

Impact of Affiliate Marketing on Customer Loyalty

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Abstract

Customer loyalty is a vital issue for the success and sustainability of tourism industry. In addition, the concept of affiliate marketing internet business has become notable among online customers in the past years. Nevertheless, there is a few research examining customer loyalty towards affiliate marketing websites. Therefore, this research investigates customer loyalty towards travel affiliate marketing websites (booking.com). Based on previous studies, this research applies six factors (affiliate website promotion, price comparison service, WOM in social media, quality web design, privacy, trust) as essence and supplementary services which impact customer perspective in loyalty. This research aims to find out which factors in travel affiliate websites can influence customer loyalty in the in tourism industry. In this research, questionnaires are sent travel affiliate website users (booking.com) to collect quantitative data. Statistical analysis is used to verify the seven hypotheses to analyze the collected data. The result points to six factors in both core and supplementary services that support customer perspective towards loyalty. After analyzing the results of the customers, those used booking.com, the research discover that customers who booking.com have stronger opinions on 'privacy and security' factor. Customer perceived value has significant positive relations to customer satisfaction that may influence customer loyalty.

Keywords: Affiliate marketing, Customer loyalty, Tourism industry.

1. Introduction

Internet marketing has gained significance with the high growth rate of online media penetration at global level because it offers richer possibilities to directly target global consumers and among the online available options. Affiliate marketing has grown as one of the choicest promotional tools for lead generation the digital promotion Affiliate programs was appeared in 1996 when Amazon start to pay websites for referring customers to join their site (Dabs &Manaktola, 2007). In the pre-world wide web, the concept of affiliate marketing was improved by aircrafts, and then hotels and other travel agencies, through global distribution systems (GDS) to obtain wider reach to their target audiences (Dale, 2003). The tourism sector was one of the beginning industries to realize that progresses in information technology allowed companies to increase awareness, grow market share via 24 hours online access to existing and potential tourists, and to offer solution to the traditional industry problems and seasonality (Inkpen, 1998; Werthner& Klein, 1999; Barnett &Stading, 2001; Law, Leung, & Wong, 2004). Affiliate marketing is a kind of internet marketing, whereby an organization (an advertiser or merchant) signs an agreement with another corporation (a publisher or affiliate) to display a link for its website an affiliated sites (Goff, 2006).

The major objectives of affiliate marketing are to promote and sell products or services through additional distribution access, driver web traffic to advertisers and generate transaction from online users in return for a commission (Tweney, 1999; Del Franco & Miller, 2003; Goldschmidt, Junghagen, & Harris, 2003). Recent research (Daniele et al. 2009; Mariussen & Bowie 2010), indicated an increased relation of affiliate market (AM) for the travel and tourism industry, and demonstrated its major strategic importance for customer gaining and revenue generation. Affiliate marketing programs or websites are based on performances of promotion where the promotion is paid for only after a specific number of sales, visits or subscription has been reaches. Therefore factors according to which the basic payment models are determined are: Pay Per Sale, Pay Per Click, Pay Per Lead (Duffy, 2005). Affiliate marketing based offline has been in use much longer. An example from tourism: a receptionist recommends a restaurant to the customer .The receptionist then receives a commission from the owner of the restaurant as he has brought him a new customer. The affiliate partner puts merchants' links on his web page and for each visitor who buys something off these links online; the affiliate receives a commission from the merchant.

Affiliate programs offers may benefits for merchants, such as:

- Promotion.
- Choice, possibility of performance based payment.
- Sale or some other transaction.
- Linking and increasing number of customers via (SEO).

Although, there are many of travel affiliate websites some users don't use them again or repurchasing while other are more loyal to them. In getting the reason beyond losing customer's loyalty, we require to define the factors that can effect on repurchasing and the customer's loyalty. In order to guide this study, the main research question is formulated as:

What are the customer point of view in purchasing products from affiliate marketing websites which lead to loyalty? To visibly understand the major research question, the next sub questions are addressed:

1. What are the ways that can enhance online customer's satisfaction and loyalty for travel affiliate websites?
2. What are the factors that affecting customer loyalty toward purchasing products and services form travel affiliate websites?

1. Literature Review

Defining Affiliate Marketing

As per Gallagher et al. (2001), affiliate marketing is a type of online advertising in which merchants share a proportion of sales income generated by each customer who reached at the company's website via a content provider. Content provider is an affiliate who usually places online advertising such as banner or text link on its website. Affiliate marketing is a kind of online marketing, whereby a company (an advertiser or merchant) marks an agreement with another firm (a publisher or affiliate) to feature a link for its website an affiliated sites.

The primary objectives of affiliate marketing are to promote and sell products or services through additional distribution outlets, driver web traffic to advertisers and generate transaction from online users in return for a commission (Tweney, 1999; Del Franco & Miller, 2003; Goldschmidt, Junghagen& Harris, 2003; Goff, 2006).Sarkar et al., (1995), indicated that affiliate websites offer the following services to customers:

- Search and evaluation – simplifying choice of retailer, product or service.
- Needs assessment and product matching – specifying customers’ needs and selecting the right product or service for them.
- Customer risk management – decreasing the level of perceived risk by reducing customers’ risk to connect with unreliable sellers.
- Product distribution – physical distribution of the products or services.

