The Effect of Dynamic Packaging System Quality on Jordanian Tourist Satisfaction

Dr. Fairouz Al-Dmour
Associate Professor
Mutah University
Fairouz M Aldhmour

Dr. Mekkrache Fouzia
Lecturer B
Jijel University

Waed R. Sarayreh
Business Administration collage
Mutah university

Abstract

This paper attempts to examine The Effect of Travel Dynamic Packaging System Quality on Customer Satisfaction through the system users (experienced people) in Jordan who have experienced the system at least once before, using convenience sampling method. To achieve this objective, a questionnaire was developed for data collection, the number of valid questionnaires for analysis was (123) , where Social Package Version 16 (SPSS, 16) was used to analyze the questionnaire data. The most important findings of this study were the following:

- *The perceptions of Travel Dynamic Packing system users in Jordan toward Packaging System Quality and Customer satisfaction were a high level.*
- *There is effect of Travel Dynamic Packaging System Quality on Customer Satisfaction, the dimensions of dependent variable explain (55.5%) of variation in the dependent variable (Customers Satisfaction).*

The paper recommended Improving the online applications, communication networks, hardware and operating systems for Travel Dynamic Packaging System, also Benefit from the experiences of the leading companies in this field   Through attention to attracting talent and exchange , adoption of joint programs and search for the best institutional partnerships.

Key Words: Strategic factors, small and medium scale enterprises, Performance, Nigeria

1. Introduction

The speedy growth of the Internet and the adoption of new innovative technology, considered as the most important factors that affect and make several changes in the travel industry during the last decade (Fernandes et al., 2006). These changes led to increased in demand for flexible travel booking and competition, which in turn push the travel agencies to seek new technologies to enables tourists to schedule their trip online and hence provides a new way of doing business for tourism service providers (Moharrer , et al, 2013).

The old travel technologies allows customers to book the travel components/services over the internet with limited options , in fixable dates , and through multiple suppliers, which mean its depends on complete prepared packaged that involves usually, air flight, car rental, activities, accommodations and other services, these prepackages are made ordinarily monthly and sold online. But this old technology did not provide the flexibility level that customers need, also the future of the travel industry's depends on customized product, customer-driven mix packages and self-prepared travel (Sharma, 2013). Online Travel Agencies starts looking for a technology (application) that provides their customers in order to cover the customer requirement. One of the most important type of electronic tourism applications that has surfaced to support customer requirements is Travel Dynamic Packaging Systems (Cardoso, 2006).

These new technologies enable customers to put together unique component/services from a wide range of alternatives, without having to be aware of any constraint (like fixed and limited options, inflexible date). Whereas, customer satisfaction is one of the important issue in travel industry, and their satisfaction is a priority to management (Blumberg, 2005), This paper aims to study the level of customer satisfaction for using the Travel Dynamic Packaging System, and while customer satisfaction significantly can affected by the quality of the service provided by the system (Serenko &Stach, 2009), This paper also aims to know the perceptions of the respondents toward the quality level of the Dynamic Packaging System in Jordan.

Literature Review

Theoretical Framework 2.1

E-tourism and Dynamic Packaging System: 2.1.1.

The accelerated and interactive relationship between technology and tourism in recent decade has brought substantial changes in the industry and our perceptions towered nature of its (Buhalis & Law, 2008).

E-tourism is generated when traditional travel agents, airlines, hotels, car rental firms, tour operators, and other accommodation providers offer their services electronically for booking . briefly E-tourism is basically the digitalization of the whole tourism industry and its infrastructure (Pitoska, 2013; Kanellopoulos, 2007; Labidi, 2005; Longhi, 2008). This enables the tourists to schedule their trip online and hence provides a new way of doing business for tourism service providers (Moharrer , et al, 2013).

E-tourism considerable as a great application area for the Dynamic Packaging System, since information integration, exchange, and dissemination are the most important element in the travel industry. Whereas Dynamic Packaging System can considerably change for the better E-tourism application (Merazi, 2011).

