

The Influence of Personalization on Customer Satisfaction in Travel Aggregators

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Abstract—Aim: This study explores the impact of personalization on customer satisfaction in the travel aggregator industry. It aims to analyze how personalized recommendations, tailored services, and user-centric experiences influence customer preferences and enhance overall satisfaction.

Methodology: A survey-based approach will be adopted, collecting data from respondents using a structured questionnaire. The questionnaire will include sections on demographic details, user experiences with travel aggregators, and perceptions of personalization. Hypotheses will be tested using SPSS to establish statistical relationships.

Findings: The study will provide insights into the relationship between personalization and customer satisfaction, highlighting key factors that influence user experiences in the travel aggregator industry. It will help identify the effectiveness of AI-driven recommendations, the role of customized services, and potential challenges associated with personalization.

Originality/Value: This research will contribute to the growing body of knowledge on digital customer experiences by providing empirical evidence of how personalization strategies drive satisfaction in the travel aggregator industry. The findings will underscore the importance of leveraging customer data and AI-driven recommendations to enhance service quality and competitiveness.

Index Terms—Personalization, Customer Satisfaction, Travel Aggregators, Digital Experience

I. INTRODUCTION

Travel aggregators are online platforms that compile and display travel-related information from multiple sources, allowing users to compare various options for flights, accommodations, car rentals, and travel

packages. These platforms act as intermediaries between consumers and travel service providers, enabling users to make informed decisions by providing comprehensive details about prices, availability, and features. By consolidating information from different suppliers, travel aggregators simplify the planning process, allowing users to find the best deals and options that suit their preferences and budgets. Travel aggregators can be categorized into different types based on their primary services. Flight aggregators focus mainly on providing comparisons for air travel, enabling users to find the most suitable flights based on time, price, and airlines. Accommodation aggregators, on the other hand, specialize in hotel bookings, allowing users to search for and compare lodging options across various price ranges and amenities. Additionally, there are full-service travel aggregators that offer a comprehensive range of travel services, including flights, hotels, car rentals, and activities, catering to all aspects of travel planning in one convenient platform.

Travel aggregators typically operate under different business models, such as commission-based, subscription-based, or advertising-supported models. In a commission-based model, aggregators earn a percentage of the booking amount from service providers for each reservation made through their platform. Subscription models may involve charging users a fee for premium services or access to exclusive deals. Advertising-supported models generate revenue by displaying sponsored listings or advertisements from travel providers. Each model has its advantages and challenges, influencing how aggregators attract and retain customers.

Satisfaction for Personalized Services:

Satisfaction for personalized services in the travel aggregator industry is a critical factor influencing customer loyalty and overall user experience. Personalized services refer to the tailored recommendations and customized experiences that travel aggregators offer based on individual user preferences, past behavior, and demographic information. This personalization enhances the relevance of travel options presented to customers, making it easier for them to find suitable flights, accommodations, and travel packages that align with their specific needs and desires. As a result, a higher level of satisfaction is often reported by users who receive personalized services, as they feel their unique preferences are being acknowledged and catered to.

Several factors contribute to the satisfaction levels associated with personalized services in travel aggregators. First, the accuracy and relevance of personalized recommendations play a crucial role; customers are more satisfied when the suggested options closely match their preferences. Additionally, the ease of use and intuitive design of the aggregator platform can enhance the personalization experience, allowing users to navigate and discover tailored options effortlessly. Furthermore, effective communication and follow-up, such as personalized emails or notifications about relevant deals, can reinforce the sense of personalization, contributing to higher satisfaction levels. By continuously improving these factors, travel aggregators can foster a more engaging and satisfying experience for their customers. The satisfaction derived from personalized services directly influences customer loyalty within the travel aggregator industry. Satisfied customers are more likely to return to the same aggregator for future bookings, as they appreciate the tailored experiences that meet their travel needs. This loyalty can be further amplified when customers perceive that the aggregator understands their preferences and consistently provides relevant options over time. Moreover, satisfied customers are inclined to share their positive experiences with others, leading to increased word-of-mouth referrals and a broader customer base. Therefore, by prioritizing personalized services and focusing on enhancing customer satisfaction, travel aggregators can cultivate long-term relationships with

their users, ultimately driving business growth and competitiveness in the market.

