 2.3, website attitude is a characteristic of its performance reaction by the user (Teo & Noyes, 2011). Based on Zhang (2005), there are four types of website attitude—enjoyment, usefulness, anxiety and self-efficacy (See: Table 2.2). Mohd Sam and Tahir (2009) further noted that the benefit of a website quality is that it stimulates good user attitude, comfortable feeling, uncomplicated, and easy to understand which influences user's involvement.

Chapter 4, Section 4.5, reported and results of the research question 2 that all variable— website quality (information quality, service quality, and design quality) were significant determinants of tourists' perceived website quality on attitude toward the website. Tourists' attitude toward the website could be varied with respect to website quality (information quality, service quality and design quality). Especially, website quality in three dimensions information quality had strongly positive effect on

website attitude than another. This result means that information quality is most importance in order to attract tourists' to revisit the website.

This study's findings supported Zhang (2005) Chung et al, (2015) on the fact that website quality leads to a positive attitude of tourists— particularly on content quality and usefulness of the website. If website quality does not include good performance in these dimensions including information quality, service quality, and design quality, this leads to a negative website attitude. Tourist attitude toward the website could be varied with respect to website quality (information quality, service quality and design quality). Especially, website quality in three dimensions information quality had strongly positive effect on website attitude than another.

5.2.3 Researches question 3 "what are the effects of the perceived website quality on intention to use?"

In this question the purpose was to study the effect of the perceived website quality on tourists' intention to use the website.

From literature review in Chapter 2, Section 2.6, intention to use refers to online behavior in terms of website involvement and exploratory behavior (Richard et al., 2010). There are several studies about the relationship of website quality and website attitude and intention to use. For example, Hung-Chang, Yi-Ching and Ching-Yi (2005) stated that information quality and interactivity significantly improve customer behavioral in credence toward goods/services. Kuan et al. (2008) further noted that website quality (information quality, service quality, and design quality) has a positive link to the intention of initial purchase as well as toward intention of continued purchase. Furthermore, DeLone and McLean (2003) in their Model of Information Systems Success (IS) indicated that information quality, system quality and service quality are important factors affecting user satisfaction (See: Table 2.3). Sadeh et al. (2011) also confirmed that website quality is a crucial aspect for a successful e-business that delivers useful products and services to the customers (See: Table 2.1).

As presented in Chapter 4, Section 4.6, reported the results for the research question 3 that all variables—website quality (information quality, service quality, and design quality) were significant determinants of tourists' perceived website quality on

intention to use the website. The information quality was ranked as the highest significant among all determinants.

The findings supported DeLone and McLean, (2003) in that information quality, service quality, and design quality are important and lead to website usage intention. Especially, information quality is significant as to website quality that leads to continued usage of the website. Besides, this study also confirmed the statement of Qutaishat (2013) that system quality (design quality) is the key to drive the website user to visit and explore the government website. Surprisingly this research found that service quality does not have a strong effect on tourist intention to use the government website. It could be that service performance is intangible and difficult for the user to evaluate information usefulness and ease of design that can be perceived ad hoc. However, the result showed that information quality, design quality and service quality are important for overall website quality.

5.3 Conclusion about propositions

5.3.1 Proposition 1 the differences among gender, age group, and nationality are positively affecting the tourists' perceptions on website quality.

The finding and result of this research supported proposition there are differences among gender, age group, and nationality which are positively affecting the tourists' perceptions on website quality. In addition, from the SPSS statistical descriptive analysis T-test and ANOVA showed that different perceptions existed by gender, nationality and age group on the website quality.

5.3.2 Proposition 2 the effect of the perceived website quality is positively associated to the website attitude.

The finding and result of this research supported the proposition that website quality positively affects the website attitude. In particular, from the SPSS statistical regression analysis, website quality and website attitude had strong relationship in each variable. Further, the result of the multivariate regression analysis indicated that perceived website quality in all three dimensions had a significant positive effect on website attitude at 71.7%.

5.3.3 Proposition 3 the positive perceived website quality effect on tourists' intention to use the government's website.