Dynamic Packaging System is a subject that is used in different contexts. "For some it's just a technology whereas for others it is an overall comprehensive solution" (Fitzgerald, 2005). Various definitions can be founded in the literature. Some of it are partly paradoxically or complementary. For (Lofgren &Stephanie, 2005) Dynamic Packaging System is an industry buzzword for enabling the customers (or booking agent) to create a customized items by bundling different pre-selected items/ service and complete process in real time . Trisept Solutions (2005) adds that Dynamic Packaging System should introduce a fully, single priced package (Masking individual items/ products prices) , also (Cardoso, 2006) define Dynamic Packaging System as building a holidays from several travel products/ component , assembled and priced dynamically, in response to the demand of the traveler or travel agent. (Cardoso & Lange, 2007) define Dynamic packaging system as assist travelers while building their trips according to travelers preferences and past purchases. Kabbaj (2003) define Dynamic Packaging System as component/ services in real time selected as a package with each other—and pricing—a package consist of various travel components, e.g. air flight, hotel reservation, car rental, etc., from multiple suppliers, back-end booking services(multiple gates).

In short, Dynamic Package System, refers to booking multiple services/ components for a single holiday trip such as, accommodation hotel, car rental, air flights, from the same provider and at the same time, which are commercially linked, like, airlines or holiday companies, travel agents (London Economics, 2009).

Dynamic Packaging System is differing from prepackaged travel (see Figure 2.1.1.A). Prepackaged travel depends on provide to the customer a complete prepared package that involves usually, air flight, car rental, activities, accommodations and other services, these prepackages are made ordinarily monthly and sold online, or published in brochures, these packages allows the travel industry actors from (producers to resellers) to produce "mass-market" products and to provide a simple business processes, that allow actors to have higher margins. These "mass packages" offer: Inflexible dates, fixed options, Very limited options (Merazi, 2011).

FIGURE 2.1.1.A: Dynamic Packaging via Pre-packaged Travel
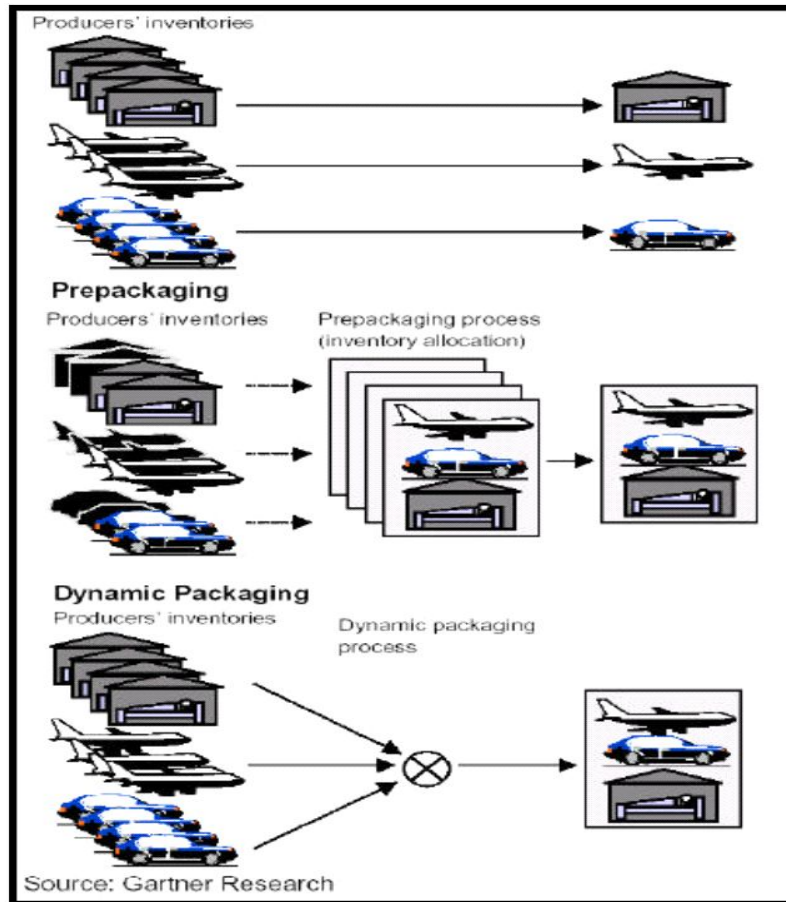
2.1.2 Dynamic Packaging System Quality:

Service quality defined as the gap between customer's expectation of a service and customer's perceptions of the service received. In details; service quality resulted from customer comparisons between its expectations about the service they will use and their perceptions about the company service provider. (Brady &Cronin, 2001; Grönroos, 1984; Liu &Yen, 2010 ;Oliver, 1997; O'neil et al., 2000; Parasuraman et al.,1985; Zeithmal et al., 2009). That means if the comparison result indicate that perceptions higher than expectations, then service considered excellent, if expectations equal to perceptions the service is considered good , and if expectations are not met the service considered to be bad. In sum, quality of service is an evaluation of how well a service delivered meets the client's expectation. Whereas expected service level is based on personnel needs of the customer, as well as about service provider second-hand knowledge (James et al., 2012).

