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Customer Experience Analytics in Online Travel Platforms and its Impact on Brand Loyalty

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ABSTRACT

This research looks at how customer experience analytics affects brand loyalty in travel platforms focusing on a personalized travel technology platform in Chennai, India. The study analyzed 1,120 customer feedback responses across seven areas: customer experience, website and application quality, e-service quality, trust and reputation perceived value, customer trust and technology readiness. The study used percentage analysis, chi-square testing multiple regression analysis, reliability analysis and correlation analysis. The results show that customer experience is the important factor in deciding whether customers will come back with the highest beta coefficient and chi-square value. The overall regression model was strong explaining 61 percent of the variance in repurchase intention. Most responses were neutral showing that travel platforms need to improve customer experience to create customers. The study provides evidence for the importance of service quality and customer loyalty in emerging technology-driven travel markets and offers recommendations for enhancing customer engagement and loyalty.

***Keywords**: Customer Experience Analytics, Brand Loyalty, Online Travel Platforms, Repurchase Intention, E-Service Quality, Customer Trust, Digital Tourism.*

Introduction

Tourism and travel is an industry that uses a lot of technology. Many online travel booking technologies have changed how people plan and buy their travel. The speed of technology adoption and customer experience are the two drivers of competition among travel websites. Customer experience is often the factor that decides whether a travel website is successful. Customer experience analysis looks at how customers use touchpoints, such as websites and mobile devices at each stage of their journey. By analyzing this data travel companies can create insights to provide services and increase customer loyalty. In a market where customers can easily switch to another platform companies cannot just rely on pricing. They need to understand what makes customers come back.

The purpose of this study is to see how customer experience analytics relates to brand loyalty in travel platforms. This study looks at seven areas of customer experience: website quality, e- quality, trust, customer loyalty and more.

Objective of the Study

- To see how customer experience analytics affects brand loyalty and repurchase intention in travel platforms.
- To measure customer satisfaction across touchpoints.
- To identify gaps in service quality that affect customer retention.

- To assess the impact of communication and responsiveness on customer trust.
- To analyze the effects of technology features, personalization and ease of use on customer satisfaction and loyalty.
- To propose recommendations for improving customer experience and loyalty.

Need of the Study

The online travel industry is changing fast with increasing customer expectations and competition. Retaining customers is more cost-effective than acquiring ones. Despite digital travel platforms there is limited research on how customer experience analytics affects repurchase intention. Customer satisfaction scores are often inconsistent due to service delays and gaps in support. Understanding what drives loyalty is critical for platform operators.

This study addresses this gap by analyzing customer experience drivers in a travel-technology context. The findings offer a framework for platforms to prioritize investment in loyalty-generating aspects of the customer journey.

Scope of the Study

This research aims to understand how customers interact with a travel agency using a personalized technology-based model. By analyzing data from customers and competitors we will incorporate loyalty into our analysis of the customer experience. This study will evaluate loyalty among customer segments and identify areas where online travel agencies need to improve their analytic framework.

Problem of the Study

The online travel platform environment is characterized by switching costs, commoditized services and knowledgeable customers. Despite investments loyalty growth is inconsistent. Many customers remain transactional and satisfaction with capabilities does not lead to long-term loyalty. Online travel agencies face challenges such, as communication, unmet service expectations and limited support. Customers often exhibit sentiment indicating the need to determine the elements of customer experience that influence repurchase intention and develop action plans to convert neutral customers into loyal brand advocates.

Review of Literature

Lemon, K. N., & Verhoef, P. C. (2016), established that the customer journey is a critical unit of analysis for understanding customer experience. Their framework identified pre-purchase, purchase, and post-purchase touchpoints as collectively shaping overall experience perception and subsequent loyalty behaviour. **Ali, F. (2016).** Hotel website quality, perceived flow, customer satisfaction, and purchase intention. Journal of Hospitality and Tourism Technology, 7(2), 213–

