

## Factors Affecting Tourists' Intention to Book Hotel Rooms Online: A Case Study of Venus Tam Dao Hotel

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**ABSTRACT:** The research aims to analyze the factors affecting the online booking intentions of Vietnamese people in general and specifically tourists at Venus Tam Dao Hotel. The study was conducted with a sample size of 400. The data was analyzed according to the process from testing the reliability of the scale, factor analysis to regression analysis. The highest influencing factor on booking intention is online reviews, followed by price, perceived usefulness and perceived ease of use respectively had the lowest impact. Based on these results, the study has proposed a number of solutions to promote the online hotel room booking services at Venus Tam Dao Hotel, and enhance tourists' online booking intention.

**Keywords:** Tourist, Online hotel room booking, Venus Tam Dao Hotel.

### I. INTRODUCTION

Although the number of people shopping online in Vietnam is quite impressive, the reality is that although Vietnamese tourists already know about online services, specifically online hotel booking, most of them still book hotel rooms directly. According to the Vietnam E-Commerce Association (VECOM), in 2022, the online booking market share at hotels in Vietnam accounts for 30-40% of the total number of guests of each hotel.

According to Venus Tam Dao Hotel, the number of tourists booking online accounts for about 35-40% from 2020 to 2022 of the hotel's total number of tourists. With such strong development of e-commerce, why do Vietnamese people in general and tourists of Venus Tam Dao Hotel in particular still book rooms online at a lower rate than booking directly at hotels? To answer this question, studying consumers' online booking intentions is truly necessary. In particular, identifying factors that influence consumers' online booking intentions will help hotel gain more competitive advantages over other businesses, attract Internet users to buy travel products online, and at the same time improve and develop this service in Vietnam. From the above issues, research on "Factors affecting tourists' intention to book hotel rooms online at Venus Tam Dao Hotel" is necessary, not only useful for this hotel but also for hotel businesses in general.

### II. LITERATURE REVIEW

According to Ajzen (1991), consumer intention reflects the extent to which consumers are willing to perform a specific behavior, which in this study will be understood as online booking behavior. Purchase intention is a plan consciously set by a consumer to purchase a product, it shows the consumer's reason when deciding to buy a specific product (Nguyen et al., 2017).

Online hotel booking refers to customers booking rooms using an independent or hotel-provided online booking system (Ratnasingam, 2012). Online booking intention reflects a consumer's likelihood of booking a room through the hotel's website (Lien et al., 2015). According to Emir et al. (2016), online booking intention is the likelihood that a customer will soon purchase or book a room through a hotel online booking system.

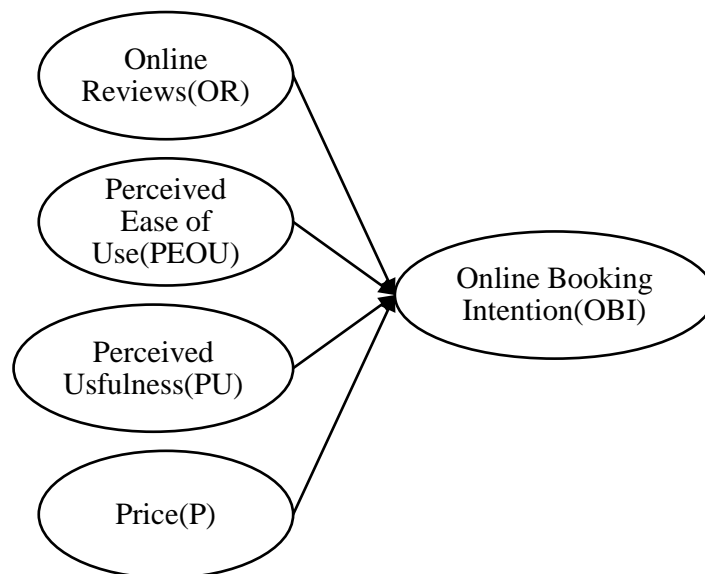
The theory of reasoned action (TRA) was proposed by Fishbein and Ajzen (1975), this is considered one of the pioneering theories, the most important foundation in research on general sociological psychology

and consumer behavior in particular (Püschel et al., 2010). According to this theory, behavioral intention is the determinant of customer behavior. Therefore, instead of focusing on researching consumer behavior, TRA focuses on studying behavioral intentions. Online booking intention is a consumer's purchase intention in the context of tourism. According to the theory of reasoned action (TRA), behavioral intention is the main predictor of actual behavior (Ajzen, 1991). Behavioral intention has also been used as a strong predictor of actual behavior in the context of online shopping (Casaló et al., 2010). In the context of online travel shopping, behavioral intention is considered the best predictor of actual behavior.