The customer satisfaction literature show these expectations as predictions about what is likely to happen during an impending process , whereas the service quality literature shows them as wants or desires expressed by the consumer (Kandampully, 2002). Nowadays, there is no Standard definition, Scarce, or all-encompassing definition of the quality service (Reeves &Bednard, 1994).

One of the most effective way for providing excellent services, improving the quality of service provided (Peterson et.al, 2003) is entering the innovative technology to created a perfect opportunity for companies from different fields for promotion, selling and delivering services and products online, using Internet as a distribution channel become more and more popular in recent days(Allahawiah, 2013).

Managers seeking to improve their services quality and customer satisfaction level, believing that these efforts will create loyal website users. Loyal website users will return to repeat the booking experience and will recommend this website to others (Tian-Cole & Cromption, 2003). Many researchers have engaged in the issue of how to measure the quality of service.

The most widely used measure based on five dimensions which have been ranked by customers to be most important for measuring service quality, regardless the service industry (Tirimba et.al, 2013). SERVQUAL is a model of service quality, which was first proposed by Parasuraman, Zeithaml and Berry in 1990. These models of service quality are the most popular and widely used as a reference in research management and marketing services. SERVQUAL Model was developed in order to assist managers in analyzing sources of quality problems and understand the proper ways to improve the quality of services (Canny, 2012). Also according to (Tirimba, 2013) SERVQUAL model, helps service providers to understand customer perceptions and expectations of particular service, and field in the need of quality improvements.

The SERVQUAL measurement scale was consisting of five determinants for measuring perceived performance and service expectations on the same dimensions so that a comparison between the two made (Parasuraman et al., 1994). These dimensions defined by the SERVQUAL instrument as follow:

These dimensions defined by the SERVQUAL instrument as follows (Wang &Shieh, 2006; Jiang et al., 2000):

1. **Assurance**: Considered as the most important challenge faces the implementation of electronic services, because without a guarantee of security and privacy users want take up online tourism services (GAO, 2002). These privacy and security concerns refer to the safely on-line transactions and the strict policy for using personal information by company , also refers to general confidentiality among consumers, financial security and confidence and general trustworthiness, in addition; website's security technical specifications, and finally incorporates company reputation, payment methods. These items were adopted from (Yang &Jun, 2002; Wolfinbarger and Gilly, 2003; Van Riel, et al., 2003; Zeithaml el al.,2002).However; its perceived to be conducted professionally, when the website users feel safe and secure.

2. **Empathy**: There is no direct human interaction/ communication in the virtual environment process, there is some human indirect contacts involving in electronic service, e.g. e-mail communication. Giving customers some individual attention shows empathy to them. Response to the customers should always meets their of customer's needs and shows understanding this needs. In the virtual environment empathy important to create good customer's perception of the electronic service quality without face-to-face interaction (World Leading Digital Publishing Platform, 2014).Where empathy refers to Care and individualized attention provided to customers, and service provider's must concentrate on customers personal needs (Nusair &Kandampully, 2008) and capability and Willingness to provide personalized attention to every customer. However; these items adopted from (Yang &Jun, 2002; Zeithaml el al., 2002; Swaid &Wigand, 2009).

3. **Responsiveness** : The company should provides prompt service, when customers have a question or problem , which can make users/customers more comfortable during booking process and continue booking without interruption(World Leading Digital Publishing Platform, 2014). Whereas responsiveness dimension are : the willingness to help customers, flexibility, and prompt reply to customer enquiries, and timely responses to customers, also finally provide prompt services, and finally adequate contact information. These items were adopted from (Madu &Madu,2002; Swaid &Wigand,2009; Surjadjaja et al., 2003; Tan et al., 2003; Yoo &Donthu,2001; Yang,2003; Parasuraman &Zeithaml &Berry, 1994).

4. **Reliability**: Refers to some empirical studies, reliability considered as the most important dimension of electronic service quality. In virtual environment, it is so hard to make customers trust what virtual organization processes, and to be sure that this website will perform what it promises to do (World Leading Digital Publishing Platform, 2014). Where reliability can define as the ability to perform promised service consistently, accurately and dependably. The following attributes refers to reliability dimensions make customers knowing the credibility and consistency of the institution provided electronic service: complete services order, accurate service delivery, also truthful institution offering, free errors online service, provide promised services, take care of promotion promise, provide accurate online booking records, in addition Website 24 hours available**,** and finally frequently updating the web site. These items were adopted from (Lee &Lin, 2005; Van Riel et al.,2003; Swaid &Wigand,2009; Tih &Ennis, 2004; Parasuraman, et al, 1988).