Satisfaction on Discounts and Offers:

Satisfaction with discounts and offers is a significant aspect of customer experience in the travel aggregator industry. Discounts, promotional deals, and special offers are key motivators for customers when selecting travel services, as they provide tangible financial benefits that enhance the overall value of a booking. Travel aggregators often leverage these promotions to attract new customers and retain existing ones, making it essential for them to design appealing discount strategies. Customers who perceive that they are getting good deals are more likely to express higher satisfaction levels, which can positively influence their perception of the travel aggregator's overall service quality.

Several factors contribute to customer satisfaction regarding discounts and offers in travel aggregators. The perceived value of the discount is crucial; customers are more satisfied when they believe the offers are substantial and applicable to their travel needs. Additionally, the clarity and accessibility of these discounts play a vital role; customers appreciate easy-to-understand terms and conditions and straightforward processes for applying discounts at checkout. Timeliness also matters—customers are more likely to be satisfied if they receive relevant discounts at critical decision-making moments, such as during peak booking periods or when finalizing travel plans. By ensuring that these factors are optimized, travel aggregators can significantly enhance customer satisfaction. The satisfaction derived from discounts and offers has a direct impact on customer loyalty within the travel aggregator industry. Customers who feel they have received valuable deals are more likely to return for future bookings and recommend the aggregator to others. This positive sentiment is often reinforced by a sense of appreciation for the financial savings experienced, which fosters a deeper emotional connection with the brand. Additionally, satisfied customers are likely to engage more with the aggregator's promotions, increasing their chances of participating in loyalty programs or taking advantage of future offers. Consequently, by prioritizing attractive discounts and ensuring high satisfaction levels, travel aggregators

can cultivate lasting relationships with their customers, ultimately driving repeat business and enhancing their competitive position in the market.

Objectives of the Study:

Objective-1: To Study the satisfaction for personalized services for the customer by the travel aggregators.

Objective-2: To Study the Satisfaction for Discounts and Offers for the customer by the travel aggregators.

II. REVIEW OF LITERATURE

1. Kumar, A., & Singh, R. (2018), in the research paper titled "Personalization in Online Travel Booking: A Study of User Preferences.". This study explores how personalization in online travel booking systems significantly enhances user satisfaction. By tailoring recommendations based on individual preferences, travel aggregators can create a more relevant and engaging experience for users. The research indicates that when travelers receive personalized suggestions, their likelihood of repeat purchases increases, and they are more likely to share positive experiences with others, thus amplifying the overall brand reputation.
2. Zhao, J., & Wang, Y. (2019), in the research paper titled "Impact of Personalization on Customer Loyalty in Online Travel Services.". The authors find that personalization plays a pivotal role in fostering customer loyalty within online travel services. When customers feel that their needs and preferences are acknowledged through tailored offerings, their satisfaction levels rise, resulting in a deeper emotional connection with the brand. This sense of loyalty not only enhances repeat business but also encourages customers to act as brand advocates, thereby attracting new users to the platform.
3. Chen, S., & Lee, H. (2020), in the research paper titled "The Role of Personalization in Enhancing User Experience in Travel Apps.". This research highlights the significant impact of personalization on the overall user experience in travel applications. By integrating personalized features, such as customized itineraries and relevant travel tips, travel apps can enhance user satisfaction. The study concludes that users are more likely to engage with apps that provide a tailored experience, leading to higher ratings and increased downloads, as well as a competitive edge in the market.
4. Smith, T., & Lee, J. (2021), in the research paper titled "Exploring the Relationship between Personalization and Customer Satisfaction in the Online Travel Industry.". The findings of this study emphasize that personalization strategies are crucial in enhancing customer satisfaction within the online travel industry. By meeting the unique needs of travelers through personalized offers and recommendations, travel aggregators can create a more satisfying experience. This satisfaction translates into increased customer loyalty and the potential for higher profitability for the aggregator.
5. Gao, X., & Zhang, Y. (2021), in the research paper titled "Personalization and Its Impact on Customer Satisfaction in Online Travel Agencies.". This research concludes that personalization not only boosts customer satisfaction but also encourages users to explore additional services offered by travel aggregators. By providing tailored content and relevant options, travel agencies can enhance user engagement and satisfaction, which ultimately leads to increased revenues. The study highlights the financial benefits of investing in personalization technologies.
6. Nguyen, L., & Huynh, T. (2022), in the research paper titled "Consumer Behavior in the Context of Personalized Travel Recommendations.". This study reveals that personalized travel recommendations significantly influence customer satisfaction. When users receive suggestions tailored to their preferences and past behavior, they perceive a higher value in the service, which enhances their overall satisfaction. The findings suggest that travel aggregators should prioritize personalization to cultivate a positive brand perception and encourage repeat usage.

