

THE IMPACT OF ONLINE INNOVATION ON REPURCHASE INTENTIONS IN LUXURY HOTELS IN SRI LANKA: EXPLORING THE MEDIATING ROLE OF CUSTOMER EXPERIENCE

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1. Introduction

This research studies the impact of online innovation repurchase intention by analyzing the way digital platform experiences are crafted in the above three-star hotels in Sri Lanka. Specifically, it investigates how these online innovations influence customers' likelihood of making repeat bookings, with customer experience as a mediating factor. The objective of this research is to understand how online innovation shapes customer experiences and, in turn, affects their intention to repurchase in the hotel industry.

2. Research Methodology

The study employed a quantitative survey strategy. Data was collected from individuals who had booked hotels online and stayed in above three-star hotels in Sri Lanka over the past five years. A structured questionnaire was administered to 70 respondents to ensure the results were reliable while keeping the study manageable, and the data was analyzed using Structural Equation Modeling (SEM) and smart PLS software to explore the impact of online innovation, customer experience, and repurchase intention.

3. Findings and Discussion

Preliminary results indicate a significant positive impact between online innovation and repurchase intention, fully mediated by customer experience. Findings align with global studies but emphasize the importance of seamless digital platforms in the Sri Lankan context.

4. Conclusion and Implications

The study highlights the critical role of customer experience in mediating the effect of online innovations on repurchase intentions. These findings offer practical insights for hotel managers and marketers in Sri Lanka, emphasizing the need to invest in digital innovations to enhance customer experience. These insights will help craft more targeted digital campaigns, drive repeat bookings and foster stronger customer relationships.

Keywords: Customer experience, Hotel industry, Online innovation, Repurchase intention, Sri Lanka