

# **The Impact of e-Service Quality on e-WOM in the Hotel Industry: The Mediating Role of Guest Satisfaction**

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## **Abstract**

This study aimed towards knowing the impact of e-service quality dimensions (Security, Reliability, Assurance, Responsiveness and Website Design) on E-WOM: The Mediating Role of Guest Satisfaction in the hotel industry. The study adopted the descriptive-analytical method. The target population consisted of guests who frequently stay at five-star hotels in Amman. The study sample was chosen using the convenience sampling approach, as the questionnaire was given to a large number of guests who stays at five-star hotel in Amman using an electronic questionnaire created on the Google forms website. Following the data collection, the number of questionnaires recovered reached (384). After evaluating the questionnaires for validity, 31 were eliminated and (353) questionnaires were used for statistical analysis. The statistical package for the social sciences (SPSS) and Amos used to analyze the data.

The results of the study showed the existence of a statistically significant effect of e-service quality with its dimensions (Security, Reliability, Assurance, Responsiveness and Website Design) on guest's satisfaction.

The study indicated several recommendations such that the managers and officials in the hotels should focus on improving the level of e-service quality dimensions, especially website design and reliability. There is a need to define standards and indicators to quantify and assess guest satisfaction to improve e-service quality.

**Keywords:** E-Service Quality, Guests' Satisfaction, Electronic word of mouth (E-WOM).