228.**Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018)**, demonstrated that e-service quality dimensions, including reliability, responsiveness, assurance, and empathy, are significant determinants of customer satisfaction and repurchase intention in digital service contexts.**Fu Tsang, N.K., Lai, M.T., & Law, R. (2010)**, investigated factors influencing e-service quality in online travel agencies, identifying website functionality, information quality, customer safety, and customer relationships as the four critical areas affecting both overall satisfaction and intention to repurchase.**Chen, J. S., Kamalanon, P., and Janupiboon, T. P. (2022)**, examined how perceived value is shaped by service experiences across OTA websites, mobile applications, and social media. Their findings indicate that social media significantly influences both utilitarian and epistemic values, while website and mobile experiences primarily drive utilitarian value and booking intention.**Singh, A., Rana, N. P., & Parayitam, S. (2022)**, using the Theory of Planned Behaviour, found that customer experience strongly predicts consumer co-creation intention within online travel companies, and demonstrated significant relationships between customer experience, social currency, attitude, and subjective norms. **Karaca, S., & Baran, Z. (2023)**, studied how e-service quality and brand image affect e-trust, e-satisfaction, and e-loyalty in digital commerce. Their findings affirm that providing high-quality digital customer service and maintaining a strong brand image are critical for sustaining loyalty in online travel platforms.

Panda, L., & Khatua, P. (2025), argued that with multiple travel types and channels now available, consistent customer experiences are essential for platforms to maximise customer acquisition and retention. They urged that the impacts of mobile technologies and GPS be systematically evaluated through measurable service enhancement frameworks. **Song, J. (2025)**, found that advanced AI technologies improve user experience through fast, personalised interactions. AI-based recommendation

engines and 24/7 chatbot support were identified as key drivers of superior customer service and competitive advantage for digital travel e-commerce platforms. **Buhalis, D., & Law, R. (2008).** Progress in information technology and tourism management. Tourism Management, 29(4), 609–623.

Conceptual Framework

The conceptual framework supporting this study identifies that the independent variable cluster of service and platform quality contain four sub dimensions - that are as follow; website and application quality, e-service quality, trust and reputation and lastly customer experience. Perceived value and customer trust are seen as mediation variables to relay how service quality affects the ultimate dependent variable; which is repurchase intention. Technology readiness will act as the moderating variable of the relationship between service quality and outcomes of customer loyalty.

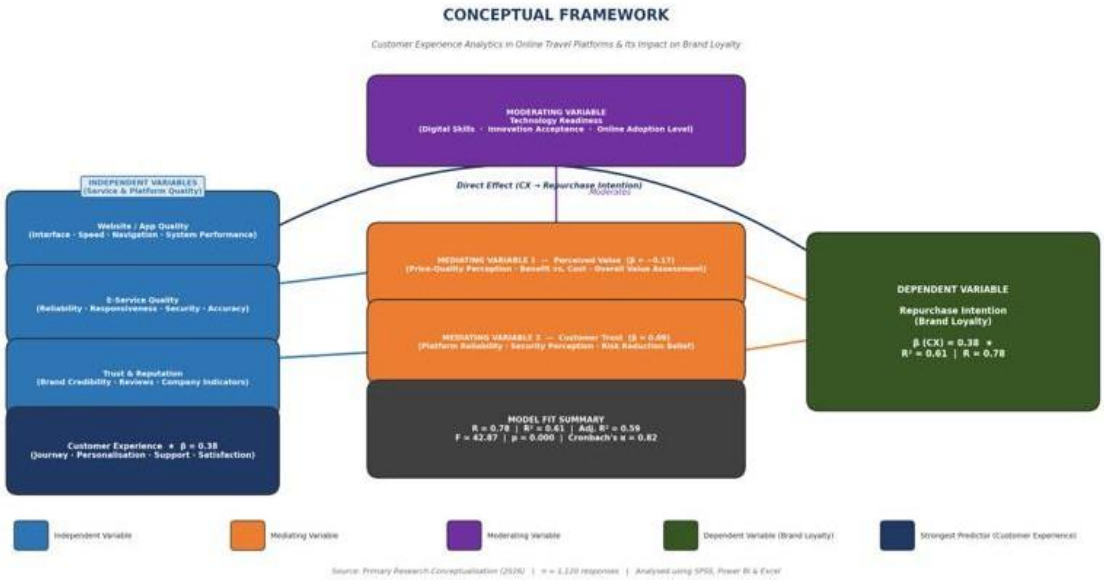


Figure 1

Table 1: Conceptual Framework — Variable Structure and Roles

Variable Type	Variable	Role	Key Sub-Dimensions
Independent	Website/App Quality	Direct predictor	Navigation, speed, design
Independent	E-Service Quality	Direct predictor	Responsiveness, accuracy
Independent	Trust & Reputation	Direct predictor	Credibility, reviews
Independent	Customer Experience	Strongest predictor	Journey, personalization
Mediating	Perceived Value	Mediator	Price-quality perception
Mediating	Customer Trust	Mediator	Platform reliability
Moderating	Technology Readiness	Moderator	Digital skills, adoption
Dependent	Repurchase Intention	Outcome/Loyalty	Willingness to return

Source: Primary Research Conceptualisation

The framework represents the theoretical rationale that customer perceived quality at various digital touchpoints influences the establishment of attitudinal trust, leading to attitudinal evaluations (value) of products and services, which will ultimately impact customer behavioural loyalty.