Affiliate Marketing Commission Methods

Affiliate marketing is a performance based channel meaning that the publisher is paid a reward in a form of commission only for a realized sale or any other desired action (Omnipartners, 2015). There are several models on which the commission payment can be based. Most common model is Cost per action model (CPA) where the commission is paid only for sales generated via publisher’s website. This payment model is efficient and offers profitable results for marketing investments as the publishers are only being paid for actual sales (Tradedoubler, 2013). In (CPA) model publisher can be paid either a certain percentage of the completed sale or a fixed amount per conversion. Some websites might use an integration of both in their commission model. Publishers can also be paid fixed amount of commission which depends on the overall sales they have generated per month. Commission percentages paid for a completed sale vary from 5 to 20 percent of the overall sale amount (Schneider, 2011). Advertiser can define fixed commission rates depending on the product type and the advertiser’s profit margin. This kind of commission payment needs more work and technical execution but for an online store with different product categories it is reasonable to execute (Omnipartners, 2015). In addition to product type the commission percentage can also depends on that factors as product’s brand, size of an average 30 order and whether the purchasing customer is a new or an old one (Schneider, 2011).

Cost per lead model generates commission when the site visitor’s click converts to an action such as subscription for an e-mail advertising, taking part in a competition, registering for a web service or a contact request (Omnipartners, 2015). This model applies well for launching new products or leading consumers towards more valuable products (Tradedoubler, 2013). Cost per click model, on the other aspect, generates commission every time affiliate site visitor clicks a link leading to the advertiser's page (Schneider, 2011). (CPC) model can be considered used in campaigns which refer to create and measure visibility and interest. (CPM) model represents for cost per mile and it is a model where commissions are generated for thousands views. Small and midsized publishers gain the most advantage from this payment model. This model enables increase in visibility but this model is however very rarely used in affiliate marketing (Tradedoubler, 2013).

Duffy (2005), indicated that there are four main revenue models which are traditionally linked with affiliate marketing: Cost Per Action or Acquisition (CPA): whereby a commission (or more infrequently a flat fee) is paid for each sale generated by a visitor from the affiliated website; Cost Per Lead (CPL): whereby the affiliate is paid after a website visitor carries out a specified action (e.g. subscribing to a newsletter, filling in a questionnaire); Cost Per Click (CPC): whereby affiliate websites receive a commission (or flat fee) for every click at the link to the advertiser's website; Cost Per Mile (CPM): whereby affiliate websites receive payment based on advertisement impressions served on their site.

Defining customer loyalty

Customer loyalty plays substantial role in an organization's success and customer loyalty becomes more important especially when customer acquisition alone doesn't equate to long term success (Heidt, Der, & Ponirin, 2010). Customer loyalty is the major objective for strategic marketing planning since it brings about many suitable outcomes to companies. First, it is much less expensive to retain current customer than it is to seek new ones (Flint, Blocker, & Boutin, 2011). Further, customers loyalty are more likely to discuss past service experiences positively than non-loyal customers, creating a potential for word-of-mouth advertising at no extra cost to the service provider (Shoemaker & Lewis, 1999). Second, it secures the relationship between customer and service provider. Finally, customer's loyalty are more easily accessible than first-timers since organizations usually retain records, making targeted indirect marketing more feasible. This knowledge permits suppliers to precisely target the repeat segment and excite direct responses to promotions (Reid and Reid, 1993).

Dimensions of Customer Loyalty

Customer loyalty including three dimensions:

Behavioral, attitudinal, and composite. Behavioral loyalty considers measure of consistent, repetition purchase behavior as an index of loyalty. In particular it explains a form of customer behavior directed to a special brand over time (Bowen & Shoemaker, 1998). According to (Ehrenberg, Goodhardt, and Barwise, 1990; Krishnamuthi and Raj, 1991) measured customer loyalty especially behavioral dimensions. The problem with this type of measurement, as Dick and Basu (1994) indicated, is that it provides limited understanding of the factors implicit repeat purchase. Another issue with the behavioral way is that reiterate purchases are not always the result of a commitment to the brand (TePeci, 1999).

The attitudinal measure are interested with the sense of loyalty, engagement, and allegiance. There are precedent when a client holds a favorable attitude towards a hotel, but he/she does not stay at the hotel (Toh et al., 1993). Attitudinal dimensions point to a customer's expectation to purchase and recommend, which are good indicators of a loyal customer (Getty and Thompson, 1994). A client could hold a hotel in high regard, recommend the hotel to others, but feel the hotel was costly for him/her to use on regular basis.

The third approach, composite measurement of loyalty, combines the first two dimensions (behavioral and attitudinal) and measures loyalty by customers' products preferences, propensity of brand-switching, frequency of purchase, and total amount of purchase (Pritchard and Howard, 1997; Hunter, 1998; Wong et al., 1999). The utilization of both attitude and behavior in loyalty definition substantially increases the predictive power of loyalty hence, composite measurement has been commonly recognized as a two-dimensional construct that enables researchers to understand customer loyalty in several fields, for example, retailing, recreation, upscale hotels, and airlines (Pritchard and Howard, 1997).