The finding and result of this research supported proposition, by the outcome of the multivariate regression analysis indicated that perceived website quality in all three dimensions has significant positive effect on intention to use at 69.4 %. Especially, information quality had higher significant effect on the intention to use than another dimensions.

5.4 Contributions of the research

5.4.1 Contributions to the body of knowledge toward academic group

This research is about information communication technology of the Ministry of Tourism in Cambodia. The findings of the research provide insights of the contexts and situations within which perceptions depend on the demographic characteristics and effects on the perceived tourists' attitude and intention to use the government's website. Therefore, this study has added to the existing body of knowledge toward understanding of tourists' perceptions toward website quality and its effect on their attitude and intention to use the government website. This source is a potential for the academic group who wanted to study and get more information about the Cambodia government's tourism website.

This research supports the propositions there are positive perceived website quality on the website attitude and intention to use the government's website. At the same time, the information quality in three dimensions of website quality is strongly positive affected to the website attitude and intention to use. While DeLone and McLean (2003) redirect in their model of Information System (IS) success that information quality is a key affecting user satisfaction.

5.4.2 Contributions and practical implication toward Cambodia government

From results of the research and the reviewed literatures, the following are the proposed guidelines for Ministry of Tourism to develop its website quality. This section are divided into two sections: 1) general guidelines for government's website

quality development for all type of tourists and 2) specific guideline for certain market segments classified by demographic information—age, gender and nationality.

1. General guidelines for government's website quality development for all type of tourists

As showed in Chapter 4 Section 4.6, it revealed that the perceived website quality in all three dimensions is positively linked to intention to use the governmental website. Therefore, in order to attract the new users and encourage the users to revisit the website, the government should pay attention to:

1) Provide useful and adequate information about the tourism destinations in Cambodia. The information should be clear and easy to understand for tourists.

2) Provide service quality to tourists on time, empathy and responsiveness (i.e. answering tourists' questions in a timely manner from the tourism website responder).

3) Provide contents and layout that is easy to understand (i.e. the visual graphic on the tourism website should be user-friendly).

2. Specific guidelines for certain market segments classified by demographic information—age, gender and nationality

As the Ministry of Tourism is a governmental organization responsible for tourism policies, plans, and marketing of Cambodia tourism products and services it is expected to satisfy the needs of both domestic and international tourists. The literature about on online marketing in Chapter 2 indicated that to accomplish the tasks of the Ministry of Tourism, the government has to consider marketing strategy tailored to the needs of each segment. Likewise, findings in Chapter 4 indicated that the different groups of the tourist had different perceptions and requirements on website quality in three dimensions (information quality, service quality, design quality).

The potential markets reported by UNWTO are the female and elderly tourists. Thereafter, to increase the number of visitors to Cambodia, the government may consider using the websites to attract these segments. Therefore, the following are the specific guidelines on website quality in respect of the three dimensions (information quality, service quality, design quality) for female and elderly tourists.

1) Gender: female had higher perception about whether or not the website was pleasant to use, easy to understand and easy to search for information. Therefore, the appearance of the for female travelers should be easy to understand and easy to search tourism products for female travellers

2) Age: elderly groups (41-50 and 51-60) required higher value information, enjoyment and spent a lot of time to explore on the website. Hence, the tourism website should be pleasant to use or fun to read for his group in order to attract them to spend more time on the website.

Additionally, Ministry of Tourism focuses also on marketing towards international tourists in order to obtain economic benefits of tourism development. From the findings of the study, the researcher recommended that the movement should focus on information quality. For example developing the website which is easy to search for information, providing information that tourists can trust, establishing security of the online data base related to viewer and increasing the loading speed of the website.

Overall on above practical implications, the government could apply this source for improvement of website quality and service performance in order to provide all types of services needed and it could increase tourist use of the website.

5.5 Limitation

In this research study, the focus is on the Ministry of Tourism's website (www.tourismcambodia.org). Therefore, the findings will be limited to this case study and not to be directly applicable to other Cambodia tourism websites or other government's websites. In addition, this study is a part of a Master's Degree in Tourism. Independent studies were within a limited time frame. Therefore, the researcher has applied the online questionnaire as the main research tool to collect the data. The researcher is aware that the main unidentified sampling through researcher's acquaintances and colleagues at the Ministry of Tourism in Cambodia was designed to be a method of ensuring data quality. It can be assessed by email address validity of

the gathered data; by controlling for multiple submissions; and checking for incomplete data sets.