7. Brown, C., & Miller, S. (2022), in the research paper titled "Personalization Strategies and Customer Satisfaction: Insights from Travel Aggregators.". The research highlights that effective personalization strategies in travel aggregators lead to significant improvements in customer satisfaction. By analyzing user data and tailoring experiences, these platforms can create offerings that resonate more with individual travelers, thereby enhancing their overall satisfaction and likelihood of recommending the service to others.
8. Ali, S., & Abdu, F. (2023), in the research paper titled "The Influence of Personalization on Customer Experience in the Online Travel Sector.". This study concludes that personalization is a critical factor in enhancing customer experience in online travel platforms. By providing relevant and customized content, travel aggregators can significantly improve customer satisfaction, leading to a more positive perception of the brand and increased loyalty among users.
9. Patel, R., & Kumar, V. (2023), in the research paper titled "Customer Satisfaction in Travel Aggregators: The Role of Personalization.". The authors find that personalization is integral to customer satisfaction in travel aggregators. Tailored experiences that reflect individual preferences and behaviors foster a sense of belonging among users, enhancing their overall satisfaction and encouraging them to engage with the platform more frequently.
10. Davis, L., & Clarke, R. (2024), in the research paper titled "Examining the Link between Personalization and Customer Satisfaction in Digital Travel Services.". This study asserts that personalized experiences are crucial for enhancing customer satisfaction in digital travel services. Users who receive tailored information and recommendations appreciate the relevance and quality of the content provided, leading to a favourable impression of the travel aggregator. This positive perception is vital for maintaining a competitive edge in the rapidly evolving travel industry.

Research Gap:

Despite the growing body of literature on personalization in travel aggregators and its impact on customer satisfaction, several research gaps remain. First, there is a lack of comprehensive studies examining how different types of personalization (e.g., behavioral, demographic, and contextual) influence specific aspects of customer satisfaction, such as emotional engagement and loyalty. Additionally, the interplay between personalization and other factors, such as service quality and customer trust, has not been extensively explored, which limits our understanding of how these elements interact to affect overall satisfaction. Furthermore, most studies have focused on large, established travel aggregator platforms, leaving a gap in research on the effectiveness of personalization strategies in smaller or emerging travel services. Lastly, the long-term effects of personalization on customer satisfaction and retention have yet to be thoroughly investigated, indicating a need for longitudinal studies to provide insights into the sustainability of personalized experiences in the travel industry. Addressing these gaps can enhance our understanding of how personalization can be optimized to improve customer satisfaction and loyalty in travel aggregators.

III. RESEARCH METHODOLOGY

Sample Size:

The sample size for this study is 140 respondents. This number was chosen to ensure a diverse representation of individuals with varying travel frequencies, demographic characteristics, and experiences with travel aggregators. By collecting data from 140 respondents through an online survey, the study aims to gather sufficient information to draw meaningful conclusions about customer satisfaction with personalized services and discounts/offers. The sample size also allows for the application of statistical tests, such as the one-sample t-test and ANOVA, to analyze differences in satisfaction based on gender and travel frequency.

Sampling Technique: The study employed a simple random sampling technique to ensure that every respondent had an equal chance of being selected. This approach helped minimize selection bias and enhanced the representativeness of the sample. By randomly choosing participants from a larger population, the

study ensured that the collected data accurately reflected diverse opinions and experiences related to travel aggregators. This method was particularly useful in achieving generalizability of the results, making the findings more reliable and applicable to the broader population.

Data Collection: Primary data was collected using a structured questionnaire, designed to capture respondents' satisfaction with personalized services and discounts/offers provided by travel aggregators. The questionnaire included demographic details, user experiences, and satisfaction levels related to various aspects of travel services. An online survey method was utilized to reach a wide audience, resulting in a sample size of 140 respondents. This approach facilitated the efficient gathering of data while

ensuring diverse representation across gender, age groups, and travel frequency.

