

FACTORS INFLUENCING ONLINE HOTEL BOOKING INTENTIONS OF DOMESTIC TOURISTS AT FOUR-STAR HOTELS IN HUE CITY

**Thu Ha Bach Thi^{1*}, Thu Suong Nguyen Thi¹, Thanh Nga Nguyen Thi¹
Thanh Xuan Le Thi¹**

¹*School of Hospitality & Tourism - Hue University, Vietnam*
Email: bttha.hat@hueuni.edu.vn

ABSTRACT

In the era of rapid digital transformation, online hotel booking platforms have become increasingly prevalent, playing a pivotal role in enhancing the operational efficiency of accommodation businesses. Grounded in the Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), and Electronic Commerce Adoption Model (E-CAM), this study aims to identify the key factors affecting the online booking intentions of domestic tourists at four-star hotels in Hue City.

Data were collected from a sample of 141 tourists and analyzed using Cronbach's Alpha reliability analysis, Exploratory Factor Analysis (EFA), and multiple linear regression. The empirical results indicate that six factors exert a positive influence on online booking intentions. Ranked in descending order of impact, these are: Perceived Ease of Use, Perceived Usefulness, Electronic Word-of-Mouth (eWOM), Price, Perceived Trust, and Payment Systems. Based on these findings, the study proposes several managerial implications aimed at improving online business performance and strengthening the competitive advantage of four-star hotels in Hue City.

Keywords: *Online booking intention, domestic tourists, 4-star hotels, Hue City.*

1. Introduction

In the era of globalization and digital transformation, the tourism and hospitality industry has experienced substantial changes in consumer behavior, particularly in the way travelers search for information and purchase tourism services. The rapid development of information technology and the widespread use of the Internet have accelerated the adoption of online hotel booking platforms, enabling tourists to compare accommodation options, evaluate prices, and make reservation decisions more conveniently and efficiently (Buhalis & Law, 2008). Consequently, online booking systems have become one of the most important distribution channels for hotels and have significantly influenced tourists' purchasing intentions and consumption behavior (Kim & Kim, 2004).

Previous studies have identified several determinants affecting customers' online booking intentions. According to Davis (1989), perceived usefulness and perceived ease of use are the two fundamental factors influencing individuals' acceptance of technology. Subsequent studies have extended this perspective by demonstrating that trust in online platforms, electronic word-of-mouth (eWOM), online customer reviews, website quality, and payment security positively influence customers' willingness to book accommodation online (Gefen et al., 2003; Sparks & Browning, 2011). These findings have contributed significantly to understanding consumer behavior in electronic commerce and online tourism services.

Despite the growing body of literature, several important research gaps remain. First, most existing studies have been conducted in developed countries or major tourism destinations where digital tourism services are relatively mature. Their findings may not be directly applicable to emerging tourism destinations with different market characteristics and levels of digital adoption. Second, previous research has primarily focused on general online travel booking behavior or on large hotel chains, while limited attention has been paid to specific hotel segments, particularly 4-star hotels, which represent an important category balancing service quality and affordability for domestic travelers. Third, although online booking behavior has been widely examined, relatively few studies have investigated this issue in the context of domestic tourists in Vietnam, where cultural characteristics, technology acceptance, and purchasing behavior may differ from those reported in international studies. More importantly, empirical evidence concerning online hotel booking intentions in Hue City remains scarce.

Hue is one of Vietnam's leading cultural tourism destinations, attracting an increasing number of domestic tourists each year. Although hotels in Hue have gradually adopted online booking channels through online travel agencies (OTAs) and hotel websites, the effectiveness of these channels remains relatively limited, particularly among 4-star hotels. This highlights the need to better understand the factors influencing domestic tourists' online booking intentions.

Addressing this research gap is important from both theoretical and practical perspectives. The present research extends the literature on online hotel booking by providing empirical evidence from a developing tourism destination and a specific hotel segment in Vietnam. The findings are expected to help managers of 4-star hotels in Hue improve online service quality, strengthen customer trust, optimize digital marketing strategies, and enhance the effectiveness of online booking channels.

2. Theoretical Frameworks

2.1. Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA), proposed by Ajzen and Fishbein (1975), suggests that an individual's behavior is primarily determined by behavioral intention, which is influenced by attitude and subjective norms. In the context of online hotel reservations, TRA provides the fundamental behavioral perspective by explaining that customers' intention to book online is the most immediate predictor of their actual booking behavior. However, TRA does not explicitly explain how consumers evaluate online technologies before forming their intentions.