5.6 Recommendation for further research

As the research was limited to the Ministry of Tourism's website, focus was on website quality, tourist attitude and intention to use the government's website. Possibly, further research could compare between the government websites and other commercial tourism websites. It could study which one has more influence on the tourist perceptions toward website quality and its effect on their attitude and intention to use the website. On the other hand, it should be specific regarding the sample (i.e. age or country) and methodology (i.e. qualitative method) rather than focusing mainly on the government's website and extend the study of the individual or group of tourists.

5.7 Summary of this chapter

This chapter includes seven sections in the whole research. These seven sections are designed in research organization starting from 5.1 providing the introduction of the purpose and structure of this section in answering propositions, while 5.2 summary of the research questions, 5.3, conclusion about propositions of this research, 5.4 describes about the benefit the result of research for the government and academy groups 5.5 limitation of the research and last 5.6 recommendation for further research.

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APPENDICES

APPENDIX A

CAMBODIA, KINGDOM OF WONDER BRAND IMAGE

Before 2008, Ministry of Tourism had not come up with the brand image present for Cambodia. Later in 2008, Ministry of Tourism applied itself to promote a positive image of Cambodia with a new campaign namely "Cambodia, Kingdom of Wonder"—the brand image of Cambodia. The "Cambodia, Kingdom of Wonder" consists of several brand images such as: Angkor Wat Temple, Culture, The Mekong (River), Costal Destinations, Natural and Ecotourism, Community-Based Tourism, and Cuisine (Table A.1).

Those brand images are address to the world that Cambodia is a country rich in culture and natural resources (Kennedy, 2012). Hence, the campaign has become a great success and a significant part of the country and it is used in all forms of media by the general public, and in private-sector companies' advertising campaigns. The tourism government's website presents all destinations in the whole country in the 24 provinces and the capital city. The destinations focus on the culture and natural resources of Cambodia's brand.

The Brand Image of Cambodia

Cambodia, Kingdom of Cambodia—National Brand Image Campaign was created in 2008.
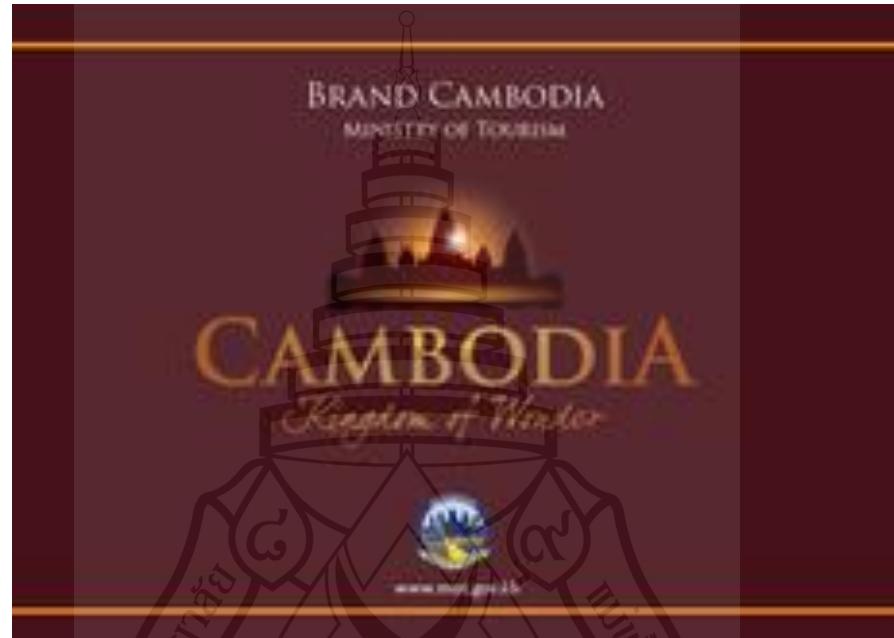
Source Kennedy (2012)