5. **Tangibles**: In virtual environment of electronic service, the tangible side should be focus on the website design/appearance since its form the main way to access to the organization, and to do successful booking process. any deficiency on website design can create a bad impression about the website quality into customers perceptions, Then customer may stop booking process.

Website considered as the starting point to gain customers confidence (World Leading Digital Publishing Platform, 2014). Thus website design appearance should conform the these attributes in order to attract customers to conduct and reconduct booking process, easily use website, produce useful information on the website with good appealing, quickly downloading, standardized and consistent navigation, good search functionality, also well organized appearance/design of user interface, and finally easy use of the online transaction. These items were adopted from (Zeithaml, et.al, 2002; Yang,2001; Fassnacht &Koese,2006; Nosrati,2008).

2.1.3 Customer Satisfaction:

While the literature have many different definitions for satisfaction, but all of these definitions are share some common elements. When we generally examined it, three major components can be identified: 1) consumer satisfaction as a response (emotional or cognitive); 2) response relates to a particular concentrate (expectations, consumption experience, product, etc.); and 3) response occurs at a specific time (after choice, after consumption, based on accumulated experience, etc..)(Giese &Cote, 2002).

Empirical studies defined satisfaction as the Customer's fulfillment response (Rust &Oliver 1994), which is an valuation as well as service emotion based response. Refers to (Tracey, 1996) "satisfaction is the degree to which customers convinced in perceiving that they received services and products that are worth more than price they paid ".

Understanding tourist satisfaction is the most important topic related to the tourism industry, chiefly because it have an effect on the future economy (Petrick, 2003; prebensen, 2006). Especially for the tourism industry; Satisfied tourists/ system users tell others about its positive experience (word of mouth) and tend to re-visit the website repeatedly(ensure customer retention) (Barsky, 1992; Beeho &Prentice, 1997; Hallowell, 1996; Kozak & Rimmington, 2000;Operman, 2000;Pizam, 1994; Ross, 1993).

2.2 Previous Study:

The study of (Caliskan, 2012), titled "**Effects of Dynamic Packaging Systems on Travel Agencies: Case of Turkey**", this study aimed to evaluate the effects of dynamic packaging systems on A Class travel agencies .The survey is conducted with A class travel agencies from all regions of Turkey. One sample T-test is used in order to accept or reject the propositions. It can be concluded that dynamic packaging systems have positive effects on the main products revenues like hotel and flight revenues, market position, the efficiency of operations, service/product range and supplier relationships, service quality and customer satisfaction . This research implicated that the execution of daily operations becomes more regular and efficient by Dynamic Packaging systems. Furthermore, travel agencies can enlarge their product/service range by the help of customized travel packages that are built by the system after customers" request and increase customer satisfaction. On the other hand, travel agencies should find ways for coping with the challenges in the implementation and execution of Dynamic Packaging systems.

The study of (Dargah &Golrokhsari, 2012), titled "**E-tourism and Customer Satisfaction Factors**", this study aimed to show different aspects of e-tourism including benefits, threats, barriers and finally customer satisfaction factors in E-tourism. The methodologies used in this research are conducting focus group interviews and distributing the questionnaire. Respondents were a sample of passengers from Mehrabad airport, Tehran. This study indicated that E-satisfaction affected by these factors (Convenience, Site design, Product offering, Product information and financial security) and Among these factors Convenience (Convenience of purchase anywhere , Convenience of purchase any time , Direct access to information , Customer service and Time efficiency) has the most impact on E-satisfaction, Therefore, the focus was on it. The result shows that time efficiency, possibility of purchasing anywhere, convenience of purchasing any time, direct access to information and customer service are the factors which build convenience in E-tourism comparing with the traditional travel agencies. Moreover it shows that convenience of purchasing any time in E-tourism comparing with the limited working hours of traditional travel agencies has satisfied tourists the most.

The study of (Manani et al., 2013), titled "Service **Quality and Customer Satisfaction at Kenya Airways Ltd**", this study aimed to explore the key determinants of customer satisfaction for passengers at Kenya Airways. The study used a descriptive survey design to obtain information on key determinants of customer satisfaction for passengers at Kenya Airways. The sample of this study consisted of one hundred (100) passengers. Both primary and secondary data sources were used to answer the research questions.