In a market economy, most of the products/services consumers use to satisfy their needs must be through shopping activities (Vu Huy Thong, 2014). Shopping is a process, in this process, consumers have to make many decisions, perform many different roles and are influenced by many factors (Thong, 2014). The shopping process includes five steps: Need Recognition, Product Information Search, Evaluation of Alternatives, Purchase Decision, And Post-Purchase Evaluation (Blackwell et al., 2001; Comegys et al., 2006; Darley et al., 2010). Customers evaluate the utilization of products or services to determine whether they made the right decision. This assessment may impact their loyalty to the company's brand, future purchasing decisions, or even referrals.

### III. METHODOLOGY

The study used the primary data that was obtained from a survey of 400 tourists who booked rooms online at Venus Tam Dao hotel. The questionnaires were sent via email and phone number to 400 tourists, collecting 400 valid votes. The research uses SPSS 26.0 software to process data. The descriptive statistical methods, exploratory factor analysis (EFA), multivariate regression analysis was used in this research. The 5-level Likert scale is used, in which Observed variables are rated at levels from strongly disagree to strongly agree.



*Figure 1: Proposed research model*

In which:

Online reviews (OR): Online reviews refer to positive or negative comments made by consumers about the usage experience, price, quality and other aspects of the service when used on the Internet for customers to see. Other products for reference.

Perceived usefulness (PU): is the consumer's perceived convenience when using the service. Consumers are not limited in time or location when making hotel reservations.

Perceived ease of use (PEOU): the degree to which a person believes that using a particular system will be effortless

Price (P): Price perception of tourists when booking online at a hotel

Online booking intention (OBI): is the likelihood that a customer will soon purchase or book a room through the hotel's online booking system.

Hypothesis of the study:

H1: Online reviews have a positive (+) impact on tourists' online booking intention.

H2: Perceived ease of use has a positive (+) impact on tourists' online booking intention.

H3: Perceived Usefulness has a positive (+) impact on tourists' online booking intention.

H4: Price has a positive (+) impact on tourists' online booking intention.

#### IV. FINDINGS

##### 4.1. Tourists' general information

Of the 400 tourists surveyed, there were 193 men (48.3%) and 207 women (51.7%).

Regarding age: The age group participating in the survey was mainly from 26-35 years old with 144 people (36%) and the most from 18-25 years old with 156 people (39%). The number of people from 36-45 years old is 61 people (15.3%), followed by the number of people from 46-55 years old with a relatively low participation rate of 31 people (7.8%), the number of people over the age of 55 participating in the online booking service is very low at 8 people (2%).

Income: The majority of people participating in this study were in the group with income over 10 million, accounting for 222 people (55.5%), followed by the group from 5-10 million with 161 people (40.3%), the group under 5 million is 17 people (4.3%).

Occupation: The total number of people participating in this study is majority in the business group with 184 people (46%), other groups are 141 people (35.3%), teachers are 40 people (10%). Next are students with 27 people (6.8%) and retirees with 8 people (2%).

Marital status: Of the 400 survey participants, 232 were married (58%) and 168 were single (42%).

Times of online booking by tourists at Venus Tam Dao Hotel: Out of a total of 400 customers surveyed, the group of customers who booked rooms less than 3 times had 45 people (11.3%). The group of customers who booked rooms 3-5 times had 116 people (29%). The group of customers who have booked rooms more than 5 times has 239 people (59.8%), which is the group with the largest number.

Website to book a room online: Hotel Website of Venus Tam Dao Hotel is booked the most by tourists with 255 people (63.7%), followed by Booking.com with 87 people (21.8%). Tourists booked through Agoda and other websites with the least number of 39 people (9.8%) and 19 people (4.8%), respectively.

Reason for online booking at Venus Tam Dao Hotel: For the reason of rest and relaxation, the largest number of guests is 354 people (88.5%) out of 400 people surveyed. Next, tourists with business reasons were 30 people (7.5%) and lastly, visiting relatives and friends were 16 people (4%).

##### 4.2. The statistical and descriptive analysis of the scales of the research model

To implement the statistical and descriptive analysis of 5 scales of the model of research (OR, PEOU, PU, P and OBI), including 24 observed variables (items), author put the collected survey data about the evaluation of respondents according the 5-point Likert scale (from level 1 is strongly disagree to level 5 is strongly agree) into the SPSS 26.0 software. After processing these data, the study has shown the average value of the evaluation of tourists about each item and its standard deviation, specifically shown in the table below.

