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## Factors Influencing Customer Intention towards Online Hotel Booking: An Analysis on the Context of Bangladesh

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### ABSTRACT

The world has quickly become a smaller place over the last few years. Looking back at the introduction of the internet, when only a limited number of people could send simple and condensed files to one another. Consumers who are interested in making a hotel room reservation online can either reserve the hotel room via hotel official websites or a third party hotel websites. This study examined how some factors related to influence the intentions of booking hotels. Therefore, customer questionnaires were distributed electronically due to the Coronavirus pandemic that means have conducted online survey questionnaire to collect data. The survey has ten variables, i.e. “trust, ease of use, price and promotion, perceived privacy/security, online reviews, commitment, Brand image, perceived interactivity, e-WOM as well as hotel booking intention. TAM (Technology Acceptance Model) is approached here for theoretical framework. Reliability test of data accuracy and consistency, regression analysis, ANOVA analysis and Coefficients of Beta and Hypothesis testing are conducted to analyze whether independent variables has influence on online booking intention. The results indicate that the trust, price and promotion, perceived privacy/security, and online reviews, commitment, e-WOM are directly related to the intentions of booking hotels online.

**Key Words:** TAM; Trust; Perceived ease of use; Price and promotion; Online reviews; Commitment; Brand image; perceived interactivity; e-WOM; Online Booking Intention

### 1. Introduction

According to de Carlos, Araújo, and Fraiz (2016), the internet and its application helps and make easy for visitors by providing information regarding their hotel booking and necessary information. Travelers typically use it for information searches about service and cost. Nowadays, the internet is widely used as a global tool in most companies (D. Wang, Xiang, Law, & Ki, 2016). As technology is improving day by day, consumers increasingly look for easy sources to obtain information from, such as from social media and other related online platforms. Furthermore, due to low costs, the use of the internet has spread rapidly among users.

It has become one of the major and crucial factors in human life (Saengchai & Jermittiparsert, 2019). It can be used whenever required, and for any purpose, such as to collect online reviews about a travel destination, hotel services and costing (Masiero & Law, 2016; Chang'ach, 2018). By using the internet applications, travelers are able to access and grab necessary information and gather whatever additional information they need as per their requirement, based on their expectations before planning their vacations. Travelers can now easily find out about fares and room rates and can even compare rates between hotels.

Once satisfied, travelers can easily complete their bookings online. Additionally, the information that travelers obtain from the internet is constantly updated by authorized people. Therefore, room rates are normally the latest rates offered. Travelers can also check the availability status of rooms, as well as the weather conditions of a specific location. Besides this, they can also

foresee and forecast the upcoming events which will help them to further plan their vacations (Bilgihan & Bujisic, 2015). For example, Guttentag (2015) explained that among first-time travelers to a holiday destination, 73% of them are likely to use an online search engine as their travel advisor.

## 2. Literature Review and Analysis of the Study

The online booking system has made easy use of diverse services, such as electronic reservation of hotel rooms, online booking methods in travel packages, flight tickets (Paré et al., 2014). Therefore, hotels all over the world are basically relying progressively on influential online travel intermediaries, to enlarge their incomes (O'Connor, 2003; Tso and Law, 2005; Brewer et al., 2006). The enormous use of online travel intermediaries is occurring because of diverse factors involving unpreserved and abstract nature hotel products (Tso and Law, 2005). The development and easy access of the internet to a great extent, has influenced and empowered how hotels allocate and determine the prices of their products. In the middle of 90<sup>th</sup> century, online travel agencies like Expedia and Travelocity – known as online third-party sites – joined airline tickets and hotel accommodation from numerous suppliers immediately to customers (Carroll and Siguaw, 2003).

Hence, online travel intermediaries are demonstrated to become extremely successful. One of the prime causes for the success of these electronic intermediaries lie in their capability and strength to offer inexpensive room prices than the ones provided by the hotel websites or their booking offices (Gazzoli et al., 2008). As de Carlos et al. (2016) clarified, the internet and its applications aid customers by supplying data concerning the reservation of hotel rooms. Customers are utilizing it for looking up information about room rates. Recently, the internet is extensively employed as a universal channel in most hotels (Wang et al., 2016). Technology is gradually progressing, and, thus, customers progressively search for easy sources and means from which they can collect and analyze information, e.g., social media and other related online platforms intermediaries (Aeknarajindawat, 2019).