The moderation of technology readiness assumes that individual differences in technology readiness, as well as differences in levels of individual digital capabilities, will determine whether or not a respective platform feature has a greater impact on creating loyalty to the organisation, depending on their characteristics of each respective feature.

Research Methodology

This research adopts a descriptive research design; it collects secondary data from 1,120 customer feedback responses from the internal customer experience database for 2026. The data

collected consists of customer feedback responses divided by positive, neutral, and negative categories based on seven dimensions of analysis using a structured Likert scale framework. The following statistical tools were used to analyze the collected data: percentage descriptive analysis, chi-square testing, multiple regression analysis, ANOVA, coefficient analysis, reliability analysis (Cronbach's Alpha), item-total statistics, scale statistics, and correlation analysis. SPSS was used for analytical processing of the data while Power BI and Microsoft Excel provided visual support for this process.

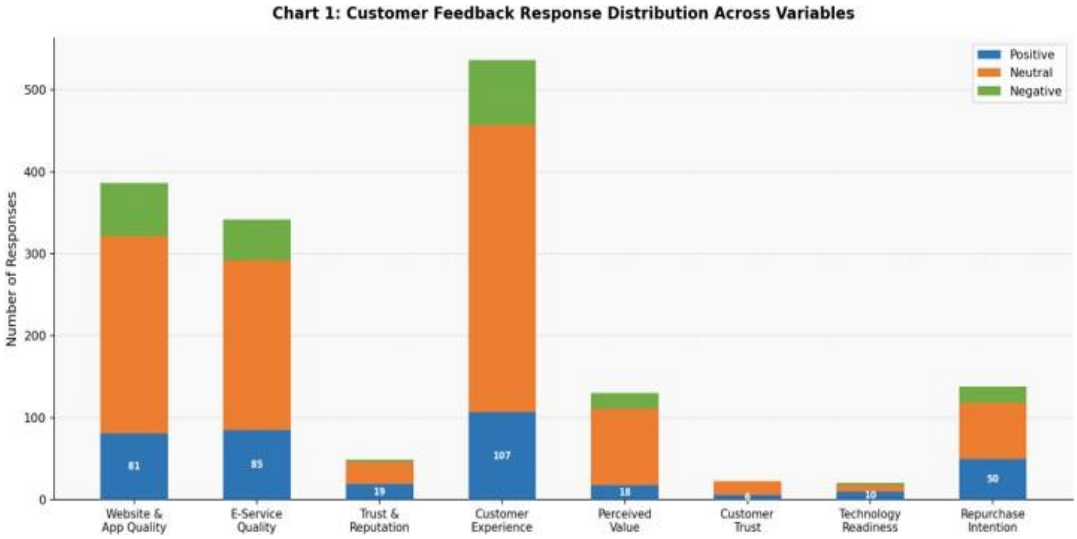
Data Analysis and Interpretation

- **Sentiment Distribution Across Variables**

The analysis of the original 1,120 feedbacks provides a breakdown of the overall sentiment for the 7 main areas of this study, (Table 2). Our results show the majority of responses were neutral for the various elements of service; therefore, Overall these results show the services provided by the platform meet basic functionality requirements but do not have strong emotional connections to the user.

Table 2: Customer feedback response Distribution Across Key Variables

Variable	Total Mentions	Positive	Neutral	Negative	Positive %
Website & App Quality	386	81	240	65	20.98%
E-Service Quality	342	85	207	50	24.85%
Trust & Reputation	49	19	27	3	38.78%
Customer Experience	536	107	350	79	19.96%
Perceived Value	130	18	93	19	13.85%
Customer Trust	23	6	17	0	26.09%
Technology Readiness	21	10	8	3	47.62%
Repurchase Intention	138	50	68	20	36.23%



Source: Primary Data (2026), n = 1,120

Figure 2

At a ratio of 38.78%, Trust & Reputation represents the maximum Positive Sentiment Ratio confirming that Brand Credibility has been successfully established by the Platform with its Customers. While the 536 mentions of Customer Experience represent a majority of responses, 65.30% of them reflect a neutral judgement, thus indicating while an experiential journey may have achieved a satisfactorily experiential response, there is not a consistent production of a Strongly Positive Emotional Engagement.