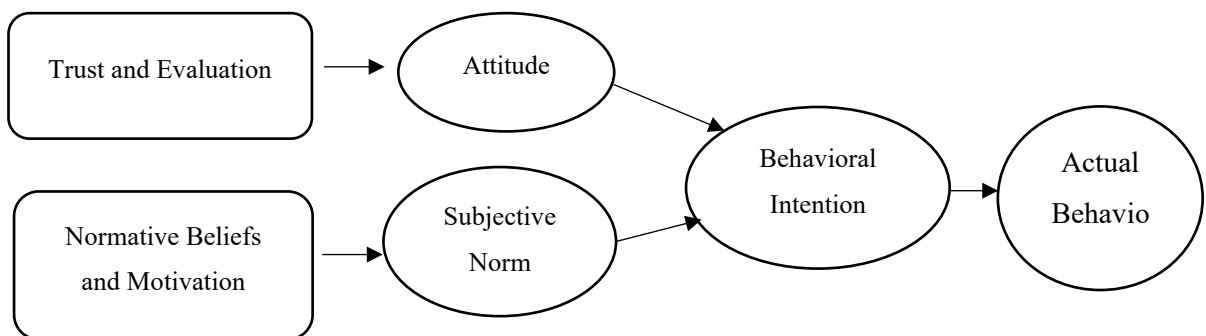


Figure 1. Theory of Reasoned Action (TRA) Model

Source: Adapted from Ajzen and Fishbein (1975)

2.2. Technology Acceptance Model (TAM)

To address this limitation, Davis (1989) developed the Technology Acceptance Model (TAM), which explains technology adoption through two key constructs: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). In online hotel booking, these constructs reflect customers' evaluations of booking platforms in terms of convenience, efficiency, and usability. Numerous studies have confirmed that PU and PEOU positively influence consumers' willingness to use online booking systems. Although TAM explains technology acceptance, it does not fully capture the characteristics of online commercial transactions, such as trust and transaction security.

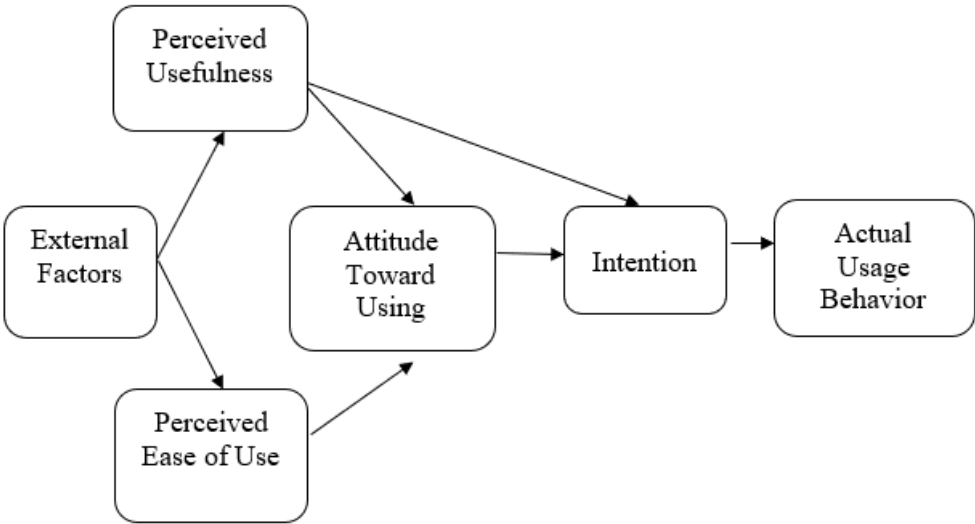


Figure 2. Technology Acceptance Model (TAM)

Source: Adapted from Davis (1986)

2.3. E-commerce Adoption Model (E-CAM)

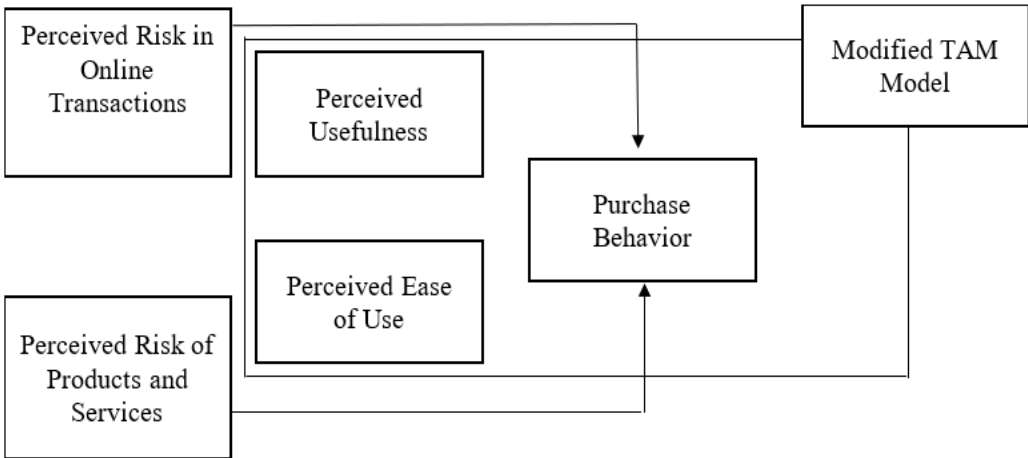


Figure 3. Electronic Commerce Adoption Model (E-CAM)

Source: Adapted from Lee et al. (2001)

While TAM explains technology acceptance, it does not fully consider the characteristics of online commercial transactions. The E-commerce Adoption Model (E-CAM) (Lee et al., 2001) extends TAM by emphasizing transaction-related factors such as trust and perceived risk. In online hotel reservations, customers must provide personal information and complete online payments, making trust an essential determinant of booking intention. Although perceived risk is an important construct in E-CAM, recent studies suggest that its influence has declined with the increasing use of secure payment technologies and reputable OTA platforms.