Primary data was mainly obtained through administering of questionnaires while secondary sources like past studies and archives were accessed in order to obtain some reliable literature and empirical findings. Five SERVQUAL dimensions (Tangibles, Reliability, Responsiveness, Assurance, Empathy) are used to measure the gap between customers' expectation for excellence and their perception of actual service delivered. The study findings indicate that among the key determinants of customer satisfaction with passengers were luggage security and safety, proper communication with customers to update them on status of their flights were particularly noted to increase significantly the level of customer satisfaction. This study indicate that knowing how consumers perceive service quality and being able to measure service quality can benefit management of service organizations.

The study of (Vijayadurai, 2008), titled "**Service Quality, Customer Satisfaction and Behavioral Intention in Hotel Industry**", this study aimed to identify the service quality factors in the hotel industry , also to analyze and examine the impact of service quality on the customers satisfaction and their behavioral intention. In total, 30 hotels have been purposively selected. From each hotel, 10 guests have been selected at the convenience of the researcher. The resulted service quality factors are Service delivery, Tangibles, Reliability, Assurance, Responsiveness, Empathy, Service product and Social responsibility. The findings indicate that while service quality is an important driver of customer satisfaction and behavioral intention. It is important for service providers to understand the relevant service quality factors in their industry that could reinforce positive customers' satisfaction.

The study of (Maunier &Camelis, 2013), titled "**Toward an identification of elements contributing to satisfaction with the tourism experience**", The main objective of this research is to identify and classify the types of incidents experienced by individuals during their touristic stay, in order to determine incident factors and attributes strongly contributing to tourist satisfaction or dissatisfaction. For this purpose, researchers used essentially classification technique employing content analysis of stories or ''critical incidents'' as data(CIT) , it was conducted on 107 individuals who had traveled during the past two years. The incidents were collected by two researchers. Snowball sampling, a no probability sampling technique, was then applied . The questionnaires were administered personally to the respondents. Interviewees were not directly asked to identify the underlying causes of satisfaction or dissatisfaction but rather to describe a specific pleasant and unpleasant instance. The results indicate that a broader, holistic view of tourism experience is needed. They also suggest that marketers should focus on elements leading to satisfaction and dissatisfaction.

The study of (Caliskan, 2013), titled " **The Contribution of Online Travel Agencies to the Profitability of Hotels: Case of Turkey**", this study aims to examine how Online Travel Agencies contribute to the profitability and performance of hotels by investigating: cost reductions experienced by hotels working with Online Travel Agencies, revenue enhancements experienced by hotels working with Online Travel Agencies, and overall improvements in the businesses of hotels working with Online Travel Agencies. The study has been conducted with a sample of 92 hotels in Turkey since working with both local and international Online Travel Agencies is a rapidly increasing trend among hotels. Findings show that the most important contribution of working with Online Travel Agencies for hotels is increasing sales and competition power, increasing revenues from standard hotel services, and improving brand and customer power.

The study of (Armario, 2008), titled "**Tourist Satisfaction: An Analysis of its Antecedents**", this study aimed to offer an integrating vision of the relationship that exist between the attendance of tourist satisfaction ,their motivation ,and the activities holiday-makers carry out at their destinations. The target population of the study is those tourists who visited Andalusia. A random sample has been chosen from this population , Data has been gathered through personal interviews carried out by professional interviewers in public opinion surveys .The results obtained in this study provides sufficient empirical evidence to accept the relationship that exist between tourist motivation, the activities they perform at their destinations, and their overall level of satisfaction.

2.3 Hypothesis:

The main hypothesis *H0I:* There is no statistical significant effect of the Dynamic Packaging System Quality (Tangibility, Reliability, Responsiveness, Assurance, and Empathy) on the Customer Satisfaction.

Methodology and Design

3.1 Population and Sample

population comprised of users of the Travel Dynamic Packaging System in Jordan (experienced people), who have experienced the system at least once before, sample , using convenience sampling method ;a sample where population units are selected because of their convenient accessibility and proximity to the researcher for the sake of distributing questionnaire. Questionnaires were   distributed for all the sample   which consist of (200) questionnaire, (130) returned, 7 questionnaires were excluded, and hence there were (123) valid questionnaires for analysis which represented (94%) of the returned ones. Table 1 shows the descriptive analysis of the demographic variables

