



**TRAVEL MANAGEMENT COMPANY AND ONLINE BOOKING TOOL SATISFACTION:  
ASSESSMENT OF THE SURVEY AND VALIDATION PROCESS**

Prepared for

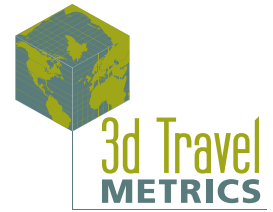


**3d Travel  
METRICS**

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## EXECUTIVE SUMMARY



The purpose of the current report is to demonstrate both the reliability and validity of 3D Travel Metrics' survey, as well as to highlight the specific aspects of the survey and scoring procedure which make it an excellent satisfaction assessment tool.

Data were collected from respondents within five clients companies regarding what type of traveler they were, specific TMCs and OBTs used, and satisfaction with the TMCs and OBTs. All responses across five clients for the past three years were reviewed.

For each of the key results listed below, further details are highlighted in the detailed version of the report.

- The survey instrument includes both an overall satisfaction item and items assessing the satisfaction of specific components of TMCs and OBTs, resulting in a comprehensive picture of client satisfaction.
- A seven point scale is used instead of a 4-point or 10-point scale. The advantages of a 7-point scale include better distribution of potentially skewed data, detection of small to moderate differences, appropriate gradations of responses, and having a neutral midpoint option for respondents who may truly be neutral regarding an item.
- The scoring methodology involved calculating mean scores, instead of bucket scores (satisfied vs. dissatisfied), to preserve the integrity of the original responses and the actual variation found in the survey responses.
- Excellent reliability was found for both the TMC and OBT items using Cronbach's alpha. Overall, the reliability of both sections has a Cronbach's alpha greater than .93. Any reliability coefficient over .85 is considered excellent.
- The reliability was also excellent when the data was divided by each major variable of interest.
- The validity of the survey was established in several ways. The construct validity was established through demonstrating convergent validity and discriminant validity.
- Both the TMC and OBT sections of the survey demonstrated convergent validity in that the Cronbach's alphas were excellent, a principle components factor analysis revealed two distinct constructs (one made up of all the TMC items and the other of all the OBT items), and the inter-item correlations within each of the two sections were in the positive direction and moderate to strong. Also, the correlations of relationships involving the survey across various sub-samples of the data including various traveler types and companies were positive and moderate to strong.
- Discriminant validity was established from the two factor structure and from the moderate strength of the correlations between the TMC and OBT satisfaction, indicating that TMC and OBT are separate but related constructs
- Content validity was established in that the survey measures what it claims to measure and that all the survey items are present that would be expected to cover the topic.



  
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