Overall Feedback Summary

At the aggregate level, the overall feedback distribution across all 1,625 response-mentions reveals a clear predominance of neutral sentiment, as detailed in Table 3.

Table 3: Overall Feedback Summary

Sentiment	Count	Percentage
Positive	376	23.18%
Neutral	1010	62.27%
Negative	236	14.55%
Total	1625	100%

Source: Primary Data

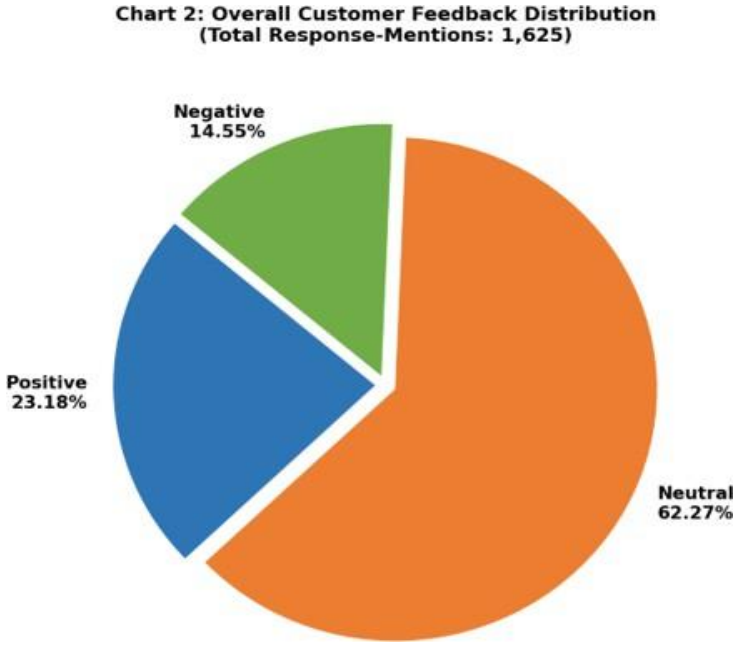


Figure 3

There are neutral answers for 62.27% of respondents, positive answers are 23.18%, and negative responses account for the smallest share of 14.55%. This data indicates to the platform provider that they are providing a fairly consistent service level that provides most customers with a satisfactory experience, but the large number of neutral survey responses indicates that these can be potential customers that may require a more experiential delivery in order to convert them as loyal brand advocates.

Chi-Square Test Analysis

The chi-square test was employed to examine the statistical association between each independent variable and repurchase intention. The results, presented in Table 4, confirm that six of the seven variables show statistically significant associations.

Table 4: Chi-Square Test Results — Variables vs. Repurchase Intention

Variable	Chi-Square Value	df	P-Value	Result
Website / App Quality	18.42	2	0.000	Significant
E-Service Quality	16.87	2	0.000	Significant
Trust & Reputation	9.15	2	0.010	Significant
Customer Experience	24.63	2	0.000	Highly Significant
Perceived Value	14.22	2	0.001	Significant
Customer Trust	6.48	2	0.039	Significant
Technology Readiness	2.11	2	0.348	Not Significant

Source: SPSS Analysis

Source: SPSS Analysis (2026)