Based on customer loyalty concepts, composite approach to customer loyalty. Customer loyalty consists of both an attitudinal commitment to the relationship (such as price insensitivity), as well as other, more public loyalty behavior (such as positive word of mouth and repeat patronage) (Oliver, 1999). Therefore, loyal customers are clients who hold suitable, attitudes towards the hotel, commit to repurchase the product/service, and recommend the hotel to others. This definition of customer loyalty suggests that the customer loyalty is a matter of degree, ranging from the completely loyal to one who never considers using the same service in the future. According to this definition, an extremely customer loyalty would be described as one who:

1. Regularly uses a service, 2. Really likes the service and thinks very highly of it, and 3. Does not ever consider using another service in this region. Conversely, at the other end of the continuum, an extremely "non-loyal" customer: 1. Does not use the service again, 2. Has negative feelings towards the service, and 3. Welcomes suggestions about other Competitors and is willing to try any other providing services.

This three-dimensional definition is consistent with Zeithaml, Berry, and Parasuraman's (1996) loyalty to company factors in their behavioral-intentions battery. In their study, the five factors measuring the customer loyalty as the follows: 1. Saying positive things about the company; 2. Encouraging the company to someone who seeks information; 3. Urging friends and relatives to do business with the company; 4. Considering the company the first choice to get service; and 5. Doing more business with the company in the future. Thus, in effect, their measure includes items from all three dimensions of the customer loyalty. Dick and Basu (1994) brought out the idea of relative attitudes while defining various forms of loyalty described below. They described loyalty as the strength of the relationship between a customer's relative attitude and repeat patronage and four dimensions had been identified: true loyalty, latent loyalty, spurious loyalty and no loyalty. In this research, six factors are tested as being the key Factors affecting on customer loyalty in travel affiliate websites. Which are related to consumer loyalty, such as; affiliate website promotion, price comparison service, WOM in social media, quality web design, privacy and security, trust. As shown in figure (1) a comprehensive framework is proposed to explore the key Factors affecting on customer loyalty in travel affiliate websites.

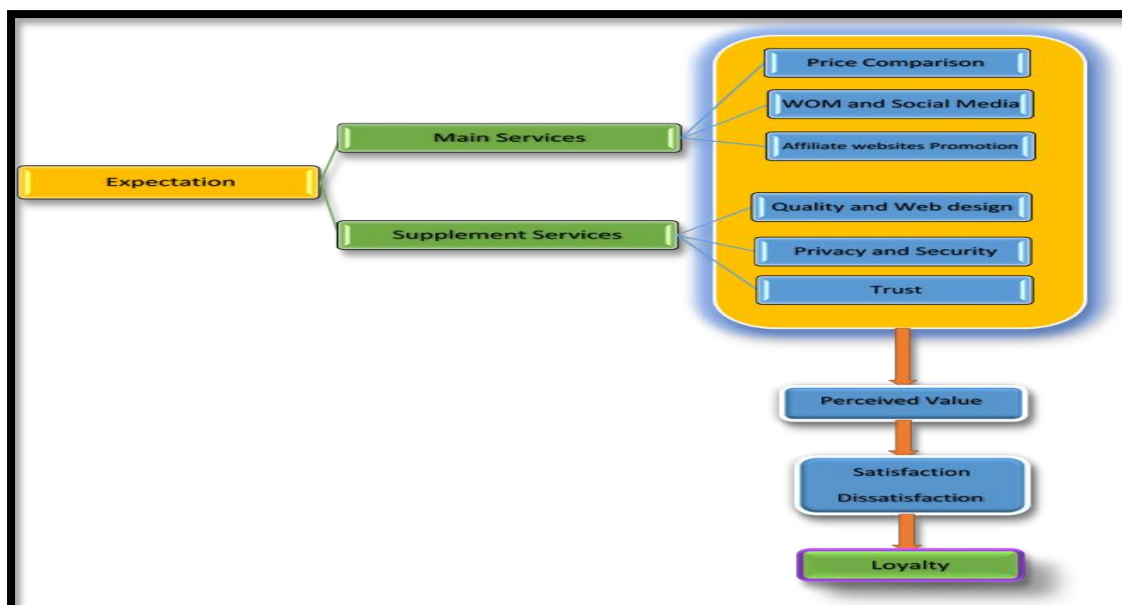


Figure 1: Conceptual framework of the research hypotheses

Factors Influencing Customer Loyalty

Expectation of Core Services towards Perceived Value: Customer expectations are a part of their beliefs about a product or service that provided to meet the standards or reference points (Olson and Dover, 1979). Customers' service expectation can be classified from five dimensions: reliability, tangibles, responsiveness, assurance, and empathy. Reliability is the more important in service outcome, whereas, tangibles, responsiveness, assurance and empathy are more related to the service process. Reliability is classified as the most important dimension in meeting customers' expectations, the factors influencing process dimensions (especially assurance, responsive and empathy) are most important in exceeding customer expectations (Zeithaml et al., 1991).