Integration of TRA, TAM, and E-CAM

Although TRA, TAM, and E-CAM were developed from different theoretical perspectives, they are complementary in explaining consumers' online hotel booking behavior. TRA provides the fundamental behavioral framework by proposing that behavioral intention is the immediate antecedent of actual behavior (Ajzen & Fishbein, 1975). However, it does not explain how consumers evaluate the technology through which the behavior is performed. TAM addresses this limitation by introducing Perceived Usefulness and Perceived Ease of Use as the key determinants of technology acceptance (Davis, 1989). In the context of online hotel reservations, these constructs explain how consumers evaluate booking platforms before forming their booking intentions. Building upon TAM, E-CAM extends the model to electronic commerce by incorporating transaction-related characteristics associated with online environments, such as trust and transaction security (Lee et al., 2001). Therefore, integrating these three theories provides a comprehensive theoretical foundation for understanding online hotel booking intention, combining behavioral intention, technology acceptance, and e-commerce characteristics within a unified framework.

3. Literature Review and Research Gaps

Online booking behavior has become a major research focus among both domestic and international scholars as the tourism industry undergoes rapid digital transformation. Globally, studies based on the Technology Acceptance Model (TAM), including those by Aziz et al. (2010) and Han et al. (2013), consistently demonstrate that Perceived Usefulness, Perceived Ease of Use, and Trust are key determinants of customers' intentions to adopt online services. In addition, service quality, online reviews, and perceived risk have also been found to play important roles in shaping tourists' booking decisions.

In Vietnam, empirical studies have reported comparable determinants, although their relative importance differs across market settings. Vo (2013) and Nguyen (2019) highlighted the positive effects of payment systems, trust, and Electronic Word-of-Mouth (eWOM) on customers' online booking intentions. Similarly, in the Ho Chi Minh City market, Ngo et al. (2021) found that Price exerted the strongest influence, followed by Perceived Ease of Use and Trust.

For the Hue market, a recent study by Vo and Pham (2024) examined customer behavior on the Booking.com platform and identified several influential dimensions, including product attributes, pricing, visual information, cancellation and modification policies, payment methods, and online reviews. Although constructs such as Perceived

Usefulness, Perceived Ease of Use, Trust, Price, and payment systems have been widely investigated, their relative effects differ considerably across geographical settings and customer segments.

Despite these contributions, research focusing specifically on customers' online booking intentions in the four-star hotel segment in Hue City remains limited. As digital technologies continue to reshape consumer behavior, further investigation into this market is needed to address the existing research gap and provide practical implications for hotel managers seeking to enhance their online booking performance.

4. Methodology

4.1. Proposed Research Model and Hypotheses

Building upon the integrated theoretical framework of TRA, TAM, and E-CAM, as well as a comprehensive review of previous studies, this research proposes a model consisting of six independent factors influencing domestic tourists' online hotel booking intention at four-star hotels in Hue City. These factors include Perceived Usefulness, Perceived Ease of Use, Perceived Trust, Payment System, Price, and Electronic Word-of-Mouth (eWOM).

The selection of these six constructs is based on two considerations. First, they are consistently identified in recent studies as the most influential determinants of online hotel booking intention across tourism and e-commerce contexts. Second, they are highly relevant to the characteristics of four-star hotels in Hue City, where online reservations are primarily made through hotel websites and online travel agency (OTA) platforms. Collectively, these constructs capture technological, transactional, economic, and social dimensions that influence consumers' booking decisions.

Although Perceived Risk, System Quality, and Information Quality are recognized as important constructs in technology adoption and e-commerce literature, they are not included in the proposed model for theoretical and contextual reasons. Perceived Risk conceptually overlaps with Perceived Trust and has become less prominent due to the widespread use of secure payment systems and reputable OTA platforms. Meanwhile, System Quality and Information Quality mainly evaluate the technical performance of online platforms rather than directly explaining consumers' behavioral intention. Moreover, the influence of information quality is partially reflected through consumers' trust and electronic word-of-mouth (eWOM). Therefore, excluding these constructs helps maintain a parsimonious model while reducing conceptual redundancy among the explanatory variables.

Accordingly, six hypotheses (H1–H6) are developed to examine the positive relationships between the proposed independent variables and online hotel booking intention.