### 2.1 Trust

Trust is perceived as the person's belief that the online provider will accomplish its transactional obligations as well as fulfillment because those obligations are promised and understood by the customer (Kim et al., 2008). Trust in applications plays a significant role in tourism and hospitality marketing as consumers may not book online if they do not trust the application (Kim et al., 2011). Alsajjan and Dennis (2010) have concluded that trust influences the customer attitude and willingness to occupy part in actual behavior. Customers having deep trust towards online travel intermediaries' applications must have a positive intention towards them and may book through these applications regardless of the situation. From the same point of view, Ashraf et al. (2014); Amaro and Duarte (2015) investigated and found a significant path from trust to customer attitude and booking intentions.

Trust is particularly significant in booking online because customers may not book online if they do not feel and have deep trust toward the online travel intermediaries' applications (Kim et al., 2011). From customers' perspective, trusting information provided by the website demonstrates a great role (Muir and Moray, 1996; Liu and Arnett, 2000; Kim and Eom, 2002; Flavian et al., 2009). Accordingly, some researchers have highlighted and depicted the effect of customers trust and perceptions of the value generated by the information provided by the applications (Ranganathan and Ganapathy, 2002; Richard, 2005; Ganguly et al., 2010) on booking intentions. Trust positively affects the customer intention to use the online websites several and different times as stated by Poon (2008). Trust in information about a hotel website is profoundly having significant as hotel customers will normally enhance and make possible the hotel website to get the hotel information. (Jylhä and Suvanto, 2015).

### 2.2 Perceived Ease of Use

Customer intentions or perceptions are greatly influenced and measured by the ease of use (Chan et al., 2010). In addition, perceived ease of use, having a noteworthy effect as well as

implications on customer's satisfaction and their intention to continue using an information system (Wu and Wang, 2005). Davis et al. (1989) pointed that ease of use positively influences the system's effectiveness. This positive correlation ship between ease of use and frequency of use is confirmed by (Bruner and Kumar, 2005). Emir et al. (2016) concluded that observed application interactively affects booking intention via perceived utilitarian value and online trust.

### 2.3 Price and Promotion

Price is the only element of the marketing mix that produces revenue and profits for an organization and in this study obviously for a hotel, while all other elements of the mix are related to costs and incurred costs necessary to the organization (O'Connor, 2003; Kotler, et al., 2006; Shoemaker, et al., 2007). Price discrimination is one kind of pricing policy and it is predominant in the hotels industry; it is a major tool utilized and used for boosting and enhancing demand and increasing profit opportunities for hotels (Kotler et al., 2010). Hotels, restaurants, and some other travel suppliers use various pricing techniques to obtain targeted revenues from the target audience who are the most vital and around which all the marketing mix are tailored. For an example- Hotels can use a room rate strategy according to demand and customers' price sensitivity.

Previous studies have revealed that price diversity and differentiation are common among tourism suppliers in the online environment (Clemons, et al., 2002; Toh, et al., 2011). Nowhere, this can be challenging for hotels since room rates and product information can be easily gathered and analyzed by online customers. Therefore, Hotel managers reported that "price wars" were the most challenging and threatening issue for management (Kimes, 2009). To remain competitive, hotels must constantly supervise market conditions and, accordingly, make room rate adjustments (Chen, 2014). Hotels make use of diverse strategies to set prices for their offers. Hotel's managers usually make choice about various pricing methods as per to mix of numerous factors, basically: a hotel's cost structure, pricing structure of competitors and customer value perceptions of hotels services and products (Raab, et al., 2009).