*Table 1. The mean value of observed variables.*

No.	Observed Mean Std.	Mean Value	No.	Observed Mean Std.	Mean Value
	OR			P	
1	OR1	4.31	16	P1	4.28
2	OR2	4.28	17	P2	4.28
3	OR3	4.27	18	P3	4.21
4	OR4	4.22	19	P4	4.30
5	OR5	4.20	20	P5	4.20
	PEOU			OBI	
6	PEOU1	4.19	21	OBI1	4.17
7	PEOU2	4.06	22	OBI2	4.21
8	PEOU3	4.10	23	OBI3	4.18
9	PEOU4	3.97	24	OBI4	4.34
10	PEOU5	4.06			
	PU				
11	PU1	4.25			

12	PU2	4.00			
13	PU3	4.28			
14	PU4	3.96			
15	PU5	4.16			

Source: Results of primary data analysis (2024)

#### 4.3. The quality test of scales

To evaluate the quality of the scales (factors), firstly, this study implemented the Cronbach's Alpha test. A scale will be assessed good quality if the overall Cronbach's Alpha coefficient is more than 0.6 and the "Corrected Item-Total Correlation" of the observed variables is greater than 0.3.

Through the analysis of reliability coefficient (Cronbach's alpha test), the study found 5 scales and 24 observed variables of the research model satisfying the condition for use in the analysis of EFA, specifically listed in the table below.

Table 2. Scales of good quality and their observed variables.

No.	Scale (factor)	Observed variables	Cronbach's Alpha
1	Online Reviews (OR)	OR1 – OR5	0.754
2	Perceived Ease of Use (PEOU)	PEOU 1 – PEOU5	0.747
3	Perceived Usefulness (PU)	PU1 – PU5	0.767
4	Price (P)	P1- P5	0.713
5	Online Booking Intention (OBI)	OBI1 – OBI4	0.906

Source: Results of primary data analysis (2024)

#### 4.4. Exploratory factor analysis

##### 4.4.1. Exploratory factor analysis for independent variables

After using EFA for 4 independent variables with their 20 items, the result of first time of EFA showed that KMO coefficient was equal to 0.805 (satisfying the condition of  $0.5 < \text{KMO} < 1$ ). The result of the Bartlett's Test of Sphericity showed that the statistical significance level was equal to 0.000 (smaller than 0.05), meaning that the exploratory factor analysis was appropriate for this research data and the observed variables were correlated linearly with their representative factors (scales). This result also showed that the value of the total variance extracted is equal to 50.834% ( $> 50\%$ ): EFA factor analysis meets the requirements. It can be said that these four extracted factors explain 50.834% of the variation in the data.

##### 4.4.2. Exploratory factor analysis for dependent variables

Four observed variables of the concept of intention were included in the EFA analysis, resulting in one factor being extracted.  $\text{KMO} = 0.763 (> 0.5)$  and  $\text{Sig.} = 0.000 < 5\%$  so factor analysis is appropriate.

The factor loading coefficients of the observed variables are all above 0.5, the extracted variance is 78.043%  $> 50\%$ . Thus, the original scale meets the requirements, the observed variables of the scale are kept the same.

Thus, after this factor analysis, the study selected 4 factors affecting online booking intention (OBI), which are: (1) Online reviews (OR), (2) Reception perceived ease of use (PEOU), (3) perceived usefulness (PU), (4) price (PR) to include in regression analysis.

##### 4.4.3. Correlation analysis

Correlation analysis was performed between the dependent variable Online Booking Intention (OBI) and the independent variables: Online reviews; Perceived ease of use; Perceived usefulness; Price. At the same time, the author also analyzes the correlation between independent variables to detect strong correlations between independent variables. Because such correlations can greatly affect the results of regression analysis and can cause multicollinearity. The correlation coefficient matrix shows that independent variables X1- OR (Online reviews), X2 - PEOU (Perceived ease of use), X3 - PU (Perceived usefulness), X4 - P (Price) is all correlated with the dependent variable Y-OBI (Online Booking Intention) with the lowest correlation coefficient of 0.324 and all  $\text{Sig} < 0.05$ . Therefore, these independent variables can be included in the regression model to explain the change in the variable "OBI".

##### 4.4.4. Regression analysis

Based on the theoretical basis and analysis results above, the author put the 4 independent variables in the adjusted model into regression analysis.