TABLE 1: Descriptive Analysis of the Demographics Variable

	Variable	No.	Percentage%
Gender	Male	69	56.1
	Female	54	43.9
	Total	123	100.0
Education	Diploma and less	33	26.8
	Bachelor	68	55.3
	M.A	19	15.4
	PhD	03	2.4
	Total	123	100.0
Age	Less than 20 years	09	7.3
	20-30 years	80	65.0
	31-40 years	24	19.5
	41 and above	10	8.1
	Total	123	100.0
Experience with internet	Less than year	60	4.9
	1-3 years	13	10.6
	4-6 years	32	26.0
	More than 6 years	72	58.5
	Total	123	100.0

3.2 Data Collection Instrument:

A questionnaire was prepared to measure the Effect of Dynamic Packaging System Quality on Customer Satisfaction, Based on (Manani et al., 2013 : Maunier &Camelis, 2013) The questionnaire consists of four sections , that are:

Section One: Filtering Questions
Section Two: Demographic variables and internet usage questions.
Section Three: Travel Dynamic Packaging System Quality Dimensions)Tangibles, Reliability , Responsiveness , Assurance , Empathy),and Five point Likert-type scale was used.
Section Four: Customer Satisfaction questions, and Five point Likert-type scale was used.

3. 3 Instrument Validity:

The questionnaire was presented to specialized professors, faculty members at Jordanian universities to verify the validity of items of the questionnaire.

3.4 Instrument Reliability:

The reliability of the tool was examined using (Cronbach's Alpha test), then the coefficient of reliability was extracted for the tool in its final form and for each dimension, and the results are shown in table (2):

TABLE 2: Values of Reliability Coefficient

Dimension	Reliability
Independent variable (Travel Dynamic Packaging System Quality**)**	**Cronbach's Alpha**
Tangibility	0.87
Reliability	0.88
Responsiveness	0.87
Assurance	0.84
Empathy	0.89
Dependent variables (Customer Satisfaction**)**	0.92

It is indicated from (table2) that the reliability coefficient for the dimensions was high and acceptable for conducting this research (Sekaran, 1999).

3.5 Statistical Treatment:

This paper followed the descriptive analytical approach, Statistical package for social sciences (SPSS 16.1) was used in data processing to answer the questions of the study and test its hypotheses according to the following statistical treatment:

• Frequencies and percentages to describe the characteristics of the study sample, and evaluating the means averages and standard deviations to answer the question of the study.
• Multiple Regression Analysis to test the validity of the study model, and the effect of the independent variable on the dependent variable.

Results, Discussion and Recommendations

4.1 Results:

Results related to the first question: What are the perceptions of the respondents toward the quality level of Dynamic Packaging System in Jordan? In order to answer this study question, means and standard deviations calculated as shown in table (3).

TABLE 3: Means and S.D of Answers in Terms of Importance of the Dependent Variables (Tangibility, Reliability, Responsiveness, Assurance Empathy) collectively

Dimensions	Level	Rank	S.D	Mean
Tangibility	High	3	.52	3.87
Reliability	Average	5	.53	3.61
Responsiveness	Average	4	.58	3.66
Assurance	High	2	.57	3.92
Empathy	High	1	.61	3.98
Dynamic Packaging System (total)	High	-	.42	3.81

As stated in table no.(3) above the most important dimension in dependent variable is "Empathy", in precise it's the highest rank , Reliability is the lowest rank in the system with average level.

4.2 Testing Hypotheses:

The main hypothesis *H0I:* There is no statistical significant effect of the Dynamic Packaging System Quality (Tangibility, Reliability, Responsiveness, and Assurance Empathy) on the Customer Satisfaction. The researcher conducting some tests, in order to ensure the appropriate data for regression analysis assumptions, as it's stated below:

TABLE 4: Skwing, Tolerance, VIF Test

Dimensions	Skewness	Tolerance	VIF (Variation Inflation Factor)
Tangibility	-.810	.501	1.996
Reliability	.270-	.679	1.473
Responsiveness	.096	.654	1.530
Assurance	-.203	.668	1.496
Empathy	.531-	.506	1.977

Table No. (4) shows that the values of the (VIF) test variation inflation factor , Dynamic Packaging System Variable got less than (10) and ranged between (1.473-1.996) and test values variation allowed (Tolerance) ranged between (0.501- 0.679), which is greater than (0.05) this is an indication of the lack of high correlation between the independent variables (Multicollinearity), the data follow a normal distribution calculates the coefficient of torsion (skwing), where the values were less than (1) and ranged between (0.035-0.810).