Shoemaker et al. (2007) suggested that pricing is a strong power in attracting attention and raising occupancies, and that it can also greatly influence customer faithfulness and commitment. In the meantime, sales promotions in hospitality e-commerce indicates several formats such as price-reductions, coupon codes, premiums, and extra loyalty program points (Kotler et al., 2010; Christou 2011). Online sales promotions have the dimension of attractive features and innovative ways to attract consumers to online travel applications (Sigala, 2013). For instance, the developing trend of enhancing online deals has become widespread. These sales cause lack of product and raise consumers' impulsive purchases (Sigala, 2013). Generally, the effective promotion strategy determines hotel accommodation and amenities and facilities, prices and, thus, the intention to book will increase (Emir et al., 2016). Price is the most crucial and prevalent factor for users or customers to purchase hotel accommodations (Law and Chung, 2003) and tourism products online (Law and Chung, 2003).

### 2.4 Perceived privacy/security

From data gathered in several studies, privacy and security system basically includes method of payment have been regarded as the major causes of empowering online customers' trust to purchase any product (Arnott et al., 2007). Online travel intermediaries' applications are available online to everyone and everywhere as well as anytime. Consequently, hotel customers are more concerned about the issue of security and privacy of the information that they share on the application.

For example- Customers may be asked to show and present their personal information like name, gender basis, address, age, and credit card number to be able to make an online booking. That information may be liable to be distracted by several risks such as online hacking or cracking tools and so on (Emir et al., 2016). As per, the applications should have enough capability to give and enhance great protection to keep customers' personal information safe and sound. Tan (2015) has addressed that hotel website should provide a guarantee that all the customers' personal

information can only be accessed by official personnel and, thus, customers' privacy should be secured and maintained. Customers may and can use online booking when they trust the hotel booking website itself (Emir et al., 2016).

### **2.5 Online reviews**

Potential or targeted consumers can be influenced by the fact that people can post and show negative or positive analyses related to accommodation experiences. This creates the question of increasing the credibility of customers. By using e-WOM, hotels may and can get more enduring value than customers that are attained via traditional marketing channels (Bateson and Hoffman, 1999; Villanueva et al., 2008; Trusov et al., 2009). Online reviews are noteworthy and praiseworthy because of the reason of their two sided role as they provide information about products and services and present recommendations to customers (Bebegali-Mirabent et al., 2016). (Aeknarajindawat, 2019) Varkaris (2017) pin-pointed the view that how negative content displayed on social media platforms do not destroy the fame of hotels but aims to make potential travellers quite uncertain about selecting a specific hotel from their perception and requirement.

### **2.6 Commitment**

Commitment refers to consumer's perception or attitude that is reflection of his desire to continue a valued relationship with the seller (Hur et al., 2011). It is one of the pre-requirement that is essential for the establishment of successful relationships in the on text of hospitality and has been accepted as the focal construct preceding customers' positive relational behaviors. The proposed commitment and repurchase intention of making relationship is supported by Morgan and Hunt (1994). Consumers who have high commitment to online hotel provider will think and buy more. In support of this views, Mukherjee and Nath (2003) demonstrated and pointed out a significant path from commitment to customer repurchase intentions. Other authors such as (Rauyruen and Miller, 2007; Fullerton, 2003; Gilliland and Bello, 2002; Eastlick et al., 2006; O'Mahonya et al., 2013; Elbeltagi and Agag, 2015) also provide empirical evidence that a relationship exists between customer commitment and repurchase intentions.

### **2.7 Brand image**

Before the introduction and popularity of the internet usage, Biswas (1992) demonstrated how price perceptions of consumers were strongly influenced by brand image. It was concluded that consumers, in search of new products, were less concerned with the comparative price of a product if they recognized the brand. This finding was complimented with another study, which demonstrated that consumers who were un-familiar with the brand of a product were more concerned with its price in comparison to other similar products (Anselmsson, Vestman Bondesson, & Johansson, 2014). Chiang and Jang (2007) revealed that, within the contemporary hospitality industry, consumer trust is greater in hotels with established and renowned brands.

From a management perspective, such findings can be considered critical, as online purchases are typically dependent on the trust that the consumer places on the provider. Their research indicated that a strong BI significantly has affected the perceived value of a hotel and positively influenced the trust that guests placed in the hotel's products and services. Moreover, they concluded that hotels with an effective BI were able to charge higher room prices, which customers expressed as justified in consideration of the brand's proportionally higher reputation. Therefore, BI can be understood as having a direct influence on the perceived and comparative value of a hotel and can consequently be appreciated as an influencer of customer purchase intentions (Callarisa, García, Cardiff, & Roshchina, 2012).