Price comparison: Reibstein (2002) indicated that online consumers generally look for price information from different retailers for the same product in order to make the most favorable economic decision. Price is one of the most essential factors used in the consumers' decision-making process in online and traditional markets (Chiang and Dholakia, 2003). Price-comparison engines allow customers to compare services and products offerings of online sellers and detect almost entire information on the alternatives. So, the competitive dynamics of online sales are influenced in markets where price comparison marketing is diffusing rapidly (Kocas, 2003). Ulaga and Chacour (2001) stated that the customer's perceived value is a result of one or more comparison standards, such as expectations and price etc. This lead to the following hypothesis:

H1: There is a significant relationship between price comparing services on perceived value in the travel affiliate websites.

Word-of-Mouth: From the beginning of human society, Word-of-mouth (WOM) through the social community has been respected as one of the most influential technique for information transmission (Godes and Mayzlin, 2004; Maxham III and Netemeyer, 2002; Reynolds and Beatty, 1999).

Though, word of mouth can work effectively during the limited of social contact outlines and the rapidly reduces speed in expanding information have been counted as word of mouth restriction (Bhatnagar and Ghose, 2004). However, the advance of technology and the increasing publicity of online social network websites changed the information transition process and removed the limitations of traditional word of mouth (Laroche et al., 2005). Virtual communities that focus on sharing different deal information of consumer products and services leads to a lower purchasing price (Gopal et al., 2006). Online recommendation systems benefit customers in terms of reduced marketing efforts and some consumers benefit from using these decision aids (Ong, 2011). Thus, online WOM has increased as a significant role in customers' perception and consumer purchase decisions (Duan et al., 2008). Based on the forgoing views, it is hypothesized that:

H2: There is a significant relationship between word of mouth through online social community on perceived value in the travel affiliate websites.

Affiliate website promotion: According to Luk and Yip (2008) monetary promotions are incentive-based and transactional in nature and provide immediate rewards and utilitarian benefits to the customers. However, non-financial promotions provide benefits but low utilitarian benefits (Kwok and Uncles, 2005). Financial promotion have been reported to be preferred over non-financial promotion across all customer services in terms of their ability to elicit purchase intentions (Luk and Yip, 2008; Kwok and Uncles, 2005). Therefore, it is hypothesized that:

H3: There is a significant relationship between travel affiliate websites promotion and perceived value.

Expectation of Supplementary Services towards Perceived Value: The quality of web design Academic research has demonstrated several factors that customers apply in evaluating of websites in terms of in general their service quality. These include content, graphic design, privacy and security, and trust. It is important to note that when customers visit online website, they have two main criteria which affect satisfaction, which are goal oriented and entertainment related factors (Zeithaml et al., 2002). One Research indicated that quality website content, the design that facilitates revisit and repurchase, is one of the vital factors in contributing to repeat visits (Rosen and Purinton, 2004).

However converting website surfers to repeat visitors through effective website design is a less well-understood phenomenon. Practitioners' advice on website design and content are abound and is often conflicting. This research presented that one way to help in the development of effective website designs is to examine the website from the perspective of cognitive psychology. In many ways, designing effective website content is very similar to designing a physical landscape. Computer interaction is cognitive involving perceptions and preferences. Interactivity means not only perceiving the web landscape, but also entering into it and "experiencing" the space (Rosen and Purinton, 2004). Online consumers' attitudes toward comparison shopping websites impact perceived credibility and usefulness (Ong, 2011).

This lead to the following hypothesis:

H4: There is a significant relationship between the quality of web design and customer perceived value in the travel affiliate websites.

Privacy and security: Privacy and security are key criteria in evaluating online service. However, these two related factors have been distinct from each other. Privacy includes the security of personal information by not sharing personal data collected from customers with other websites (as in selling list), protecting anonymity and providing informed consent (Friedman et al., 2000) While, security refers to protect the user from the risk of fraud and financial loss from the use of credit card or other financial information. Most online consumers are concerned about perceived lack of security from those websites which do not provide clear and prominent statements about privacy and security matters (Yang et al., 2004). Therefore, the following hypothesis is advanced:

H5: There is a significant relationship between the privacy and security on perceived value in the travel affiliate websites.

Trust: Among different fields containing sociology, social psychology and organization behavior, trust has different meanings and it is a complicated and abstract concept (Kim et al., 2009). From the e-commerce perspective, (Gefen, 2000) defined Trust as "a general belief in an online seller that results in behavioral intention." Beliefs regarding trust mean that customers would like to follow the advice of the vendor, to share their own information with the vendor, and to buy goods from this vendor (McKnight et al., 2002; Shiau and Luo, 2012). Moliner et al. (2007) agreed that the customer's trust and commitment to merchants are the key variables underlying perceived value. Thus, it is proposed that:

H6: There is a significant relationship between trust on perceived value in the travel affiliate websites.

Customers' perceived value and Customer Satisfaction: Customers' perceived is frequently referred to the customer's assessment of the value that has been created by a supplier given the trade-offs between all relevant benefits and sacrifices in a specific-use situation of perceived benefits relative to perceived cost (Liljander et al., 1992; Mazumdar and Monroe, 1990). However, customers are not similar as different customer segments perceive different values within the same service (Ulaga and Chacour, 2001). Perceptions of value however are not limited to the functional aspects but may include social, and emotional value components (Sheth et al., 1991). It is a significant to understand how value reacts with other key constructs in a macro sense. Academics and managers are also vitally interested in the relative impact of individual performance attributes (benefits) on consumers' value perceptions (Patterson and Spreng, 1997). Companies tend to approach satisfaction as the only applicable strategy in the long run (Selnes, 1993). Customer satisfaction is often considered as a post consuming experience, which compares perceived quality with expected quality (Gounaris et al., 2010).