Figure A.1 National Brand Image Campaign

Table A.1 The "Cambodia, Kingdom of Wonder" Brand Images
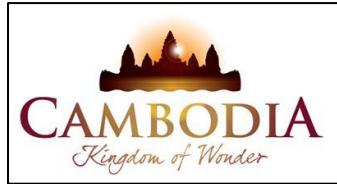
N⁰	Brand Images	Descriptions	Source
1	**Angkor Wat Temple**	Angkor Wat temple is one of the world most famous heritages and it is an ancient and temple in Cambodia. Most of tourists come to visited Cambodia because they want to see the spectacular and grand Angkor Wat temple. In addition, Angkor Wat temple is use as a symbol of Cambodia as can be seen in the Cambodian flag.	Kennedy (2012)
2	**Culture**	A beautiful and gentle Apsara dance represents Cambodia's culture. Apsara dancing is performed throughout Cambodia Kingdom in traditional celebration, festival and other cultural activities.	

Table A.1 (continued)
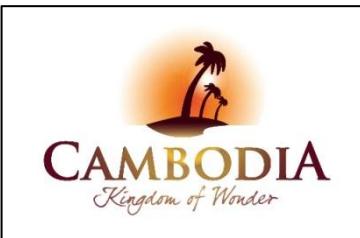
N⁰	Brand Images	Descriptions	Source
3	**The Mekong (River)**	The Mekong River is a great river, whose origin is in China, flows across 5 countries such as Myanmar, Lao PDR, Thailand, Cambodia, and Vietnam. Cambodia's playful Dolphins freshwater is represent fun-loving culture and the life-living Mekong. Especially, dolphins are a symbolic of wealth and engaging the tourists' attraction in the Kraties and Stung Treng provinces.	Kennedy (2012)
4	**Costal Destinations**	This is coconut trees is representing view on the beaches in Cambodia. Cambodia is the lucky country that becomes member of the World's Most Beautiful Beaches Club. Especially, Cambodia beaches had evaluated by the World's Most Beautiful Club it's the beautiful beaches in the world in 2010 (Khmerization, 2011).	

Table A.1 (continued)
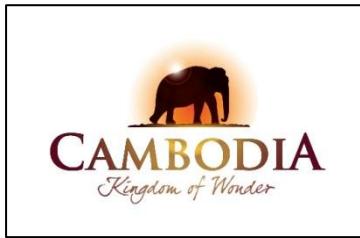
N⁰	Brand Images	Descriptions	Source
5	**Natural and Ecotourism**	The elephant is an animal in Cambodia which is represents natural, strength, heritage and wisdom. In addition, it is a symbolic of natural environment in the northeast of Cambodia that is the attraction place for ecotourism with the beautiful natural.	Kennedy (2012)
6	**Community-Based Tourism**	The ox-plow in Cambodia, it is representing of Cambodia's rural daily life and traditional way for the farmer. It is also the symbol of the Khmer culture. Especially, countryside because Cambodia is the agriculture country and famer uses the ox-plow for assistant plan the rice filed.	

Table A.1 (continued)

N⁰	Brand Images	Descriptions	Source
7	**Cuisine**	Cambodia is a country not only enriches with the resources on the land, but also enriches resources in the water. This brand image by using a fish and lobster represent about the Cambodia's gastronomy. Especially, Cambodia's Mekong Lobster it is delicious cuisine with famous.	Kennedy (2012)

APPENDIX B

MINISTRY OF TOURISM ORGANIZATION

In this section will provide briefly about duties of the Ministry of Tourism and technical organizations of the ministry. The Ministry of Tourism of Cambodia is a non-profit government organization responsible for planning and launching policies, and serves as the umbrella for private sector organizations.

1. Technical organizations of the ministry there are:

1) Legal corps department responsible for preparing documentary relevant with the legal.

2) Inspection department responsible for inspection all the tourism business follow the regulation of the government or not in term of tourism industry (i.g. check the hotel license, guesthouse license, restaurant license, tour guide license etc.). Inspection department play important role to inspecting and improve all types of tourism services (i.g. fake souvenir issue).