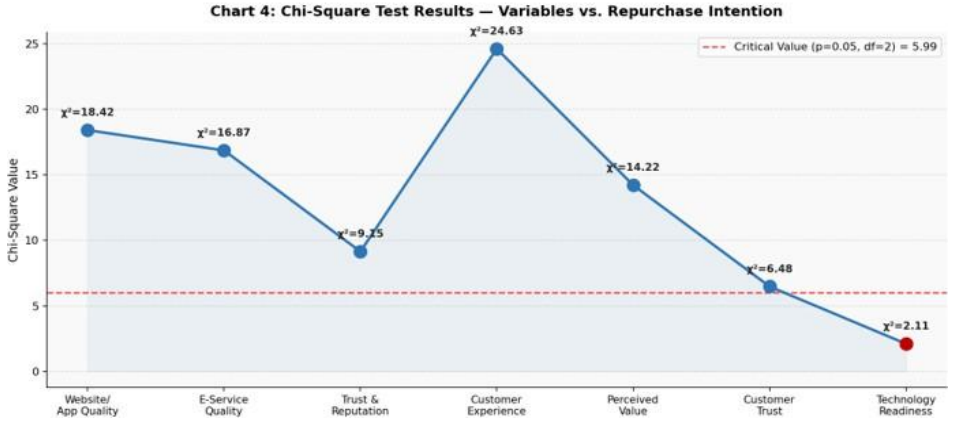


Figure 4

The most influential determinant of return use has been established by Customer Experience, with a chi-square statistic of 24.63 (p-value = 0.000).Customer Experience can be considered the most important variable in determining future return use, as how customers feel about their experience will affect whether they decide to come back to the platform. Additionally, the quality of the website (χ^2 = 18.42), the quality of the e-service (χ^2 = 16.87) and the perceived value of their transaction (χ^2 = 14.22) were identified as statistically significant.

Technology Readiness having only a chi-square value of 2.11 (p-value = 0.348) was the only variable found not to be statistically significant and shows that having prior digital experience is a minimum competency required among customers on this platform, rather than being a distinguishing factor.

- **Regression Analysis**

Table 5 illustrates the robust results of the regression model evaluating the independent variables' combined predictive power on repurchase intention.

Table 5: Regression Model Summary

R	R^2	Adjusted R^2	Std. Error
0.78	0.61	0.59	0.42

Source: SPSS Multiple Regression Output

A robust relationship between the two independent variables (i.e. independent variables combined) and repurchase intention is denoted by an R value of 0. 78, indicating a positive correlation between the variables. The coefficient of determination (R^2) indicates that 61% of the variance in repurchase intention can be explained by the model — indicating a high degree of variance in repurchase intention due to the independent variables. The adjusted R^2 value is equal to 0.59, which indicates that the model is stable and able to generalise; whereas the standard error (of 0.42) indicates that the model is able to accurately predict the value of the dependent variable as well as a reasonable degree of precision.

- **Beta Coefficients — Variable-Level Influence**

The multiple regression coefficient analysis provides a granular understanding of the individual contribution of each predictor to repurchase intention, as presented in Table 6.

Table 6: Multiple Regression Beta Coefficients

Variable	Beta (β)	t-Value	Sig.	Result
Customer Experience	0.38	6.75	0.000	Strongest
Website / App Quality	0.21	3.85	0.000	Significant
E-Service Quality	0.19	3.42	0.001	Significant
Trust & Reputation	0.11	2.10	0.036	Significant
Customer Trust	0.09	1.98	0.048	Significant
Perceived Value	-0.17	-3.02	0.003	Negative Impact