In fact, according to Richins and Dawson (1990), a consumer has the willingness to make a cognitive appraisal of previous shopping experience, which leads to an affective reaction reflected by satisfaction.

By the nature of satisfaction reflecting the effect of discrete experiences with the provider over a period of time and measure the degree to which overall a customer is both satisfied/dissatisfied and pleased/displeased with online marketing (Szymanski and Hise, 2000). In the online marketing environment, service encounters is considered as the interaction experience with the site navigation, information availability and content, graphics (Harris and Goode, 2004). Liang and Lai (2002) argued that online stores must provide adequate post-sales services to support the customers' needs in the entire buying process. Therefore, the following hypothesis is introduced:

H7: There is a significant relationship between Customer Satisfaction on Customer loyalty in the travel affiliate websites.

2. Methodology

An empirical study was designed to test the research framework and the abovementioned hypotheses. The target respondents of the study include all consumers who use booking.com as a travel affiliate website. The questionnaire was designed to measure the factors including Expected Value which maintains the six indicators of services, price comparison, affiliate website promotion, WOM through social media, quality web design, privacy and security, trust towards Customer Loyalty in booking.com as a travel affiliate website. We hereby used an online survey service provider and the most popular social network websites "facebook and twitter" to send and share our questionnaire.

The sample was distributed via social media tools to obtain more responses. A total 301 forms were received representing a response rate of 93.78 % from the total of 338 of the study sample the recovery rate of which is 94.9%. 16 questionnaires are invalid because of following existing problems: We set our second question as "Have you ever use Booking.com as one of your purchasing channels?" some of the answers were 'No'. It meant that these respondents have no idea about this kind of websites and their surveys are up to end automatically. 301 were deemed useable.

Measures

Selected measurement items must represent the concept about which generalization are to be ensure the content validity of the measurement (Ong et al., 2004). We used a 5-point Likert-scale measurement, which means that there are 5 points in which ranging from 1=strongly disagree to 5=strongly agree. The survey items were modified to fit the context of booking.com websites. Based on the theoretical framework of our study, measurements are proposed for each factor. Swan and Trawick (1980) defined 'desired expectation' as the level at which customers want the product or service.

Zeithaml and Berry (1993) described the 'desired standard' closer to the ideal standard expectation. Then, our paper find out customer's expected values on services is measured based on six services, which classify into two types: core services (affiliate website promotion, price comparison, WOM through social media) and supplementary services (quality web design, privacy and security and trust). Core services include booking.com promotion, four measurement items are raised adapted from previous study of Lichtenstein et al. (1990) from respect of affiliate websites promotion' can fulfill customers' perception. Second, 'price comparison' engine was measured base on four questions from Srinivasan et al. (2002) studying buyer's habit on shopping and website function that match their behavior. Next, 'WOM through Social media', as the one way to influence customers in decision making, (Srinivasan et al. 2002) research questions were adapted to measure customer preference in using this task not only in sharing comments or their feeling perceived this task is useful for them. Supplementary services related to three majors are 'web of design in service quality' following Srinivasan et al.'s (2002) concept and came up with ten questions to identify the attractive and comfortably to access and follow the website instruction in obtain the goal. Then, 'Security and Privacy' by Yang et al. (2004) is represented the reliable of website in keep customers' privacy and the accuracy of the system that lead to customers' feel free to use this website. Third, 'Trust' by Harris and Goode (2004), is adapted to indicate reliability of overall services are provided by this cash-back website.

Perceived customer value has been defined as the degree of appropriateness of a relationship to fulfill the needs of customer associated with the expected. Our study adapted measurement from two studies (Anderson and Srinivasan, 2003; Luarn and Lin, 2003), with selected 4 questions to ascertain the customers' attitude toward the overall services and those services can fulfill their requirement.

Satisfaction defined as the summary psychological state resulting of comparison between a consumer's prior feeling or expectation and consumer experience or perception. Then, satisfaction can be measured by the contentment of customer with respect to his or her prior purchasing experience with a given electronic commerce firm (Oliver, 1997). Customer Satisfaction in study is accommodated from several studies (Anderson and Srinivasan, 2003; Yang et al., 2006). The last factor that indicate loyalty is satisfaction (Jones et al., 2000; Burnham et al., 2003).

Customer Loyalty can be expressed as a favorable attitude toward one specific brand or store and consistent purchase of the brand or store over time (Keller, 1993). Jacoby (1971) described the view that loyalty is a biased behavioral purchase process which result from a psychological process. Therefore, customer loyalty toward online business can measure from customer's favorable attitude toward an online business websites that results in repurchasing behavior, willing to share their experience and revising website (Chang et al., 2009). Our research measuring customer loyalty is based on 5 questions have been developed from several researchers (Srinivasan et al., 2002; Yang et al., 2006; Gupta and Kabadayi, 2010).