Limitations of the Study:

1. **Destination-Specific Information:** The study focuses on specific travel destinations, which may limit the applicability of findings to other regions or travel experiences. Variations in customer satisfaction due to location, travel conditions, or service quality may not be fully captured.
2. **Lack of Classification Between Domestic and International Tours:** The study does not distinguish between domestic and international travel, which may impact satisfaction analysis. Differences in costs, travel complexities, and service availability could influence customer preferences and expectations, leading to incomplete insights.

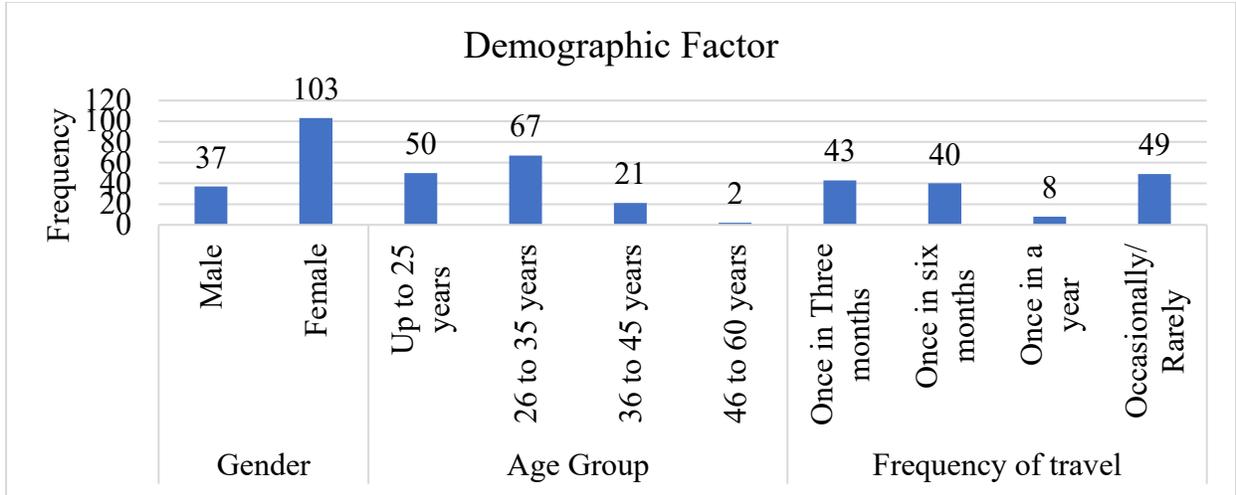
Data Analysis:

The following table indicates the demographic factor of the study:

Sr.no	Demographic Factor	Category	Frequency	Percent
1	Gender	Male	37	26.4
		Female	103	73.6
2	Age Group	Up to 25 years	50	35.7
		26 to 35 years	67	47.9
		36 to 45 years	21	15.0
		46 to 60 years	2	1.4
3	Frequency of travel	Once in Three months	43	30.7
		Once in six months	40	28.6
		Once in a year	8	5.7
		Occasionally/Rarely	49	35.0

The demographic analysis of the 140 respondents reveals a diverse participant profile in terms of gender, age, and travel frequency. Among the respondents, 73.6% are female (103 respondents), while 26.4% are male (37 respondents), indicating a significant female representation. The age distribution shows that the majority of respondents fall within the 26 to 35 years category (67 respondents), followed by those up to 25 years (50 respondents), suggesting that younger travelers are more engaged with travel aggregators. A smaller proportion belongs to the 36 to 45 years age

group (21 respondents), and very few respondents are aged 46 to 60 years (2 respondents). Regarding travel frequency, most respondents travel occasionally or rarely (49 respondents), while 43 travel once in three months and 40 travel once in six months, with only 8 respondents traveling once a year. This distribution highlights the varying engagement levels with travel services, emphasizing the need for travel aggregators to tailor their offerings to meet the distinct preferences of different demographic segments.



Objective-1: To Study the satisfaction for personalized services for the customer by the travel aggregators.

Null Hypothesis H_{01A} : There is no satisfaction for personalized services for the customer by the travel aggregators.

Alternate Hypothesis H_{11A} : There is a satisfaction for personalized services for the customer by the travel aggregators.

To test the above null hypothesis, one sample t-test is applied and results are as follows:

One-Sample Test				
	Test Value = 60			
	t	df	P-value	Mean Difference
Satisfaction for personalized services	8.693	139	.000	11.036

Interpretation: The above results indicate that calculated p-value is 0.030. It is less than 0.05. Therefore One sample T-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There is a satisfaction for personalized services for the customer by the travel aggregators.