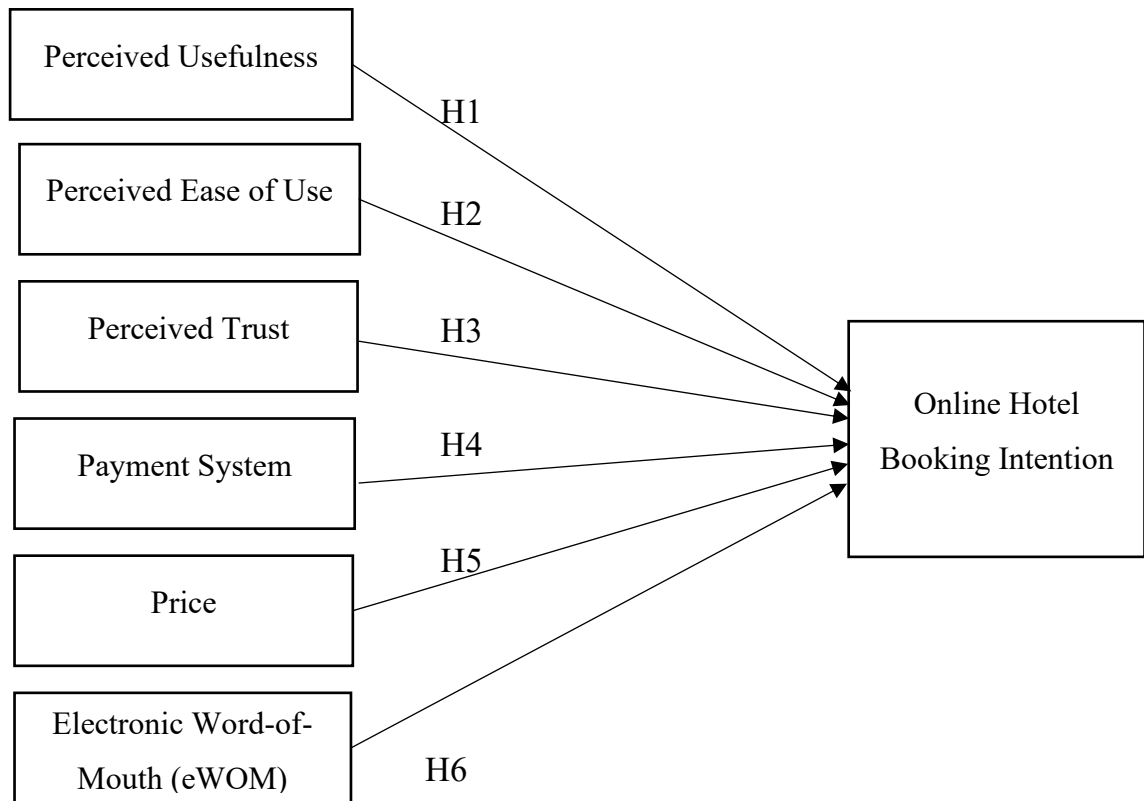


Figure 4. Proposed Research Model

Source: Developed by the authors

H1. Perceived Usefulness and Online Hotel Booking Intention

Perceived Usefulness (PU) refers to the extent to which consumers believe that using an online booking platform enhances the efficiency and effectiveness of hotel reservations (Davis, 1989). In the online booking context, useful platforms enable customers to search for information, compare prices, and complete reservations conveniently. Recent studies have demonstrated that perceived usefulness has a positive effect on consumers' intention to book hotels online (Amin et al., 2021; Salameh et al., 2022). When customers perceive online booking systems as beneficial, they are more likely to adopt them for future hotel reservations. Therefore, the following hypothesis is proposed:

H1: Perceived Usefulness positively influences domestic tourists' online hotel booking intention.

H2. Perceived Ease of Use and Online Hotel Booking Intention

Perceived Ease of Use (PEOU) refers to the degree to which consumers believe that using an online booking platform requires minimal effort (Davis, 1989). According to the Technology Acceptance Model (TAM), an easy-to-use system enhances users' intention to adopt the technology. In the online hotel booking context, consumers are more likely to use platforms that are simple to navigate and facilitate the reservation process. Empirical

evidence has indicated that perceived ease of use significantly enhances online booking intention (Amin et al., 2021). Accordingly, the following hypothesis is proposed:

H2: Perceived Ease of Use positively influences domestic tourists' online hotel booking intention.

H3. Perceived Trust and Online Hotel Booking Intention

Perceived Trust refers to consumers' confidence that an online booking platform is reliable, secure, and capable of protecting their personal and financial information. In online hotel booking, trust reduces consumers' uncertainty and perceived risk, thereby increasing their willingness to complete online transactions. Previous research has shown that perceived trust is positively associated with consumers' online hotel booking intention (Shukla & Mishra, 2022; Hermanus & Indradewa, 2022; Lim et al., 2022). Thus, the following hypothesis is proposed:

H3: Perceived Trust positively influences domestic tourists' online hotel booking intention.

H4. Payment System and Online Hotel Booking Intention

Payment System refers to the availability, convenience, and security of payment methods provided by online hotel booking platforms. A reliable payment system enables customers to complete transactions efficiently while reducing concerns about financial security and transaction failures. Earlier studies have reported that secure and convenient payment systems increase consumers' intention to use online hotel booking platforms (Salameh et al., 2022; Xu et al., 2023; Jennifer et al., 2023). Hence, the following hypothesis is proposed:

H4: Payment System positively influences domestic tourists' online hotel booking intention.