Data Analysis

Reliability analysis was performed to ensure internal validity and consistency of the items used for each variable. As shown in table (1), Cronbach's Alpha reliability values were all above (0.8-0.9). Accordingly, the questionnaire is a reliable measurement instrument.

Table (1) Reliability of survey factors

Statement	Cronbach's Alpha
Price Comparison	0.905
WOM Social Media	0.918
Affiliate website promotion	0.892
Quality Web Design	0.967
Privacy and Security	0.945
Trust	0.918
Satisfaction	0.957
Perceived value	0.937
Customer loyalty	0.944

Table (2) presents the demographic characteristics of respondents. The sample included (48.6%) female and (51.4%) male respondents. The respondents' age ranged from 20 to 30 years old (37.9%), from 31 to 40 years old (32.5%) and the respondents' age more than 30 years old (29.6%). In terms of education, the majority of respondents have a College School (42.0%) and Bachelor's degree (41.0%) and most of them were have occupation as a free work (38.5%) and Normal staff of corporation (24.9%). The respondents of people who their income is Less than 3000 USD is (32.8%), while the percentage of people who their income is (34.1%) from 3000 to 5000 USD.

Table (2) Demographic Characteristics

Number	Demographic Characteristics	Frequency	% (n=317)	
1	Gender	Male	163	51.4
		Female	154	48.6
2	Age	20-30 years	120	37.9
		31-40 years	103	32.5
		more than 40 years	94	29.6
3	Educational level	Senior High school	6	1.9
		College School	133	42.0
		Bachelor's degree	130	41.0
		Master's degree and beyond	48	15.1
4	Occupation	Government Dept.	25	7.9
		Manager of corporation	58	18.3
		Normal staff of corporation	79	24.9
		Owner	27	8.5
		Free work	122	38.5
		Student	6	1.9
5	Income (per month)	Less than 3000 USD	104	32.8
		3000-5000 USD	108	34.1
		5001-8000 USD	104	32.8
		8001-10000 USD	1	0.3

Table (3) demonstrates the descriptive statistics for the study variables through mean and standard deviation. As shown in table (3), intentions to purchase was the highest mean (4.35) with a standard deviation of (1.037), and the lowest mean was for perceived privacy protection (3.37) with a standard deviation of (.961).

Table (3) Descriptive statistics of the study variables

Variables	Adopted from	Mean	Std.
Price Comparison Statement		3.77	.506
Price comparison through Booking.com is objective.	Srinivasan et al. (2002).	3.75	.674
I think Booking.com provided me to comparing what I pay to what I might get from other competitive website.		3.77	.697
Price comparison through Booking.com cover the whole market.		3.73	.756
I always check prices at Booking.com to be sure I get the best price.		3.82	.723
Pricing Comparison through Booking.com is intuitive.		3.76	.665
WOM and Social Media		3.83	.618
I would recommended Booking.com to others.	Srinivasan et al.'s (2002).	3.87	.690
I think the social media community sponsored by Booking.com is useful for gathering product and services information.		3.83	.652
I would encourage friends and relatives to use Booking.com.		3.83	.663
I prefer to share experiences about Booking.com product/services online with other customers of the website.		3.77	.738
Affiliate website promotion		3.72	.626
Booking.com promotion have caused me to buy products and services I normally would not buy.	Lichtenstein et al. (1990).	3.74	.717
When I get promotion on booking.com, I feel that am I getting a good deal.		3.69	.697
Promotion on Booking.com makes me feel good.		3.72	.727
Promotion on Booking.com is very important for me.		3.72	.723
Quality Web Design		3.84	.607
It is easy to get access to Booking.com.	Srinivasan et al.'s (2002).	3.87	.685
It is easy to find your needs on Booking.com.		3.88	.668
The information on Booking.com is attractively displayed.		3.83	.639
The site layout and colors are appealing.		3.84	.687
I am satisfied with the Booking.com design.		3.84	.676
The information on Booking.com well organized.		3.84	.687
The information on Booking.com is easy to understand and follow.		3.82	.717
Booking.com design is simple, reasonable and attractive.		3.83	.687
I can navigate on Booking.com easily and find the products and services I am		3.82	.705
Feel very confident about my ability to see the difference between Booking.com and others websites.		3.77	.715