3) Internal audit department responsible for audit internal organization under the Ministry of Tourism.

These are the special departments which are directly control by minister of Ministry of Tourism.

2. General directorate of administration and finance:

1) Administration and general affairs department responsible for documentary processing in-out Ministry of Tourism.

2) Personnel and human resources development department responsible for managing human resources in the Ministry of Tourism, municipal and provincial tourism departments.

3) Accounting and finance department responsible for preparing document and planning budget of Ministry of Tourism.

3. General Directorate of Tourism:

1) Statistics and tourism information department responsible for manage tourism publications and information and procuring corrections where necessary. Especially, they are working on the Ministry of Tourism website.

2) Marketing and promotion department responsible for promote and marketing Cambodia tourism, both local and overseas.

3) Planning and development department responsible for encourage investments in tourism on the basis of the national strategic.

4) Education and training department responsible for tourist business licenses to tourist vocational training schools and managing the affairs of tourist vocational training.

5) Cultural tourism and resorts responsible for manage and maintain natural resorts, man-made resorts, tourist centers, and tourist developmental regions nationwide.

6) Tourism industry department responsible for manage the Cambodia tourism industry such as tourist business licenses to tourism companies, tourism agencies, tour guides, hotels, casinos, restaurants, guesthouses, massage parlors, karaoke bars, bars, discotheques, resorts, tourism sports, means of tourism transport, and tourist exploitation services.

7) International cooperation and ASEAN department responsible for set up Cambodia tourism representative offices overseas, in collaboration with the Ministry of Foreign Affairs and International Cooperation with institutions and organizations overseas.
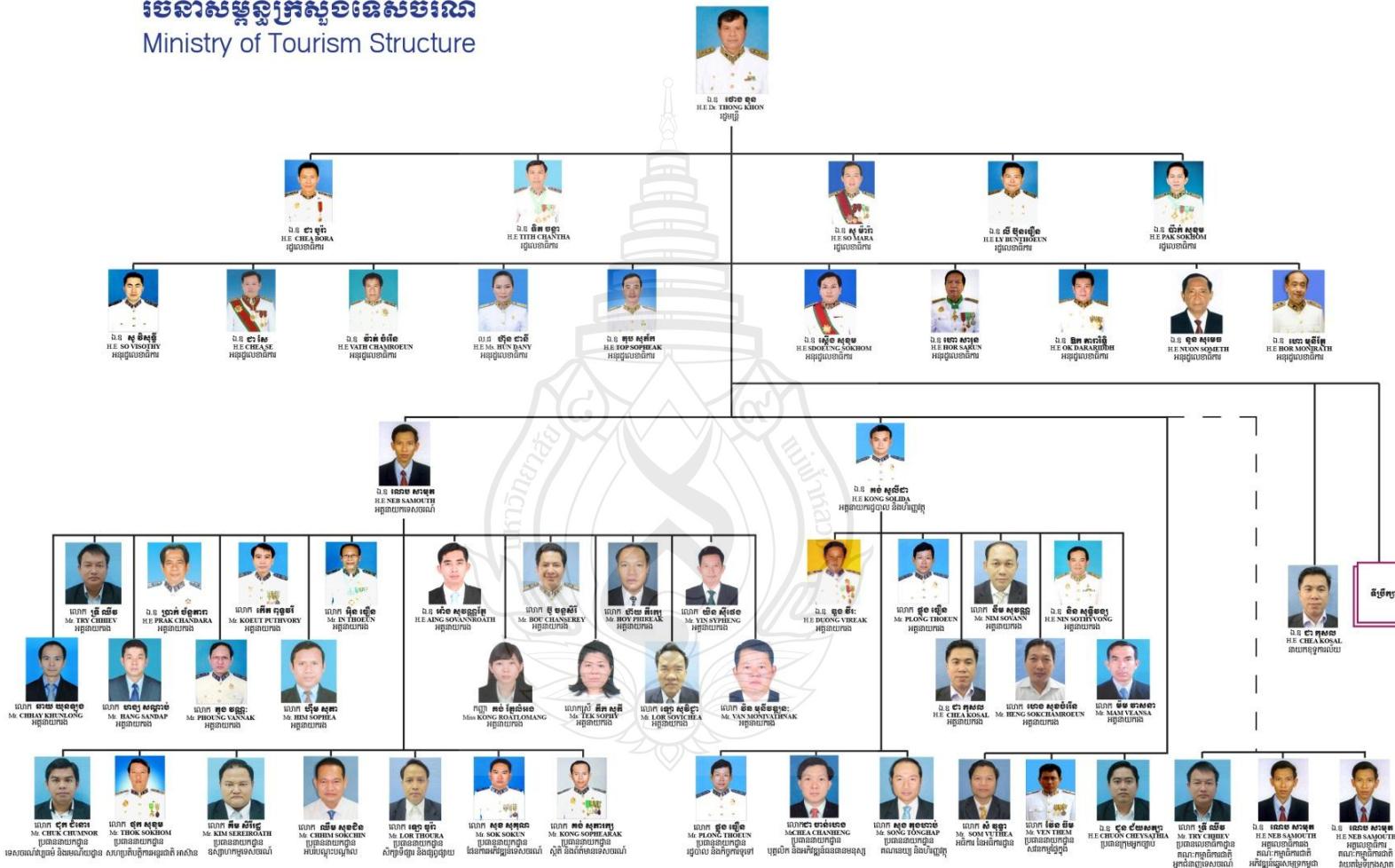
Source Ministry of Tourism Cambodia (2015)