H5. Price and Online Hotel Booking Intention

Price refers to consumers' perceptions of the affordability, fairness, and value of hotel room rates offered through online booking platforms. In the online booking context, competitive and transparent pricing enhances customers' perceived value and increases their willingness to make reservations. Existing studies have identified price as a significant determinant of online hotel booking intention (Le-Hoang & Ly, 2020; Wen et al., 2021; Guizzardi et al., 2022). Based on this reasoning, the following hypothesis is proposed:

H5: Price positively influences domestic tourists' online hotel booking intention.

H6. Electronic Word-of-Mouth (eWOM) and Online Hotel Booking Intention

Electronic Word-of-Mouth (eWOM) refers to online reviews, ratings, and recommendations shared by consumers through digital platforms. In the online hotel booking context, eWOM provides valuable information that reduces uncertainty and enhances consumers' confidence in making booking decisions. Recent research has revealed that positive and credible eWOM substantially increases consumers' online hotel

booking intention (Shukla & Mishra, 2023; Moliner-Velázquez et al., 2023; Thao et al., 2023). Therefore, the following hypothesis is proposed:

H6: Electronic Word-of-Mouth (eWOM) positively influences domestic tourists' online hotel booking intention.

4.2. Research Data

This study employed a convenience sampling method to collect data from domestic tourists who had experience using online hotel booking platforms when travelling to Hue City. Respondents were approached at four-star hotels and major tourist attractions during the survey period. After excluding incomplete questionnaires, 141 valid responses were retained for analysis.

The sample size was determined based on the recommendation of Hair et al. (2019), who suggested that the minimum sample size for Exploratory Factor Analysis (EFA) should be at least five observations for each observed variable. Since the research model included 27 measurement items, a minimum of 135 observations was considered appropriate.

Although convenience sampling limits the generalizability of the findings, the selected respondents were consistent with the study's target population, thereby providing an acceptable level of representativeness for an exploratory study.

The collected data were analysed using SPSS 22.0. The analytical procedure consisted of: (1) descriptive statistics to describe respondents' characteristics; (2) Cronbach's Alpha and Exploratory Factor Analysis (EFA) to assess the reliability and validity of the measurement scales; (3) Multiple Regression Analysis to examine the effects of the six independent variables on online hotel booking intention and test hypotheses H1–H6; and (4) Independent Samples t-test and One-way ANOVA as supplementary analyses to examine differences in booking intention across demographic groups.

5. Results

5.1. Demographic Characteristics of Respondents

The research team conducted a survey using a structured questionnaire among 150 domestic tourists who had previously booked or intended to book hotel rooms online at four-star hotels in Hue City. After excluding 9 invalid responses, 141 valid responses were retained for final analysis. Detailed demographic profiles of the respondents are presented in Table 1.

Table 1. Demographic Characteristics of Respondents (N=141)

Category	Indicator	Frequency (n)	Percentage (%)
Gender	Male	62	44.0
	Female	79	56.0
	Others	0	0
	Under 18	12	8.5
	18 - 24	41	29.1

Age	25 - 34	48	34.0
	35 - 44	31	22.0
	Over 45	9	6.4
Region of Residence	Northern Vietnam	46	32.6
	Central Vietnam	54	38.3
	Southern Vietnam	41	29.1
Occupation	Students	22	15.6
	Civil servants/Public employees	9	6.4
	Freelancers	32	22.7
	Office workers	29	20.6
	Business / Entrepreneurs	36	25.5
	Others	13	9.2
Total		141	100

Source: Authors' calculations based on survey data

The sample comprised slightly more female respondents (56.0%) than male respondents (44.0%). In terms of age, the largest groups were those aged 25–34 (34.0%) and 18–24 (29.1%), followed by those aged 35–44 (22.0%). Respondents under 18 accounted for 8.5%, while those over 55 represented 6.4%. Regarding region of residence, the largest proportion came from Central Vietnam (38.3%), followed by Northern Vietnam (32.6%) and Southern Vietnam (29.1%). Occupationally, the most common categories were business/entrepreneurs (25.5%), freelancers (22.7%), and office workers (20.6%). Students constituted 15.6%, civil servants/public employees 6.4%, and others 9.2%. No respondents identified as "other" gender.

5.2. Scale Reliability Test using Cronbach's Alpha

Scale reliability was assessed using Cronbach's Alpha for six independent variables and one dependent variable. The results indicate high reliability across all scales, with Cronbach's Alpha coefficients ranging from 0.828 to 0.914, significantly exceeding the recommended threshold of 0.7. Furthermore, all 27 measurement items showed corrected item-total correlations greater than 0.3, and no items required removal.

Overall, the measurement scales demonstrated strong internal consistency, fulfilling the necessary requirements for subsequent Exploratory Factor Analysis (EFA).