Privacy and Security		3.83	.644
I feel secure about the electronic payment system of Booking.com.	Yang et al. (2004).	3.84	.681
I find the online system secure when conducting the online transaction.		3.82	.695
I feel secure when provides private information to Booking.com.		3.83	.700
Booking.com websites are trustworthy.		3.82	.685
Trust		3.81	.613
I am prepared to give private information to Booking.com.	Harris and Goode (2004).	3.79	.674
I am willing to give my credit number to Booking.com.		3.78	.683
I trust what Booking.com say about its products and services.		3.82	.662
Based on my experience with Booking.com, I know it is predictable, honest, and it cares about customers.		3.83	.676
Perceived value		3.80	.611
In spite of consideration about pay and rewards, I still think purchasing experience on Booking.com website is very valuable.	(Anderson and Srinivasan, 2003; Luarn and Lin, 2003).	3.80	.680
Booking.com is reasonable about price		3.81	.657
Compared to alternative affiliate websites, Booking.com offers attractive product/service costs.		3.78	.681
Compared to alternative affiliate websites, Booking.com charges me fairly for similar products/services.		3.80	.685
Comparing what I pay to what I might get from other competitive websites, I think Booking.com provided me with good value.		3.82	.664
Satisfaction		3.81	.618
I feel contented with the shopping experience on Booking.com.	(Anderson and Srinivasan, 2003; Yang et al., 2006).	3.81	.693
I am satisfied with the services I purchased from Booking.com.		3.84	.679
My online transactions are always accurate.		3.81	.659
The products or services I ordered were delivered to me within the time promised.		3.77	.710
All my purchasing needs are included in Booking.com options		3.80	.678
I feel the risk associated with online transactions is low		3.79	.696
Booking.com will not misuse my personal information		3.81	.667
Customer loyalty		3.85	.619
I will recommend Booking.com to other people	(Jones et al., 2000; Burnham et al., 2003).	3.84	.689
I would encourage friends and relatives to purchase services with Booking.com		3.86	.674
I would say positive things about Booking.com to other people		3.84	.698
I prefer Booking.com above others websites.		3.87	.676
When I need to make a purchase, Booking.com is my first choose.		3.85	.656

Results and Discussion

Pearson correlations are calculated in Table (4) to examine the relationship among the study variables. The results indicated that these variables are related and supported for further analysis. The Pearson Correlation Number of Perceived value towards Satisfaction is 0.894 which means significant at the 0.01 level. Furthermore, Satisfaction and Perceived Value also have high significance value larger than 0.892 towards Customer Loyalty.

Table (4) Correlation of the study variables

Number	Variables	Pearson Correlation
1	price comparison	0.851**
2	WOM in social media	0.897**
3	Affiliate website promotion	0.869**
4	Quality web design	0.878**
5	Privacy and security	0.926**
6	Trust	0.895**
7	Perceived value	0.894**
8	Satisfaction	0.892**
9	loyalty	0.903**

** Correlation is significant at the 0.01 level (2-tailed).

Table (5) Regression results of study Hypotheses (H1 – H7)

Hypotheses	Model	Un-standardized Coefficients		Standardized Coefficients	t	Sig.	Adjusted R ²	supported vs. rejected
		B	Std. Error	Beta				
H1	Price comparison	.711	.039	.832	25.966	.000	.692	Supported P< 0. 01
H2	WOM in social media	.819	.031	.833	26.065	.000	.693	Supported P< 0. 01
H3	Affiliate website promotion	.782	.033	.809	23.795	.000	.653	Supported P< 0. 01
H4	Quality web Design	.848	.031	.849	27.735	.000	.719	Supported P< 0. 01
H5	Privacy and security	.783	.031	.826	25.387	.000	.682	Supported P< 0. 01
H6	Trust	.890	.027	.887	33.188	.000	.786	Supported P< 0. 01
H7	Satisfaction	.916	.024	.913	38.728	.000	.833	Supported P< 0. 01

From the previous table we can conclude that; the effect of “price comparison” on “perceived value” is significant because sig = 0.000 is lower than $\alpha=0.05$ we will accept the first hypothesis “There is a significant effect for price comparing services on perceived value in the travel affiliate websites. The effect of WOM social media " on “perceived value” is significant because sig = 0.000 is lower than $\alpha=0.05$ We will accept the second hypothesis there is a significant effect for word of mouth through online social community on perceived value in the travel affiliate websites.

The effect of affiliate website promotion " on "perceived value" is significant because sig = 0.000 is lower than $\alpha=0.05$. We will accept the third hypothesis there is a significant effect for travel affiliate websites promotion and perceived value. The effect of "quality web design" on "perceived value" is significant because sig = 0.000 is lower than $\alpha=0.05$ we will accept the fourth hypothesis There is a significant effect for the quality of web design and customer perceived value in the travel affiliate websites. The effect of "privacy security" on "perceived value" is significant because sig = 0.000 is lower than $\alpha=0.05$ we will accept the fifth hypothesis there is a significant effect for the privacy and security on perceived value in the travel affiliate websites. The effect of "trust "on "perceived value" is significant because sig = 0.000 is lower than $\alpha=0.05$. We will accept the sixth hypothesis there is a significant effect for trust on perceived value in the travel affiliate websites. The effect of "satisfaction "on "loyalty" is significant because sig = 0.000 is lower than $\alpha=0.05$. We will accept the seventh there is a significant effect for Customer Satisfaction on Customer loyalty in the travel affiliate websites.

Conclusion and Recommendations

Research results confirm that customer loyalty is directly affected by satisfaction and trust in a travel affiliate web sites. These results have several implications for those organizations which want to increase customer loyalty. The quality of contents and web design has a direct and an indirect impact on both satisfaction and trust. Through empirical study, this study has tested and verified the impacts of perceived value on customer satisfaction and satisfaction on customer loyalty when people buy services on travel affiliate websites. According to, the correlation of these two dependent variables are 0.788 and 0.787 respectively, which has also reached significant level. The above result means that customer satisfaction and customer perceived value both have a positive impact on customers' loyalty, which is consistent with previous research results (Yang et al., 2006; Anderson and Srinivasan, 2003).

