

Consumer Trust in Online Travel and Tourism Transactions: A Saudi Arabian Perspective

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Abstract: Consumer trust in online transactions remains a challenge for online vendors. The limited research studies undertaken thus far, focuses on the experiences of consumers in the more advanced Western economies and is often not industry specific. This study contributes to redressing this research gap in the context of the travel and tourism industry environment. It utilizes a sample of 120 residents of Saudi Arabia to examine the key indicators critical to the development of consumer trust in online transactions. Analysis results suggest four factor dimensions i.e. secure customer-centered order processing, prior knowledge of vendor operations, website presentation and navigation and customer information exchange, as being of critical importance in enhancing consumer trust in online travel transactions. The managerial and future research implications of these findings for tourism SMEs in particular, are discussed.

Keywords: Trust, Online transactions, Travel, Tourism

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