Findings: To understand the findings, Mean scores are obtained and presented as follows:

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Satisfaction for personalized services	140	71.04	15.021	1.269

The overall mean satisfaction score for personalized services among 140 respondents is 71.04, with a standard deviation of 15.021. This suggests that, on average, respondents have a fairly high level of satisfaction with personalized services provided by travel aggregators.

Null Hypothesis H_{01B} : There is no significant difference in Satisfaction for personalized services according to the gender of respondents

Alternate Hypothesis H_{11B} : There is a significant difference in Satisfaction for personalized services according to the gender of respondents.

To test the above null hypothesis, ANOVA and F-test is applied and results are as follows:

ANOVA					
Satisfaction for personalized services					
	Sum of Squares	df	Mean Square	F	P-value
Between Groups	1234.570	1	1234.570	5.655	.019
Within Groups	30127.752	138	218.317		
Total	31362.321	139			

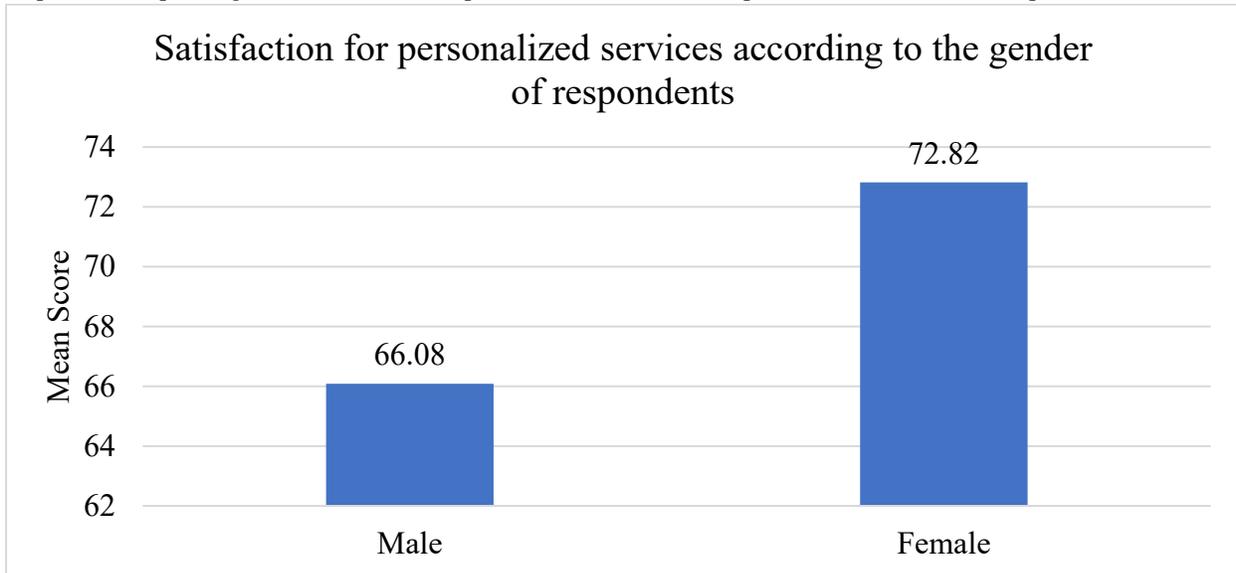
Interpretation: The above results indicate that calculated p-value is 0.019. It is less than 0.05. Therefore, ANOVA and F-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There is a significant difference in Satisfaction for personalized services according to the gender of respondents.

Findings: To understand the findings, Mean scores are obtained and presented as follows:

Report			
Satisfaction for personalized services			
2. Gender:	Mean	N	Std. Deviation
Male	66.08	37	19.108
Female	72.82	103	12.904
Total	71.04	140	15.021

The mean satisfaction scores for personalized services indicate a difference in perception between male and female respondents. The mean score for males is 66.08, while for females, it is 72.82. This suggests that, on average, female respondents report higher satisfaction with personalized services compared to their male counterparts.



Null Hypothesis H_{01C} : There is no significant difference in Satisfaction for personalized services according to the frequency of travel.

Alternate Hypothesis H_{11C} : There is a significant difference in Satisfaction for personalized services according to the frequency of travel.