Table 3. Regression model summary

Model Summary <sup>b</sup>						
Model	R	R	Adjusted	Std.	Change Statistics	Durbin-

		Square	R Square	Error of the Estimate	R Square Change	F Change	df1	df2	Sig. Change	F	Watson
1	.724 <sup>a</sup>	.525	.520	.454	.525	108.992	4	395	.000		2.274
a. Predictors: (Constant), P, PU, PEOU, OR											
b. Dependent Variable: OBI											

Source: Results of primary data analysis (2024)

From Table 3 above have the dependent variable “OBI” with the independent variables “OR”, “PEOU”, “PU”, “P” showing:

Statistical values evaluating the model’s suitability such as R, R2 (R square), adjusted R2 (Adjusted R Square) and standard error (Std.Error of the Estimate) all meet the requirements with R2 = 52.5% and adjusted R2 is 52.0%. Durbin Watson coefficient D = 2.274 (1 < 2.274 < 3), this shows that the model does not have autocorrelation. A general rule of thumb is that test statistic values between 1.5 and 2.5 are relatively normal. Values outside this range may be a cause for concern. Field (2009) suggests that values below 1 or greater than 3 are a clear cause for concern.

Table 4. ANOVA

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.029	4	22.507	108.992	.000 <sup>b</sup>
	Residual	81.569	395	.207		
	Total	171.599	399			
a. Dependent Variable: OBI						
b. Predictors: (Constant), P, PU, PEOU, OR						

Source: Results of primary data analysis (2024)

The F statistic value is a hypothesis test about the goodness of fit of the general linear regression model. It can be seen that F = 108,992 with sig = 0.000 < 0.05, so it can reject the hypothesis that all regression coefficients are 0, meaning the regression model is suitable for the data researched and usable.

Variance magnification factor VIF < 2, no multicollinearity phenomenon.

The significance level t (Sig) of the variables “Online reviews (OR)”, “Perceived ease of use (PEOU)”, “Perceived usefulness (PU)”, “Price (P)” are all meet the requirement of Sig < 0.05. Thus, the results show that all 4 variables have an impact on tourists’ online booking intention and are retained in the model, which are: (1) Online reviews; (2) Perceived ease of use; (3) Perceived usefulness; (4) Price.

Table 5. Statistical parameters of each variable in the regression model

Coefficients <sup>a</sup>												
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	-1.524	.280		-5.452	.000						
	OR	.462	.047	.377	9.792	.000	.524	.442	.340	.810	1.235	
	PEOU	.198	.042	.176	4.666	.000	.324	.229	.162	.843	1.186	
	PU	.239	.039	.233	6.083	.000	.392	.293	.211	.823	1.215	
	P	.468	.049	.367	9.638	.000	.487	.436	.334	.829	1.207	
a. Dependent Variable: OBI												

Source: Results of primary data analysis (2024)

Testing the research model using multivariate regression:

In order to test the relationship between factors in the research model that has been adjusted to fit real data, multivariate regression analysis is used. The result of multivariate analysis is a function that represents the value of the dependent variable through the independent variables. Concepts are saved with normalized factors to run the regression.

Substitute into the equation that will have a model of factors affecting tourists’ intention to book online at Venus Tam Dao Hotel.

$$OBI = B0 + B1*(OR) + B2*(PEOU) + B3*(PU) + B4*(P)$$



From the statistical parameters in the regression model, the linear regression equation will have the following form:

$$OBI = -1.524 + 0.462*(OR) + 0.198*(PEOU) + 0.239*(PU) + 0.468*(P)$$

According to Table 5 above, the proportion of standardized factor coefficients of OR, PEOU, PU and P are 32.7%, 15.26%, 20.21% and 31.83%, respectively. Therefore, the importance of the 4 research hypotheses affecting tourists' online booking intention at Venus Tam Dao Hotel is in descending order as follows: Online reviews, Price, Perceived usefulness and Perceived ease of use.