Table 2. Assessment of Cronbach's Alpha Reliability

Observed variable	Correlation coefficientvariable - total	Cronbach's coefficient alpha when type variable
Perceived Usefulness: Cronbach's Alpha = 0.879		
PU1	0.751	0.839
PU2	0.761	0.836
PU3	0.769	0.832
PU4	0.679	0.867

Perceived Ease of Use: Cronbach's Alpha = 0.912		
PEU1	0.766	0.898
PEU2	0.846	0.876
PEU3	0.871	0.860
PEU4	0.741	0.905
Perceived Trust: Cronbach's Alpha = 0.887		
TRUST1	0.760	0.853
TRUST2	0.766	0.851
TRUST3	0.719	0.869
TRUST4	0.771	0.849
Payment System: Cronbach's Alpha = 0.828		
PAY1	0.718	0.731
PAY2	0.666	0.791
PAY3	0.687	0.768
Price: Cronbach's Alpha = 0.846		
PRICE1	0.651	0.818
PRICE2	0.717	0.790
PRICE3	0.701	0.797
PRICE4	0.664	0.814
Electronic Word of Mouth: Cronbach's Alpha = 0.892		
eWOM1	0.695	0.887
eWOM2	0.728	0.870
eWOM3	0.726	0.870
eWOM4	0.807	0.851
eWOM5	0.722	0.871
Online Hotel Booking Intention: Cronbach's Alpha = 0.914		
OBI1	0.881	0.839
OBI2	0.796	0.902
OBI3	0.820	0.890

Source: Authors' calculations based on survey data

5.3. Exploratory Factor Analysis (EFA)

The results of the Exploratory Factor Analysis (EFA) indicate that the data are well-suited for the research model, as evidenced by a Kaiser-Meyer-Olkin (KMO) measure of 0.920, which is well above the recommended threshold. Additionally, Bartlett's Test of Sphericity reached statistical significance (Sig. = 0.000), confirming the presence of significant correlations between the variables.

From the original 24 measurement items, the EFA procedure extracted six factors: (1) Perceived Usefulness, (2) Perceived Ease of Use, (3) Perceived Trust, (4) Payment Systems, (5) Price, and (6) Electronic Word-of-Mouth (eWOM). The total variance explained reached 75.178%, indicating that the extracted factors account for a substantial proportion of the variance in the data. Furthermore, all factor loadings exceeded the minimum requirement of 0.5, ensuring the convergent and discriminant validity of the measurement scales.

Table 3. EFA Results for Independent Variables

Observed variables	Factors					
	1	2	3	4	5	6
eWOM4	0.778					
eWOM1	0.719					
eWOM2	0.719					
eWOM3	0.650					
eWOM5	0.635					
PEU1		0.832				
PEU2		0.776				
PEU3		0.769				
PEU4		0.696				
PU2			0.856			
PU3			0.761			
PU4			0.711			
PU1			0.706			
PRICE2				0.805		
PRICE3				0.786		
PRICE1				0.733		
PRICE4				0.666		
TRUST1					0.765	
TRUST2					0.759	
TRUST3					0.670	
TRUST4					0.532	
PAY1						0.867
PAY2						0.850
PAY3						0.823
Eigenvalue	10.843	2.169	1.631	1.303	1.070	1.027
% Variance	14.838	13.600	13.281	12.461	11.147	9.852
Extracted variance (%)	14.838	28.438	41.719	54.180	65.327	75.178

Source: Authors' calculations based on survey data

5.4. Multiple Regression Analysis and Hypothesis Testing

The regression analysis results demonstrate a high degree of model fit, with an adjusted R-squared (R^2) of 0.784. This indicates that the independent variables collectively explain 78.4% of the variance in online booking intentions. The F-test was statistically significant ($p < .001$), confirming the overall validity of the model. Furthermore, the Durbin–Watson statistic was 1.899, and all Variance Inflation Factor (VIF) values were below 10, suggesting that the model is free from issues related to autocorrelation and multicollinearity.

Table 4. Regression Analysis Results

Model	B	Std.Error	Standard -ized β	t	p	Collinearity Statistics	
						Tolerance	VIF
Constant	-0.751	0.248		-3.028	0.003		
PU	0.226	0.060	0.224	4.454	0.000	0.515	1.940
PEU	0.380	0.062	0.360	6.151	0.000	0.450	2.220
TRUST	0.138	0.065	0.136	2.126	0.035	0.376	2.660
PAY	0.107	0.050	0.090	2.150	0.033	0.879	1.137
PRICE	0.165	0.062	0.139	2.685	0.008	0.575	1.740
eWOM	0.170	0.069	0.156	2.462	0.015	0.382	2.616

Source: Authors' calculations based on survey data

The empirical findings confirm that all six factors - Perceived Usefulness (PU), Perceived Ease of Use (PEU), Perceived Trust (TRUST), Payment Systems (PAY), Price, and Electronic Word-of-Mouth (eWOM)-exert a significant positive influence on the online hotel booking intentions of domestic tourists in Hue City. Among these, "Perceived Ease of Use" emerged as the most influential determinant ($\beta = 0.360$), followed by "Perceived Usefulness" ($\beta = 0.224$).

Nevertheless, the model still contains residual errors attributable to factors outside the scope of this study, such as cultural characteristics, service experiences, technological readiness, and social influences. These limitations provide a foundation for future research to expand the model and enhance its practical applicability in the hospitality sector.

