

A STUDY OF THE RELATIONSHIP BETWEEN THE QUALITY SERVICES OF THE TRAVEL AGENCIES AND THE MIGRATION TO BUY THROUGH THE INTERNET

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This paper aimed to investigate the perceived quality of travel agencies that are located in the city of São Paulo, Brazil, and the willingness of their customers to migrate to the Internet in their behavior of requesting a tourist service. Based on the models SERVQUAL by Parasuraman et al. (1988), SERVPERF by Cronin & Taylor (1992; 1994), TAM2 by Venkatesh & Davis (2000) two types of researches were carried out, one of qualitative and the other of quantitative nature, along with tourist service users. The cluster analysis technique was used for the analysis of the results. Through it, some homogeneous groups of users were obtained regarding the levels of evaluation of quality attributes of tourism agencies and the variables of TAM2 model. The study revealed that there is not an direct inverse relation between the quality of services of tourism agencies (offline channel) and intention level of requesting tourism services through Internet (online channel). Thus, the tourism companies may consider the Internet as a partner in the process of conquest and retention of clients.

KEY WORDS: *services quality; Internet; tourism agencies.*