To test the above null hypothesis, ANOVA and F-test is applied and results are as follows:

ANOVA					
Satisfaction for personalized services					
	Sum of Squares	df	Mean Square	F	P-value
Between Groups	3134.988	3	1044.996	5.035	.002
Within Groups	28227.333	136	207.554		
Total	31362.321	139			

Interpretation: The above results indicate that calculated p-value is 0.002. It is less than 0.05. Therefore ANOVA and F-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

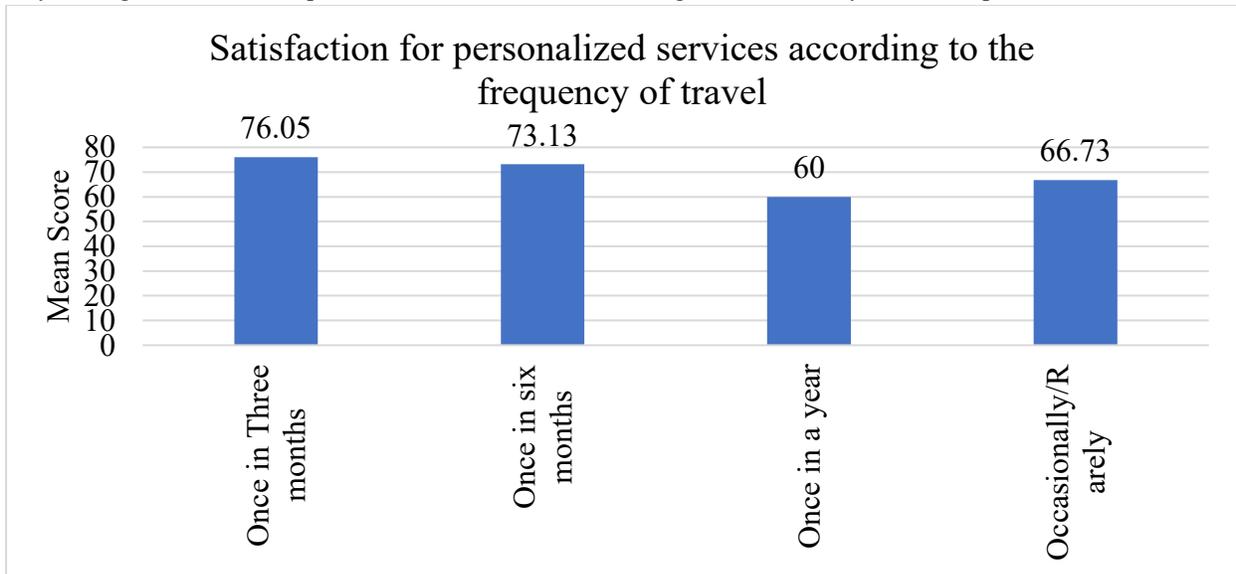
Conclusion: There is a significant difference in Satisfaction for personalized services according to the frequency of travel.

Findings: To understand the findings, mean scores are obtained and presented as follows:

Report			
Satisfaction for personalized services			
8. Frequency of travelling:	Mean	N	Std. Deviation
Once in Three months	76.05	43	13.287
Once in six months	73.13	40	13.274
Once in a year	60.00	8	12.174
Occasionally/Rarely	66.73	49	16.395
Total	71.04	140	15.021

The mean satisfaction scores for personalized services based on the frequency of travel reveal interesting insights into customer perceptions. Respondents who travel more frequently—once in three months (76.05) and once in six months (73.13)—report higher satisfaction levels, suggesting that frequent travelers may find greater value in personalized services. In

contrast, those who travel once a year (60.00) exhibit the lowest satisfaction, possibly due to a lack of familiarity or lower perceived benefits of personalization. Meanwhile, occasional/rare travelers (66.73) have a moderate level of satisfaction, though with a higher standard deviation (16.395), indicating greater variability in their responses.



Objective-2: To Study the Satisfaction for Discounts and Offers for the customer by the travel aggregators.

Null Hypothesis H_{02A} : There is no satisfaction for Discounts and Offers for the customer by the travel aggregators.

Alternate Hypothesis H_{12A} : There is a satisfaction for Discounts and Offers for the customer by the travel aggregators.

To test the above null hypothesis, one sample t-test is applied and results are as follows:

One-Sample Test				
	Test Value = 60			
	t	df	P-value	Mean Difference
Satisfaction for Discounts and Offers	16.428	139	.000	16.057

Interpretation: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore, One sample T-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There is a satisfaction for Discounts and Offers for the customer by the travel aggregators.