Based on the multiple regression analysis, all six hypotheses are supported. Specifically, Perceived Usefulness (PU) has a significant positive effect on online hotel booking intention ($\beta = 0.224$, $p < 0.001$), supporting H1. Perceived Ease of Use (PEU) exerts the strongest positive influence ($\beta = 0.360$, $p < 0.001$), confirming H2. Perceived Trust ($\beta = 0.136$, $p = 0.035$) supports H3, while Payment System ($\beta = 0.090$, $p = 0.033$) supports H4. In addition, Price ($\beta = 0.139$, $p = 0.008$) positively affects booking intention, supporting H5, and Electronic Word-of-Mouth (eWOM) ($\beta = 0.156$, $p = 0.015$) positively influences booking intention, supporting H6. Since all significance values are below 0.05 and the standardized coefficients are positive, all proposed hypotheses are accepted.

Table 5. Hypothesis testing results

Hypothesis	Relationship	Result
H1	PU → Online Booking Intention	Supported
H2	PEU → Online Booking Intention	Supported
H3	Trust → Online Booking Intention	Supported
H4	Payment System → Online Booking Intention	Supported
H5	Price → Online Booking Intention	Supported
H6	eWOM → Online Booking Intention	Supported

Source: Authors' calculations based on survey data

Therefore, all six hypotheses (H1–H6) are supported. The findings provide robust empirical evidence for the proposed research model, demonstrating that technological, transactional, economic, and social factors collectively shape domestic tourists' intentions to book four-star hotels online in Hue City. These results also confirm the applicability of the integrated theoretical framework in explaining online hotel booking behavior within the context of an emerging tourism destination.

5.5. Domestic Tourists' Evaluation of Factors Influencing Online Booking Intentions at 4-Star Hotels in Hue City

Table 6. Tourists' Evaluation of Factors Influencing Online Booking Intentions

Factor	Mean	Significance level of P			
		Gender (a)	Age (b)	Region (b)	Occupation (b)
Perceived Usefulness (PU)	3.92	ns	ns	ns	ns
Perceived Ease of Use (PEU)	3.77	ns	ns	ns	*
Perceived Trust (TRUST)	3.79	*	ns	ns	ns
Payment System (PAY)	3.94	ns	ns	ns	ns
Price	3.98	ns	ns	ns	ns
Electronic Word of Mouth (eWOM)	3.82	ns	ns	ns	**
Online Booking Intention (OBI)	3.98	ns	ns	ns	ns

Source: Authors' calculations based on survey data

Notes:

Likert scale: 1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly agree.

(a) Independent-samples *t*-test.

(b) One-way analysis of variance (ANOVA).

(ns) $p > 0.10$, not statistically significant.

(*) $0.05 < p \leq 0.10$, statistically significant at the 10% level (marginal significance).

(**) $0.01 < p \leq 0.05$, statistically significant at the 5% level.

(***) $p \leq 0.01$, statistically significant at the 1% level.

Descriptive statistical analysis indicates that domestic tourists generally exhibit positive intentions to book four-star hotels online in Hue City, with average scores ranging from 3.77 to 3.98. Among the examined constructs, Price and Online Booking Intention received the highest average rating (Mean = 3.98), suggesting that respondents were satisfied with hotel pricing policies and increasingly inclined to use digital booking channels.

In contrast, Perceived Ease of Use obtained the lowest average score (Mean = 3.77), implying that issues such as complicated cancellation procedures and less user-friendly interfaces continue to affect the booking experience. The remaining constructs, including Payment System (Mean = 3.94), Perceived Usefulness (Mean = 3.92), Electronic Word-of-Mouth (eWOM) (Mean = 3.82), and Perceived Trust (Mean = 3.79), also recorded relatively favourable ratings. Nevertheless, respondents still expected greater transparency of online information and a wider range of electronic payment options.

Regarding group comparisons, the results of the Independent Samples *t*-test and One-Way ANOVA revealed no statistically significant differences across most demographic characteristics. However, significant variations (Sig. ≤ 0.05) were identified with respect to gender and occupation. Female respondents placed greater emphasis on Perceived Trust than their male counterparts, indicating stronger concerns about transaction security. In addition, office employees and business professionals reported higher levels of agreement with Perceived Ease of Use and Electronic Word-of-Mouth (eWOM) than students, suggesting that occupational background may influence perceptions of online booking platforms.

6. Discussion

The results indicate that all six proposed factors significantly and positively influence domestic tourists' online hotel booking intention in the four-star hotel segment in Hue City. These findings suggest that online booking decisions are shaped by a combination of technological, transactional, economic, and social considerations rather than by a single determinant. However, the relative importance of these factors differs considerably, reflecting the changing behavior of consumers in an increasingly digital tourism environment.

Among the six determinants, Perceived Ease of Use exerts the strongest influence on online booking intention, followed by Perceived Usefulness. This finding suggests that domestic tourists increasingly value booking platforms that are simple, intuitive, and efficient. As online booking has become a routine activity and consumers have gained greater experience with digital technologies, ease of use appears to have become a key factor differentiating booking platforms. Moreover, when tourists perceive that online booking enables them to search for information, compare alternatives, and complete reservations quickly, they are more willing to adopt these services. These findings support the Technology Acceptance Model (Davis, 1989), which proposes that technologies perceived as useful and easy to use are more likely to be accepted. They are also consistent with the findings of Amin et al. (2021) and Salameh et al. (2022).