In order to test main hypothesis, the multiple regression analysis was used and table (5) illustrates the results of the analysis:

TABLE 5: The Results of Multiple Regression Analysis Of The effect of Dynamic Packaging System Quality (Tangibility, Reliability, Responsiveness, and Assurance Empathy) on the Customer Satisfaction

Sig.	Calculated td	Beta	Standard error	B	Deterministic factor R^2	Independent variables
.000[*]	4.668		.241	1.126	0.555	Regression constant
.175	1.363	.119	.071	.096		Tangibility
.264	1.121	.084	.060	.067		Reliability
.000[*]	5.367	.409	.056	.300		Responsiveness
.001[*]	3.279	.247	.056	.185		Assurance
.248	1.162	.101	.060	.070		Empathy

[*]statistically significant at α≤0.05

From the table above ,the values of calculated t is bigger than its tabulated value (1.96) which are considerate to be significant at α≤0.05, it indicate that there is an effect of Dynamic Packaging System Quality (Responsiveness & Assurance) on the Customer Satisfaction. Also the all independent variables explained about (55.5%) of the variance of in Customer Satisfaction.

Based on the previous results, it is imperative to reject the null hypothesis that states " There is no statistical significant effect of the Dynamic Packaging System Quality (Tangibility, Reliability, Responsiveness, Assurance Empathy) on the Customer Satisfaction " , and accept the alternative hypothesis of which there is significant effect through (Responsiveness & Assurance).

4.3 Discussions:

First: The results indicated that the importance extent of Travel Dynamic Packaging System Quality was high according to the perceptions of the respondents. This can be attributed to the case that the widespread use of electronic booking system provides distinctive capabilities that allow the airline companies keen to acquire a flexible online booking system (Travel Dynamic Packaging System). It also allows customers to get a self-service from using the flexible online booking system (Travel Dynamic Packaging System), by booking online and taking advantage of the rest of the electronic services.

As compared with the previous methods, the Reservation process is now characterized by simplicity and security as the customer is able to do the reservation by him and in the real time. Customer can book two or more services for a single holiday trip such as flights, accommodation or car rental, at the same time and from the same supplier or from suppliers that are commercially linked, also the customer can pay the ticket price electronically. This in turn is reflected positively on these companies by increasing the sales and facilitating the administrative processes that reduce the number of employees who are required to conduct these tasks. This in turn is reflected positively on these companies through higher sales and facilitates that reduce the number of employees for these tasks. This result conform with the study of (Caliskan, 2012) ; (Vijayadurai, 2008) .

The results indicated that the variable of Empathy gained the highest level with a high estimation. The researcher believes that getting to such a result is attributed to the services that are offered by the airline companies as these companies provide care and attention as well as the personal needs to them by having employees who are able to provide the best services, and are able to accommodate the needs of the customers through the use of the best customized flexible reservation systems that provide more options, whether it was by the payment options that are provided(Cheque, cash, prepaid cards, credit card) that are provided 24 hours a day, as well as the ability to print the ticket, in addition understand and take care of the specific needs for the customer .

As for the variable of reliability which was ranked in the lowest level with a moderate estimation, the researcher believes that the moderate level of this variable isn't too negative regarding what is needed to improve this service. It can be improved by increasing the credibility of the service companies through providing deals and delivery services, and reducing of technical problems that are associated with website, as well as clarifying the conditions and instructions which are related to cancelling bookings, in addition retrieving the financial returns.

Second: The results also demonstrated that there is a high degree of satisfaction among the passengers according to perceptions of the respondents, and can be explained by what we have previously mentioned of the easy services that are provided by these modern systems in comparison with the traditional systems, since these modern systems reduce the effort and save time and give a sense of appreciation and attention that is provided by the staff of these agencies and their agents regarding the services provided by these systems , this result is in accordance with the study of (Armario, 2008), and not agreed with (Maunier&Camelis,2013).

Third: the results indicated that there is an impact for the Travel Dynamic Packaging System Quality on the customer's satisfaction. This can be attributed to the increased investment in tourism companies and agents which are considered as the fastest growing in the field of tourism, and this is a result of the increasing use of Internet technology, which has become an essential part of the structure of the industry, Which depends on the ability of these systems to provide services efficient, whether it was through the multiple payment methods , the electronic speed issuance of tickets , the simplicity of use, the increase of security, as well as reducing the costs of the issuance of these tickets to customers.

