

WEBSITE QUALITY ACCORDING TO THE PERCEPTION OF USERS
The Case of Hotels in João Pessoa, Brazil

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This article estimates website quality in hotels located in the Easternmost city of the Americas, João Pessoa, Brazil, according to the perception of users and addressing WebQual's key constructs of ease of use, usability, interactivity, and complementary relationship. A survey was carried out with a sample of 377 guest and non-guest website users in order to identify the factors that make them visit a website recurrently. With the help of descriptive statistics, confirmatory factor analysis, structural equations modeling, multiple linear regression, and the analysis of reliability and convergent and discriminant validities, results showed that usefulness, online transactions and entertainment had a positive effect on one's intention to visit a hotel's website again. Findings thus led to adjustments in deploying WebQual in the context of hotels.

KEY WORDS: Website, WebQual, services quality, hotels.