

Perceived Advantage

- Convenience/Time-Saving
- Perceived Enjoyment
- Product Variety

Website Quality

- Information Quality
- Service Quality
- Design & Functionality
- Customer Reviews

Trust & Privacy

- Perceived Security
- Trustworthiness of Website

Payment Options & Price

- Payment Options
- Hotel Room Rate

Customer Relationship

- Previous Usage Experience
- Loyalty Program

Consumer Empowerment

- Level of Personalization on a Channel



**Consumers' Purchase
Intention on a Channel:**

**Booking.com
or
Direct Booking?**