## V. CONCLUSION

The economy is growing day by day, which makes people's needs increasingly higher, causing the need for leisure travel or business trips to increase. This creates a strong development market for hotels, restaurants and tourism services. At the same time, online hotel bookings are increasing, requiring hotel managers to understand tourist behavior. Through previous research on online booking intentions, combined with actual surveys, the author has built a research model and questionnaire to survey tourists who have booked online at Venus Tam Dao Hotel. According to the research results, the positive impacts that affect tourists' online booking intentions at Venus Tam Dao Hotel in descending order are: "Online reviews", "Price", "Perceived usefulness" and "Perceived ease of use". Based on the analysis and assessment of the survey on "Tourists' online booking intention at Venus Tam Dao Hotel", the author has proposed some solutions to help Venus Tam Dao Hotel increase sales online rooms, enhancing tourists' online booking intention, as followed:

### - Enhance the Online Reviews.

The "Online Review" factor is the factor that customers have the highest level of agreement with. This completely depends on the visitor's experience when staying and using the hotel's services. Details of some specific solutions to improve online reviews are presented below:

*Respond to reviews across all online channels:* Whether there are good or bad reviews about the hotel, the hotel should respond to those reviews as much as possible. If the reviews are good, say thank you and ask for more information about what the hotel did well. If the review is bad, ask in detail why the customer is not satisfied with your hotel. When responding to comments, customers will feel that the hotel values their words and comments and will try to improve to satisfy them. The interaction between customers and hotels is very important. Customers will feel satisfied with the hotel's services and will most likely become loyal customers. The hotel may not be able to respond to all customer feedback, but try to respond to negative reviews the hotel receives to make adjustments and remember to apologize to the customer.

*Speed up the process of reviewing reviews:* The process of reviewing reviews needs to be done quickly, because every second that passes can affect your hotel's image, especially in cases of negative reviews. These reviews need to be detected and responded to within 24 hours. This helps limit the possibility of the hotel losing potential customers when they click away from the hotel's booking web because of reading these negative reviews. So make sure the hotel always responds to bad hotel reviews quickly.

*Personalize responses to customers:* Everyone likes to be remembered and respected. Therefore, always remember to mention the customer's online name/nickname in the greeting and mention the ideas they wrote in their review. This proves that the hotel really listens to what they share and makes them feel respected. Personalized responses will make a special impression on customers.

*Encourage customers to leave reviews about the service:* Customers often forget to rate the service after using it, so hotels need to proactively ask guests to do this. Hotels can send emails to guests to encourage reviews or create a landing page on the hotel website to collect reviews. Asking guests to conduct on-site reviews is also an effective way that hotels should consider to receive reviews quickly and directly. For example, when guests check-out and prepare to leave the hotel, you can ask them to make a quick assessment through electronic devices prepared right at the reception desk such as iPads or laptops.

### - Improve the Perceived Price.

Customers will easily attract and pay attention to discount promotions, so hotels need to pay attention to this issue. Hotel staff need to monitor the booking consumption behavior of each different target group to offer promotions and appropriate prices for each target group. There are preferential policies for member customers and loyal customers such as complimentary services: Massage, spa or accumulating membership card points to exchange for resort gifts at the hotel. In addition, discount policies, gratitude programs, gifts, and lucky customer programs when booking accommodation online have the opportunity to win prizes to create a system of loyal customers to the business.

### - Enhance the Perceived Usefulness.

Users will have a high level of user awareness that they feel when using the website such as convenient, fast, and clear information. Therefore, designing a website with superior features will attract customers. Instead of showing the room as a 2D image like most websites, businesses can use 3D models to help customers feel more comfortable than 2D images. Hotels should provide tourists with the most beautiful images of their rooms

right on the channel they choose to book online. Make sure that the image of the best room and the best view is presented first and right in the center, as well as clearly stating the geographical location, near or far from the center, hotel standards, the hotel must make sure that hotel information needs to be provided accurately and any changes need to be supplemented and optimized to make the results more accurate so that customers only need to access to have a clear and specific view about the hotel they intend to book online.

The interface design can display well on many types of devices such as laptops, smartphones, tablets so customers can access the website with many different devices anytime, anywhere.

Create an additional vivid banner slide function to introduce more beautiful images of the rooms as well as the hotel image to customers, increasing the sense of persuasion and excitement of customers. Hotels should add an online payment gateway on the web along with promotions to increase booking intent.

Through social media channels such as Facebook, Google, Zalo, Instagram, customers can easily find hotel information and businesses can also communicate with customers anytime, anywhere, at flexible times and space, regardless of time or space, as long as there is the Internet, customers can search and refer to all necessary information, which makes customers feel more convenient and interested in the hotel services.

- Enhance the Perceived ease of use.

Hotels need to improve the process to make online hotel booking simple, not require much effort from the user. Accordingly, the website interface is easy to see, eye-catching, and feels easy to use. So that tourists can easily track how their process is going, hotels should share the booking process in clear steps. This way, each visitor will know which step they are in in the booking process and how many steps are left to complete the booking process to prepare the necessary information. This acts as a motivating factor, encouraging them to book quickly and smoothly.

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