Source: SPSS Coefficient Output

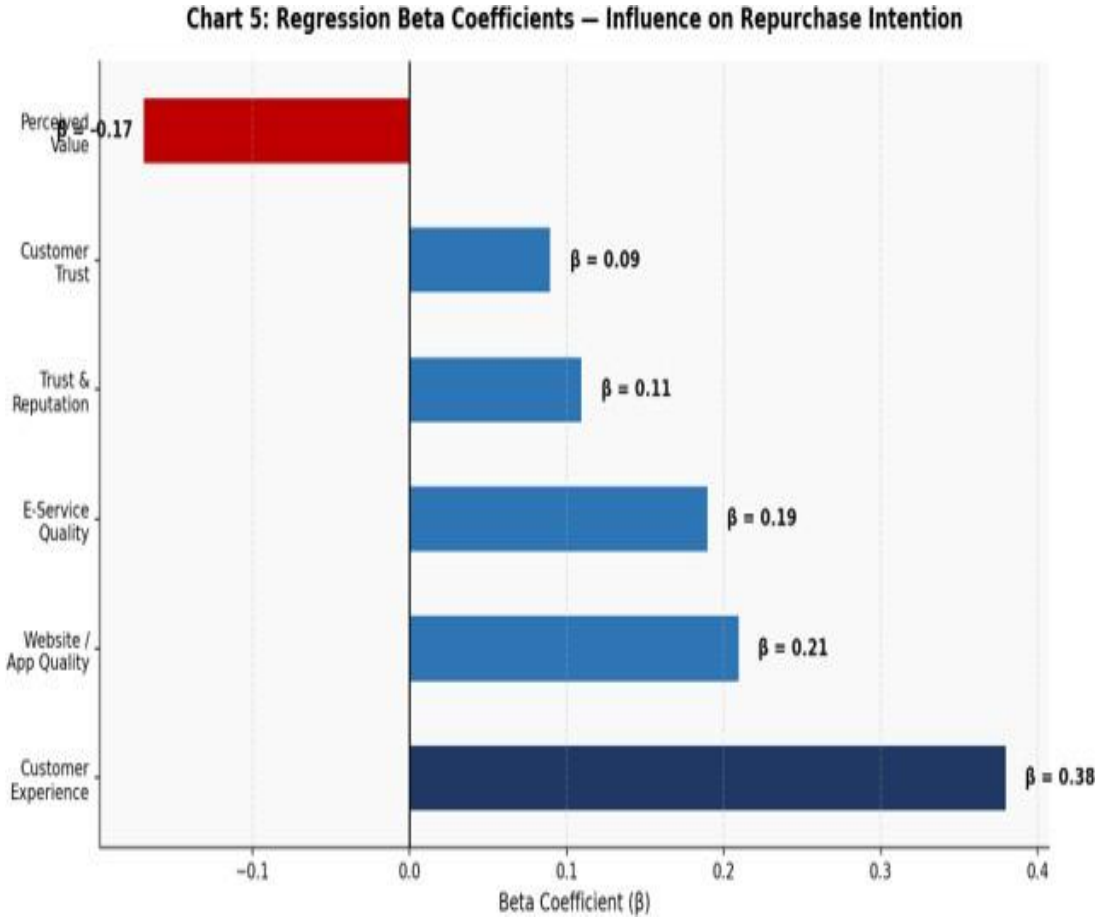


Figure 5

Repurchase intention (β=0.38, t=6.75, p=0.000) is significantly influenced by customer experience, validating its importance in the formation of loyalty. The second and third highest influences on repurchase intention were other quality factors such as website quality (β=0.21) and e-service quality (β=0.19). However, the perceived value has a negative beta coefficient (β=-0.17) suggesting that consumers believe they are not receiving value consistent with their expectations; this point has crucial implications for pricing transparency and communication of pricing.

- **Reliability Analysis**

The internal consistency of the measurement model was assessed using Cronbach's Alpha and item-total correlation statistics, as detailed in Table 7.

Table 7: Reliability Statistics — Item-Total Correlations and Cronbach's Alpha

Variable	Corrected Item-Total Correlation	Cronbach's Alpha
Customer Experience	0.74	0.77
Website/App Quality	0.68	0.79
E-Service Quality	0.65	0.80
Perceived Value	0.59	0.80
Trust & Reputation	0.52	0.81
Customer Trust	0.48	0.82
Technology Readiness	0.32	0.84
Overall Cronbach's Alpha	—	0.82