Figure B.1 Ministry of Tourism Structure

PROJECT TITLE:

THE EFFECT OF TOURISTS' PERCEPTIONS TOWARD WEBSITE QUALITY ON ATTITUDE AND INTENTION TO USE THE MINISTRY OF TOURISM WEBSITE IN CAMBODIA

Consent Form

- I agree to take part in the study on "The Effect of Tourists' Perceptions toward Website Quality on Attitude and Intention to Use the Ministry of Tourism Website in Cambodia.
- I have read and understood the Information Sheet provided. I have been given a full explanation by the principal investigator (Sovatthara Suy) of the information, purpose, location and likely duration of the interview. I have been given the opportunity to ask questions on all aspects of the study and have understood the advice and information given as a result.
- I consent to my personal data, as outlined in the accompanying information sheet, being used for this study. I understand that all personal data is held and processed in the strictest confidence, and will be held and stored in line with the University policy (i.e., held for 10 years) and kept secure in accordance with the Data Protection Act (1998).
- I understand that I am free to withdraw from the study at any time.
  In the event of needing to complain about any aspects of the way I have been dealt with during the course of the study, I understand that I should contact **Sovatthara Suy** (email: sovatthara@gmail.com ☏+66(0)835809429, ☏+855(0)87736161 (Cambodia) or **Dr. Jirapa Pradera Diez** at Mae Fah Luang University, Chaing Rai, Thailand (email: pum_jirapa@hotmail.com ☏+66(0)815321033).
- I confirm that I have read and understood the above and freely consent to participating in this study.

Name of participant: Mr. Kong Sopheareak

Signed: ....

Date: 15 September 2015

Name of researcher: Sovatthara Suy
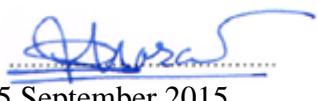
Signed: ....
Date: 15 September 2015

APPENDIX C

THE TRANSCRIBED INTERVIEW

MINISTRY OF TOURISM WEBSITE (WWW.TOURISMCAMBODIA.ORG)