This result is in accordance with Maniani et al. (2013) finding about that (Tangibles , Reliability , Responsiveness , Assurance , Empathy) were among the key determinants of customer satisfaction with passengers in addition to luggage security and safety, proper communication with customers to update them on status of their flights were particularly noted to increase significantly the level of customer satisfaction. And also in accordance with the study of (Dargah & Golrokhsari, 2012) and agreed relatively with the outcomes of (Caliskan, 2012).

As a result of testing this hypothesis has been shown that the dimensions (Responsiveness, Assurance) have an impact in achieving customer satisfaction, while there were no impact, of each the rest of the dimensions (Tangibility ,Reliability ,Empathy), it can be explained that the Responsiveness property can be observed , due to the presence of trained staff in these companies who are able to answer the queries quickly and to provide immediate services attached to the extent of the ability of service providers to be permanently in the customers' service and to provide the service when necessary, also website provides a link to the questions most frequently, this result is not in accordance with the study of (Vijayadurai, 2008) .

Also the Assurance property is due to the presence of the sufficient guarantees for the customer who expresses the degree of feeling of security and confidence regarding the provided service and reflects the staff's experience and knowledge in providing the services as well as their ability of gaining the customers' confidence. it also It is difficult for the unauthorized to access to customer account , and the site protect my personal information like(credit card, phone number, address personal, email ....) to keep secret information related to customer's financial transactions.

According to there is no statistical significant effect of (Tangibility, Reliability, Empathy) ,the researcher sees that the conditions and instructions that are related to cancelling bookings and retrieving the financial returns may be not clear through the website, in which the website not provides a clear and detailed policy about adding the tax or any other charges on the original price. It also there is no more attention to the urgent cases. Finally, It can be concluded that the quality of services relates closely to the customer's satisfaction rate, where the performance of these systems is an indication to the expectations of the customers about the service. The existence of previous experience in dealing with these systems will have a positive impact in increasing the customers' satisfaction.

4.4 Recommendations:

In light of the positive results that, the study concluded, the study recommends about the following:

1. Conducting the continuous improvement of the applications of computerized flexible Reservation System for communications networks, addressing the technical problems associated with the electronic sites which are repeated constantly as well as providing links to document any additional questions and inquiries that customers would like to know, besides the speed of responding to customer inquiries and complaints.
2. Providing further clarifications on some airline websites so that they are explicit and clear regarding the conditions and instructions that are related to cancelling Packaging and retrieving the financial returns through a unified and a clear policy via the websites which are characterized by accuracy and ease for customers.
3. Increasing the use of electronic training methods to promote the capacity of the staff and improve their performance in order to increase the customers' satisfaction as a result of the employees' (website administration) awareness of the necessity of the providing the increased care and attention, the good treatment as well as providing services in emergency conditions as quickly as possible by improving the response of the websites to these services.
4. Taking advantage from the experiences of the other leading companies in this field through paying more attention to attracting competencies, exchanging and adopting shared programs , searching for the best institutional partnerships, supporting the workshops and conferences as well as paying more attention to adopting global and contemporary standards in light of information technology.
5.The necessity of disseminating the technological and legal awareness for instructions and conditions of traveling and distributing them in instructional ways in the media centers , borders, airports as well as strengthening the mutual trust between them and the customers by improving the provision of all the necessary information via the websites of these companies.

4.5 Opportunities for Future Investigation:

The literature analysis above indicates that many contributions are achieved especially in the initial stage of online booking, while the research gaps still remain to be bridged in future research. For further investigation into the tourist behaviors in flexible online booking, the researcher proposes several possible directions for future research as follows:

- *Social Media and Online Booking:*

Specific interest may focus on the effect of the response by the service supplier after an online travel review in a social media site, and study its effect on customer satisfaction.

2- Mobile Booking: in order to keep customers happy and loyal in a very competitive space (Freedman, 2014). Online travel agencies starting enter mobile and other technologies in tourism industry and particularly in online booking , from here the need arose to study if using mobile apps in booking had an effect on customer satisfaction or loyalty or .. etc.
3- Online Booking for Train Tickets: Dynamic packaging system seems to be suitable in nature for booking train tickets, there is little researches explored this topic According to the knowledge of the researcher.
4- Dynamic Packaging Profitability and Productivity: Dynamic Packaging is a very crucial business model for the consumers in terms of time consumption and value-added products and services (Caliskan, 2012). This new business model may change the distribution of the revenues among the actors in tourism industry. So tourism companies like on-line travel agencies, tour operators, hotels should adapt their structure for Dynamic Packaging systems in order to compete their rivals. These systems are not cheap and they require technology investments for those companies should know the impacts of Dynamic Packaging on their profitability and productivity.

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