Electronic Word-of-Mouth (eWOM) and Price also have significant positive effects on booking intention, although their impacts are weaker than those of the technology acceptance variables. The significant role of eWOM reflects the intangible nature of hotel services, where tourists often depend on reviews and ratings to reduce uncertainty before making booking decisions. Meanwhile, although Price remains an important consideration, it is not the strongest determinant in the present study. Unlike the findings of Ngo et al. (2021) in Ho Chi Minh City, where price was identified as the most influential factor, domestic tourists in Hue appear to place greater emphasis on convenience than on obtaining the lowest price. This difference may be explained by the characteristics of Hue as a cultural tourism destination, where tourists are more likely to prioritise a smooth and reliable booking experience over marginal price differences.

Perceived Trust and Payment System also positively influence booking intention, although their effects are relatively smaller. One possible explanation is that secure online payment technologies and digital transactions have become increasingly familiar to Vietnamese consumers. As a result, trust and payment security may now be regarded as basic service expectations rather than decisive competitive advantages. This finding differs from earlier Vietnamese studies, such as Vo (2013) and Nguyen (2019), which reported stronger effects of trust and payment systems. The shift suggests that as the digital tourism market matures, consumers place greater importance on platform usability than on concerns related to transaction security.

Overall, the findings both confirm and extend previous research on online hotel booking behaviour. Similar to the study by Vo and Pham (2024), price, payment methods, and online reviews remain important determinants of booking intention in Hue. However, the present study provides a broader perspective by examining tourists' intentions across multiple online booking channels rather than focusing on a single online travel agency. More importantly, the results indicate that technology acceptance factors have become more influential than traditional transactional factors, highlighting the evolving nature of consumer behavior in the digital tourism environment.

From a theoretical perspective, the study provides empirical support for integrating the Technology Acceptance Model (TAM), the Theory of Reasoned Action (TRA), and the Electronic Commerce Adoption Model (E-CAM) to explain online hotel booking intention. The significant effects of all six variables demonstrate that consumers' booking decisions are jointly influenced by technological, economic, transactional, and social factors. From a practical perspective, the findings provide new empirical evidence from Hue City, where research on online hotel booking remains limited. They also suggest that the relative importance of booking determinants may vary across tourism destinations, reinforcing the need to consider local market characteristics when applying technology adoption theories in hospitality and tourism research.

7. Conclusion and Recommendations

This research examined the determinants of domestic tourists' online hotel booking intention in the four-star hotel segment in Hue City by integrating the Technology

Acceptance Model (TAM), the Theory of Reasoned Action (TRA), and the Electronic Commerce Adoption Model (E-CAM). The findings confirm that Perceived Usefulness, Perceived Ease of Use, Perceived Trust, Payment System, Price, and Electronic Word-of-Mouth (eWOM) all have significant positive effects on online booking intention. Among these determinants, Perceived Ease of Use emerged as the strongest predictor, highlighting the growing importance of platform usability in tourists' online booking decisions. Overall, the study provides empirical evidence that online booking behavior is shaped by the combined influence of technological, transactional, economic, and social factors.

The findings offer several practical implications for hotel managers and tourism authorities. Four-star hotels should prioritise improving the usability of their online booking platforms by simplifying the reservation process, providing accurate and comprehensive hotel information, and ensuring transparent booking, cancellation, and refund policies. Hotels should also actively manage online reviews to strengthen customer confidence and integrate diverse, secure payment methods, such as e-wallets and QR-code payments, to enhance booking convenience. At the destination level, tourism authorities should continue supporting the digital transformation of hospitality businesses through technological infrastructure, digital marketing initiatives, and training programmes that strengthen hotels' digital capabilities and competitiveness.

The investigation also contributes to the growing body of literature on online hotel booking by providing empirical evidence from Hue City, where research on this topic remains limited. By focusing on domestic tourists in the four-star hotel segment and examining multiple online booking channels, the study offers a better understanding of consumers' booking behavior in an emerging cultural tourism destination and provides a useful reference for future studies in similar contexts.

Despite these contributions, several limitations should be acknowledged. First, the current study employed convenience sampling with a relatively small sample size of 141 respondents, which may limit the generalisability of the findings. Second, the research focused exclusively on domestic tourists staying at four-star hotels in Hue City; therefore, the results may not be directly applicable to other hotel categories, destinations, or international tourist markets. Third, the cross-sectional research design captured booking intentions at a single point in time and was unable to examine changes in consumer behavior over time. In addition, the proposed model considered only six determinants, while other relevant variables, such as perceived risk, website quality, customer satisfaction, digital literacy, and artificial intelligence applications, were beyond the scope of this study.

Future research should employ larger and more representative samples using probability sampling techniques and extend the investigation to different hotel categories, destinations, and international tourist markets. Applying advanced analytical approaches, such as Structural Equation Modelling (SEM) or longitudinal research designs, would provide a deeper understanding of causal relationships and changes in booking behavior over time. Future studies may also incorporate emerging technological and behavioural

variables to develop a more comprehensive framework for explaining tourists' online booking intention in the evolving digital tourism environment.

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