1- Ministry of Tourism: Information Technology Department

2- Interviewee name: Mr. Kong Sohpeareak

3- Position: Director

4- Nationality: Cambodian

5- Duration: 45 minutes

I. **Background**

He is the first person pop up with an idea to create the website for the ministry of tourism. In 2001 ministry of tourism had created the website name (www.mot.gov.kh) by ministry of tourism's official. After created this website the government seen it's not good enough to provide service quality for users, so the government decides to reform the website. The second, in 2004 ministry of tourism had developed the website again, but the mission has not successful because government had limited resources. The third, in 2007 ministry of tourism had collaboration with Smart Consultant Company to develop the website make it more attractive to serve tourist, but it still faced the problem because the Smart Consultant Company invested a lot of money to support the government website and they lost a lot of capital could not afford more in future. The fourth, in 2009 the Red Dot company created the new ministry of tourism's website it is became an official government name (www.tourismcambodia.org) focus on the promotion about destinations tourist in Cambodia. And the last, recently in 2015 ministry of tourism had development website again. The government has collaboration with Chine's company XIDIEN Science Technology help to develop the website and focus on the ministry of tourism actives, legal document, and other document that related with the tourism industry in Cambodia to provide all the kind of the business know about the industry government rule and who want to know about the government process.

Nowadays, ministry of tourism had collaboration with two companies which are Red Dot Company and Chine's company XIDIEN Science Technology. Anyway, Chine's company XIDIEN Science Technology focus on the contribution the documentary is under construction about 40% it will finish soon to serve.

The benefit of the website is promotion the tourist destinations, provide the real information to the tourists; contribute the documentary for general public, private sectors. Moreover, who do research about the tourism in Cambodia, and who had related with tourism industry can download more information form the Ministry of Tourism website for free.

II. The problem of the website

Ministry of Tourism Website has limited human resources with information technology and facility of the website, so the government had collaboration with the private company to develop the website. In this case the government provided the information about the tourisms site to the private company to development information for tourism site in Cambodia. Other problem the server is located in other country; during the server down we had to waiting for maintain restart it. Beside, some countries has block the government website can't login. Those are the barrier for the Ministry of Tourism Website to competitive in the information technology.

III. The criteria of website

Ministry of Tourism website mention about the website quality which refers to the quality of the picture, sound, information quality, security, data base,…etc. Further, the official website does not allow post comment on the web, but the website is linked with other social media (Facebook, Google Plus, Twister…) that provided convenience for tourists to post comment or suggestion. Moreover, the website specific on the quality of the information that tourists can trust, security and data base relate with the viewer loading speed for website. Besides, Ministry of Tourism has many structures there are different responsibilities such as: planning and development department, marketing and promotion department, industry of tourism department, etc.

APPENDIX D

SURVEY QUESTIONNAIRE

The Effect of Tourists' Perceptions toward Website Quality on Attitude and Intention to Use the Ministry of Tourism Website in Cambodia

Dear Sir/Madam,

I am a student pursuing a Master degree in Business Administration (MBA) specializing in Tourism Management in the school of Management, at Mae Fah Luang University of The Kingdom of Thailand.

Currently, I am conducting research on **The Effect of Tourists' Perceptions toward Website Quality on Attitude and Intention to Use the Ministry of Tourism Website in Cambodia** with a particular focus on the Ministry of Tourism's website (www.tourismcambodia.org) and would like to request your participation on a voluntary basis. Attached hereto is a questionnaire designed for the study which seeks your perception of whether you agree or disagree with the different statements. Your participation is highly valuable and will help gain a better understanding of tourists' perception of the government's website.

Please kindly answer each question to the best of your experience and ability. There are no right or wrong answers to the questions.

If you might wish to obtain more information about this survey, please feel free to contact the school of Management at Mae Fah Luang University, or contact **Dr. Jirapa Pradera Diez.**

Thank you for your participation and valuable assistance.

Yours sincerely,

Suy Sovatthara

Contact: Mr. Suy Sovatthara by email: sovatthara@gmail.com

Supervisor: **Dr.Jirapa Pradera Diez** at Mae FahLuang University
Email:pum_jirapa@hotmail.com

Part 1: General Information
Please mark '√' in the box that best describes you.