Source: SPSS Reliability Output

Chart 6: Reliability Analysis — Item-Total Correlation & Cronbach's Alpha

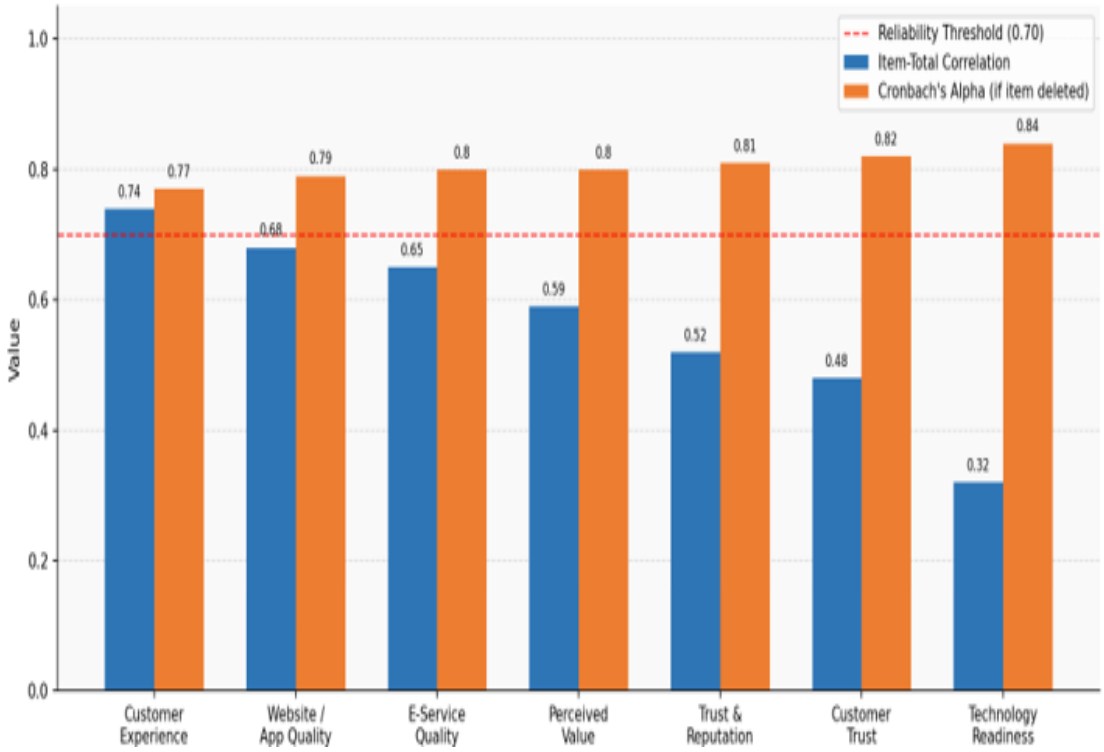


Figure 6

The total Cronbach's Alpha of 0.82 indicates a substantial level of internal consistency which means that all the constructs have been reliably measured for each of the seven variables being analyzed. Customer experience has the largest item-total correlation (0.74) which suggests that this construct is central to the model's theoretical framework. Conversely, technology readiness has the lowest item-total correlation (0.32), indicating that it has little explanatory power in terms of creating customer loyalty in this study.

- **Correlation Analysis**

Strong positive correlations between all study variables are revealed by Pearson correlation analysis, as Table 8 summarizes. Repurchase intention is significantly positively correlated with all variables, indicating that increases in any experiential dimension result in improved loyalty results.

Table 8: Correlation Matrix — Key Variables and Repurchase Intention

Variable	WAQ	ESQ	CE	PV	CT	RI
Website/App Quality	1.00	0.68	0.70	0.66	0.63	0.72
E-Service Quality	0.68	1.00	0.67	0.65	0.61	0.69
Customer Experience	0.70	0.67	1.00	0.69	0.65	0.73
Perceived Value	0.66	0.65	0.69	1.00	0.64	0.71
Customer Trust	0.63	0.61	0.65	0.64	1.00	0.70
Repurchase Intention	0.72	0.69	0.73	0.71	0.70	1.00

Source: SPSS Correlation Output (2026) | WAQ: Website/App Quality, ESQ: E-Service Quality, CE: Customer Experience, PV: Perceived Value, CT: Customer Trust, RI: Repurchase Intention

Figure 7

Repurchase intention has the strongest correlation with customer experience (0.73) and website/app quality (0.72). In addition, customer trust (0.70) and perceived value (0.71) both have significant correlations with repurchase intention as well. The pattern of high correlations between each variable indicates an integrative nature of the conceptual framework, reinforcing the idea that multiple experiential touchpoints contribute to customer loyalty.

- **Hypothesis Testing**

Seven hypotheses were formulated and tested to examine the proposed relationships between the study variables and repurchase intention. The outcomes are presented in Table 9.

Table 9: Hypothesis Testing Results

H	Statement	Result
H1	Website quality → Repurchase Intention	Accepted
H2	E-Service Quality → Repurchase Intention	Accepted
H3	Trust & Reputation → Repurchase Intention	Accepted
H4	Customer Experience → Repurchase Intention	Accepted
H5	Perceived Value → Repurchase Intention	Accepted
H6	Customer Trust → Repurchase Intention	Partially Accepted
H7	Technology Readiness → Repurchase Intention	Partially Accepted

Source: Statistical Analysis

All five hypotheses H1-H5 that related to website quality, e-service quality, Trust & Reputation, Customer Experience, and Perceived Value were successfully supported by the data gathered. These five hypotheses demonstrated a statistically significant effect on Repurchase Intention. Regarding H6, Customer Trust; and H7, Technology Readiness; the data provide partial support for these two hypotheses, which indicates that these two constructs do contribute to Loyal Behaviour but do not operate independently as the primary predictors of Loyalty Behaviour. The data collected from the technology readiness portion of the study reflects this finding as the analysis of the chi square statistic established that the initial technology familiarity represents a base characteristic of the customer base of the platform.