Findings: To understand the findings, mean scores are obtained and presented as follows:

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Satisfaction for Discounts and Offers	140	76.06	11.565	.977

The mean satisfaction score for discounts and offers among 140 respondents is 76.06, indicating a generally high level of satisfaction with the promotional benefits provided by travel aggregators. This score is higher than the mean satisfaction for personalized services (71.04), suggesting that customers may perceive tangible financial benefits, such as discounts and offers, as more valuable compared to personalized service features.

Null Hypothesis H_{02B} : There is no significant difference in satisfaction for Discounts and Offers according to the gender of respondents

Alternate Hypothesis H_{12B} : There is a significant difference in satisfaction for Discounts and Offers according to the gender of respondents.

To test the above null hypothesis, ANOVA and F-test is applied and results are as follows:

ANOVA					
Satisfaction for Discounts and Offers					
	Sum of Squares	df	Mean Square	F	P-value
Between Groups	584.275	1	584.275	4.478	.036
Within Groups	18007.267	138	130.487		
Total	18591.543	139			

Interpretation: The above results indicate that calculated p-value is 0.036. It is less than 0.05. Therefore ANOVA and F-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There is a significant difference in satisfaction for Discounts and Offers according to the gender of respondents.

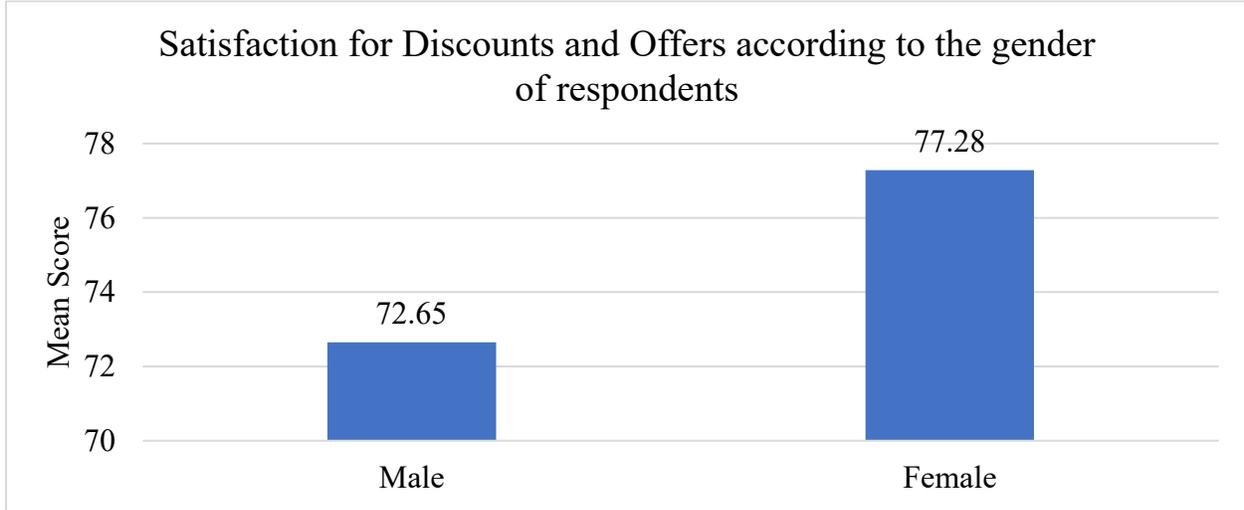
Findings: To understand the findings, Mean scores are obtained and presented as follows:

Report			
Satisfaction for Discounts and Offers			
2. Gender:	Mean	N	Std. Deviation
Male	72.65	37	10.350
Female	77.28	103	11.779
Total	76.06	140	11.565

The mean satisfaction scores for discounts and offers indicate a gender-based difference in perception. Female respondents have a higher mean satisfaction score (77.28) compared to males (72.65), suggesting

that women may find discounts and offers more appealing or beneficial. The standard deviation is slightly higher for females (11.779) than for males

(10.350), indicating a somewhat greater variability in their responses.



Null Hypothesis H_{02C} : There is no significant difference in satisfaction for Discounts and Offers according to the frequency of travel.

Alternate Hypothesis H_{12C} : There is a significant difference in satisfaction for Discounts and Offers according to the frequency of travel.