The relationship between customer satisfaction and customer loyalty as well as customer perceived value and customer loyalty is relative, which means that both customer satisfaction and customer perceived value have a similar high impact on loyalty. Previous research have a positive affirmation or remain unconvinced on the relationship between customer satisfaction and customer loyalty. Some scholars think that the relationship between customer satisfaction and customer loyalty is not so obvious, only when customer satisfaction gets to certain degree can it lead to customer loyalty (Yang and Peterson, 2004). But the majority of research show that customer loyalty is built on the basis of customer satisfaction and perceived value (Srinivassan, 2002; Yang et al., 2006; Gupta and Kabadayi, 2010). Six indicators in Expected Value towards Perceived Value. The standardized regression coefficients of the six sub factors of expected value to online customer perceived value are passed by test of significance. In addition, all of these six sub-factors have positive impacts on customer perceived value.

According to the previous statistical analysis, factors in supplementary service have more impact on online customer perception, which surpass the core service factors; it indicates that customers have high expectations of the extra services that the travel affiliate websites. Consumers also attach more importance to various services the travel affiliate websites provided, which have become an important factor in determining whether online consumers continued using them.

Affiliate marketing is a very attractive method of increasing website visibility, brand awareness. Web design was supported to have influence on customer loyalty in this study. However, previous research has shown that Web design influence e-trust (Kim et al., 2009). In addition, Constantinides (2004) stated that Website design can increase the credibility of the Website for the users. Additionally, he means that a Website's usability (or ease of use) is associated with a Website's success or failure. Constantinides (2004) further revealed that Web design is a way to capture customer attention and interest in the first place and the design is also crucial for customer Web experience. The customer's perceived value is a result of one or more comparison standards, such as expectations and price. The comparison results of privacy and security, has played an important role in customers' perceived value, also provide they lead to concern to protect customers' privacy.

Based on the findings of this research, a number of recommendations can be formulated as follows: For an effective travel affiliate websites; Tourism sectors will need an Internet marketing staff, possibly a webmaster, is needed to keep website current, updated and appealing, Add an e-commerce manager to manage daily organic and paid search campaigns as well as interacting with the Webmaster and directing email promotions and broadcasts, Should analyze the Internet data to determine and define the changes and updates that are required, so senior management can make an informed decision social media which can attract more people to website, increase customers for business and enhance branding of company and products, Another aspect that should be carefully monitored is that information displayed about the promotions and happenings of the destination should be consistently updated as users are very regular on travel affiliate websites. Therefore if the information is not continuously updated, the functional needs of clients will not be satisfied.

The travel affiliate website need to developing a relationship with a firm that provides security services can be a lifesaver when it comes to protecting your website. While the small business can be taken care of on your own, there are many security measurement that should be handled by an expert. Companies providing security services can regularly scan your website for vulnerabilities, perform full website security audits, monitor for malicious activity, and be on hand whenever repair is needed, Providing travel affiliate websites by links enables connection between travel affiliate websites and between electronic gadgets such as illustrations of geographical maps, e- catalogs, e- brochures, e, which enables tourists to get detailed information and documented for services or areas looking for.

Providing travel affiliate websites with pictures and videos of specialized and publish on all pages even owned to individuals and private companies, to be equipped with scientific and technical material by professionals in tourism and technology. Include social share and follow buttons in travel affiliate website design. Optimize the mobile travel website where most Internet users visit it via mobile.

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تأثير التسويق التابع على ولاء العميل

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الملخص العربي

يعتبر ولاء العميل قضية حيوية لنجاح واستدامة العمل في قطاع السياحة، حيث أصبح مفهوم التسويق التابع عبر الإنترنت ملحوظًا بين مستخدمي الإنترنت في السنوات الماضية. لذلك فإن هذا البحث يشير إلى ولاء العميل نحو مواقع التسويق السياحي التابع (booking.com). استنادًا إلى دراسات سابقة، يطبق هذا البحث ستة عوامل (مقارنة الأسعار، WOM التسويق الشفهي في الشبكات الاجتماعية، الترويج للموقع، جودة المحتوى والتصميم الخاص بالموقع، والخصوصية، والثقة) كخدمات جوهرية وتكميلية تؤثر على منظور العميل في الولا. يهدف هذا البحث إلى معرفة العوامل التي يمكن أن تؤثر على ولاء العملاء في مجال السياحة في مواقع التسويق التابع. في هذا البحث، يتم إرسال استبيانات المستخدمين عن موقع (booking.com) لجمع البيانات الكمية. يتم استخدام التحليل الإحصائي للتحقق من الفرضيات السبعة لتحليل البيانات التي تم جمعها. وأظهرت النتائج إلى ستة عوامل في كل من الخدمات الأساسية والتكميلية التي تدعم وجهة نظر العميل تجاه الولا. بعد تحليل نتائج العملاء، الذين يستخدمون booking.com، يكتشف البحث أن عامل الخصوصية والأمان أهم العوامل المؤثرة على ولاء العملاء تجاه موقع التسويق التابع. وأخيرًا، يقدم البحث مجموعة من الاقتراحات للقائمين على العمل في موقع booking.com لتحسين مستوى الاداء والمساهمة في زيادة ولاء العملاء.

الكلمات الدالة: التسويق التابع، ولاء العملاء، صناعة السياحة.