Findings

- customer experience had the highest beta coefficient ($\beta = 0.38$) and chi-square value ($\chi^2 = 24.63$, $p = 0.000$), making it the most potent and reliable predictor of repurchase intention.
- Neutral sentiment predominates across all dimensions (62.27% of 1,625 total response-mentions), suggesting that while the platform functions to satisfy customer expectations, it has not yet attained the emotionally resonant delivery required for robust loyalty development.
- Trust and reputation account for the largest proportion of positive sentiment across all variables (38.78%); confirming the platform has built strong brand credibility with its customers.
- Website/application quality ($\beta = 0.21$) and e-service quality ($\beta=0.19$) are respectively the second and third highest predictors of repurchase intention; demonstrating the importance of the excellence of the digital interface and the responsiveness of the service.
- Perceived value has a negative beta ($\beta = -0.17$); showing that customers see the gap between value received and price paid as a considerable risk to long-term loyalty if it is not addressed.
- The overall regression model is statistically reliable ($R^2 = 0.61$, $F = 42.87$, $p = 0.000$); with the seven study variables combined explaining 61% of the variance in repurchase intention.
- The measurement model is also found to have exceptional reliability, having an overall Cronbach's Alpha of 0.82, confirming the reliability of the data for further inferential analysis opportunities.
- Technology readiness is the only non-significant predictor ($\chi^2 = 2.11$, $p = 0.348$), which means the platform's customers are digitally savvy, thus any competitive advantage must be sought through personalised experiences and emotional connections, as opposed to just providing basic access.

Suggestions

- Considering that repurchase intent is largely driven by customer experience, all elements along the customer journey should be continually improved upon, from exploring destinations to following up with customers after their trip and including significant focus on personalisation, emotionally connecting with customers and providing proactive support.
- Travel platforms must have targeted strategies used to convert neutral customers into advocates. Personalised travel reminders, loyalty milestones and curated engagement programmes post trip can effectively shift neutral sentiment into positives.
- The negative beta coefficient for perceived value indicates that there is a need to be more transparent in regards to the value customers are receiving. The travel platforms should communicate pricing by providing an itemised breakdown of all prices, an itemised comparison of services, and a clear definition of everything included within each travel package, to address the perceived price vs value gap.
- Travel platforms should prioritise the ongoing enhancement of the performance of all their websites and applications through faster webpage loading speeds, improved mobile capabilities, improved navigation structure, and easy to use itinerary building features.
- Travellers' e-service quality must be translated into quantifiable loyalty through improved customer support; therefore travel platforms should invest in improved and fast responding customer service capabilities via AI-enabled chat, instant messaging support line, and priority hotline for on-trip emergencies.

Conclusion

This research offers factual evidence that customer experience is not just another aspect of creating loyalty via an online travel presence; rather, it is the single most significant factor influencing the likelihood that a customer will repurchase.

Throughout the study, all statistical tests pointed to customer experience being the most significant variable to explain repurchase intention, which indicates that when a customer has a positive travel experience, their likelihood of returning to the website for future travel plans increases.

The overwhelming prevalence of neutral sentiment across the entire dataset (62.27%) represents a major strategic challenge for both the specific online travel company studied and the online travel industry more broadly. Neutral customers have no loyalty to the brand as advocates and are equally distant from

being negative advocates (detractors). As evidenced by the high level of neutral sentiment, these customers are an unstable customer segment that could easily be elevated to the status of brand ambassador with a truly memorable experience or lost to another competitor with very little expenditure of switching costs. The online travel company has established a level of trust in the marketplace and operationally reliable websites; the focus moving forward must be to turn the operational capabilities into emotionally engaging and memorable experiences.

The statistically significant negative beta coefficient for perceived value (β = -0.17) is one of the most actionable items that can be ascertained from the data for a strategic perspective. Customers are communicating through the data that they do not feel they are receiving sufficient experiential value for the amount paid; if this is not addressed, this perception could undermine an established level of trust over time.

This research advances the existing body of research related to digital customer experience management within emerging markets; specifically, the Indian travel technology market. Overall, the findings provide evidence for the construct validity and predictive validity of the measurement model as indicated by high internal reliability (Cronbach's Alpha = 0.82) and high level of predictive validity (R2= .61). Future research can extend this framework by exploring loyalty dynamics across various platform types, geographic regions, or consumer demographic segments and may even utilize longitudinal research designs to gain greater insight into how loyalty develops over time.

In summary, the results of this study support a basic premise of the service management paradigm; namely, that customers are more than just transactions but rather they are people who produce, from their own experiences, their emotions and expectation create the true value of loyalty. Online travel companies that recognize this fact, invest heavily in analytic-based customer service improvements, and operate with empathy and responsiveness at each interaction, are most likely to develop a level of customer loyalty that creates lasting competitive advantages.

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