To test the above null hypothesis, ANOVA and F-test is applied and results are as follows:

ANOVA					
Satisfaction for Discounts and Offers					
	Sum of Squares	df	Mean Square	F	P-value
Between Groups	3874.434	3	1291.478	11.934	.000
Within Groups	14717.109	136	108.214		
Total	18591.543	139			

Interpretation: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore, ANOVA and F-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There is a significant difference in satisfaction for Discounts and Offers according to the frequency of travel.

Findings: To understand the findings, mean scores are obtained and presented as follows:

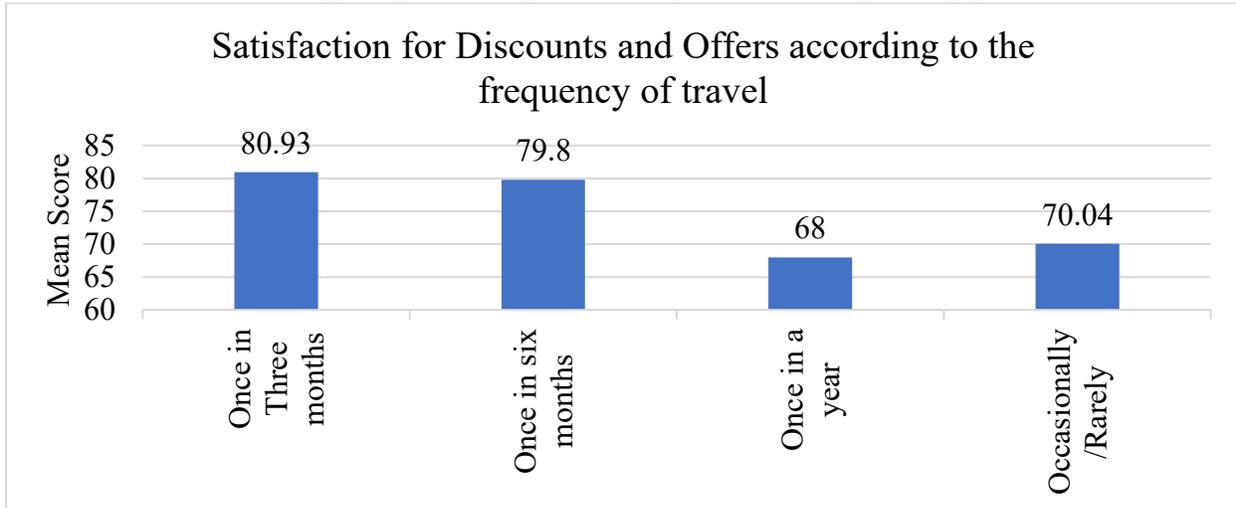
Report			
Satisfaction for Discounts and Offers			
8. Frequency of travelling:	Mean	N	Std. Deviation
Once in Three months	80.93	43	10.469
Once in six months	79.80	40	9.455
Once in a year	68.00	8	14.658
Occasionally/Rarely	70.04	49	10.332
Total	76.06	140	11.565

The mean satisfaction scores for discounts and offers based on travel frequency reveal that more frequent travellers tend to have higher satisfaction levels. Respondents who travel once in three months (80.93)

and once in six months (79.80) report the highest satisfaction, indicating that regular travellers find greater value in the discounts and offers provided by travel aggregators. In contrast, those who travel once a

year (68.00) and occasionally/rarely (70.04) have lower satisfaction scores, suggesting that infrequent

travellers may not perceive as much benefit from these promotions or may not engage with them as often.



IV. CONCLUSION

The study highlights that customer satisfaction with travel aggregators is influenced by both personalized services and discounts/offers, with a stronger preference observed for discounts and offers (Mean = 76.06) compared to personalized services (Mean = 71.04). Gender-based analysis reveals that female respondents tend to be more satisfied with both aspects than their male counterparts. Additionally, travel frequency plays a significant role in shaping customer satisfaction, as individuals who travel more frequently (once in three or six months) report higher levels of satisfaction compared to occasional or annual travelers. These insights emphasize the importance of travel aggregators focusing on refining their personalization strategies and offering attractive discounts to retain and attract customers. By tailoring their services to different customer segments and enhancing promotional benefits, travel aggregators can strengthen customer loyalty and improve overall service experiences in a competitive market.

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