1. Have you ever used the Cambodia Ministry of Tourism website, www.tourismcambodia.org?

   1. Yes   2.No

2. Do you want to travel to a tourist destination in Cambodia? 1. Yes   2.No

3. The purpose of your visiting in Cambodia:

   1. Business   2.Leisure   3.Visit friends and relative   4. Other…….………

4. Gender: 1. Male   2. Female

5. Age (Years)   1. Less than 20   2. 21-30   3. 31-40   4. 41-50   5. 51-60
                6. Over 60

6. Education: 1. High school   2. Vocational College

                   3. Bachelor Degree   4. Master Degree

                   5. Other (please specify)…………………………..

7. Occupation: 1. Student   2. Salaried Employee

                3. Self-employed   4. Other (please specify)…………….

8. Nationality: 1. Cambodian   2. Other (please specify)…………….

9. Monthly Income: 1. Less than $200   2. $201-$400

                3. $401-$800   4. $801-$1,000   5. More than $1,000

10. How long do you search for online information in one day?

   1. Less than one hour a day   2. One hour a day   3.More than one hour a day

   4. Other (please specify)………………...

11. What device do you use to go online?

   1. Smart phone   2. Tablet   3. Computer desktop

   4. Computer laptop   5. Other (please specify)……………………….

Part2: Tourist perceived experience

This research is designed to study **The Effect of Tourists' Perceptions toward Website Quality on Attitude and Intention to Use the Ministry of Tourism Website in Cambodia** (www.tourismcambodia.org). You are requested to respond to every statement by ticking **(√)** the appropriate box that reflects the degree you agree or disagree with the statement: (1)=strongly disagree, (2)=disagree , (3)=neutral , (4)=agree , and (5)=strongly agree.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

	1-Website quality					
	1-1.Information quality	1	2	3	4	5
1	The tourism website is fun to read.					
2	The tourism website is full of information to read.					
3	The tourism website is not boring.					
4	The tourism website is pleasant to use.					
5	The information of the website met my requirement.					
6	Information of the website stimulates a user to travel to Cambodia.					
	1-2. Service quality	1	2	3	4	5
1	The appearance of the website is easy to understand.					
2	I can get promised service from the website.					
3	I can get answers to my question in a timely manner from the tourism website.					
4	I can find the latest information through the monthly tourism website.					
5	I can get answers by posting a question through the tourism website.					
	1-3. Design quality	1	2	3	4	5
1	The visual graphic on the tourism website is user-friendly.					
2	The display color on the tourism website is appropriate.					
3	The tourism website design is easy to understand.					
4	It is easy to search for information on the tourism website.					
	2-Website attitude					
	2-1-Enjoyment	1	2	3	4	5
1	Using this website is fun.					
2	I like using the website for planning my Cambodia trip					
3	I enjoy the information research time spent on this website.					
	2-2-Usefulness	1	2	3	4	5
1	I can find much useful information on the tourism website.					
2	The information provided by the tourism website is well balanced in terms of quality and quantity.					
3	The information provided by the tourism website is enriched with additional links to related sites.					
4	The website provided by the Tourism Cambodia is very useful to me.					
	2-3-Anxiety	1	2	3	4	5
1	Using the website frustrated me.					
2	I feel more nervous and anxious than usual when I am using this website.					
3	I trust all information provided in this website					
	2-4-Self-efficacy	1	2	3	4	5
1	I feel confident that I understand the information provided on the website					
2	I will feel confident to use this website when I plan my trip					
	3-Intention to use					
	3-1- Website involvement	1	2	3	4	5
1	I will continue to use the website to make decisions for trips to Cambodia.					

		1	2	3	4	5
2	I will continue to reuse this website to plan for my next trip.					
3	I will continue to revisit this website for searching destination information.					
4	I will spend more time to explore information on the website					
	3.2- Website usage intention	1	2	3	4	5
1	I will use the tourism website on a regular basis in the future.					
2	I will frequently use the tourism website in the future.					
3	I will continue to use the tourism website.					
4	I will strongly recommend others to use the tourism website.					

Part3: The Open-end question: Could you please provide recommendations on improving the Quality of Ministry of Tourism's Website:

1) …………………………………………………………………………………………
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2) …………………………………………………………………………………………
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3) …………………………………………………………………………………………
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CURRICULUM VITAE

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EDUCATIONAL BACKGROUND

2002-2006	Bachelor of Law
	Administration Public of Law
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WORK EXPERIENCE

2007-Present	Deputy Director of Inspection Department
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2006-2007	Court Clerk Assistance
	Municipal Court in Phnom Penh, Cambodia