### **2.8 Perceived Interactivity**

As interactivity is an important characteristic of marketing communication, hotel website interactivity is playing vital role to attract customer attention towards online purchase or online booking. Therefore, customer perception on hotel website interactivity is among the most important features associated with this version. Abdullah, Jayaraman, and Kamal (2016) defined perceived interactivity as the degree of users' capability to modify and ease the form and content of a

mediated environment in real time. In addition, the interactivity appears as an noticeable features to differential the web from the others traditional media (Wu, 1999). In their conceptual paper, Abdullah et al. (2016) proposed that perceived website interactivity influence and has a great impact on customer perceived value, represented by the trade-off between monetary benefits, non-monetary benefits, and security and privacy as sacrifices. Perceived interactivity also is related to customers' online trust and customers have higher intention to engagement with the media content when they trust it. In support, based on their empirical findings, Jeon, Jang, and Barret (2016) found that perceived website interactivity influence repurchase intention through perceived utilitarian value and online trust.

### **2.9 Electronic Word-of-Mouth (e-WOM)**

There are various definitions made in previous studies on e-WOM (Abdullah, Hambali, Kamal, Din, & Lahap, 2016). Hennig-Thurau, Gwinner, Walsh, and Gremler (2004) defined e-WOM as any positive or negative statement made by the potential, actual or former customer about a product or company, which is made available to numerous of people and institutions via the internet. According to Tsao, Hsieh, Shih, and Lin (2015), Internet platform is basically said as the most popular channel to exchange information about travel experiences, views, opinion or knowledge. Tsao et al. (2015) has found that positive comments on the Internet give more impact on traveler intention to book online rather than negative comments. Sparks and Browning (2011) revealed that online e-WOM enhances sellers' reputation, creates buyers' confidence and greater intention to make hotel reservation. Another study claimed that when a hotel receives many good customer reviews, the hotel receives higher online room sale because hotel customers try to minimize uncertainty and risk (Ladhari & Michaud, 2015). The recent survey by PhoChus Wright has revealed that around 80% of tourist read the online review before they decide to book hotel accommodation and about 53% of the tourist will not book a hotel if there is no reviews from other customers (Tsao et al., 2015). Since Fang, Ye, Kucukusta, and Law (2016) have recently discovered that e-WOM characteristics influence customer perception toward online booking.

### **2.10 Online Booking Intention**

Online booking is defined and considered as one of the most desirable sections for customers. Electronic commerce is usually based on the internet has changed noticeably and significantly when goods and services were vastly pushed online (Bicen and Sadikoglu, 2016). Online booking system involves the fact that consumers need to pay in advance or pre-paid payment of goods and services. After-all, experiences that are made by the customer person. Online booking is the situation where physical distribution after booking does not exist; this entirely differs from online shopping for physical goods (Bicen and Sadikoglu, 2016; Elci, et al., 2017). Gössling (2017) has clarified that online businesses predominantly increase per year. This has taken place because of the rising number of service providers that depend on using the web. This is in addition to the increased number of multi-channel service providers that have multiple channels and who carry out the business online and offline in presence. This policy which has multiple channels necessary provides service providers with a competitive advantage over other suppliers who brought light negligently on channels of online distribution. Furthermore, customers think that booking hotel rooms online can be a beneficial and safe element in many ways as it allows consumers to make comparisons and collect the qualitative data required. Online booking also permits rapidity and smoothness in dealings with customers, cost benefits and swift booking confirmations (Aeknarajindawat, 2019). Baltescu (2015) stated that the most customers surf various hotels websites or online travel agents for the sake of investigating prices before decision-making. In addition, online booking appreciates consumers to deal with hotels directly at any time and at any place. Therefore, Emir et al. (2016) concluded that the intention of booking hotel rooms through online is understood as the possibility that the user or beneficiary of a hotel website or online travel intermediaries to purchase or book hotel accommodation via applications of travel intermediaries soon.

### 3. Research Methodology

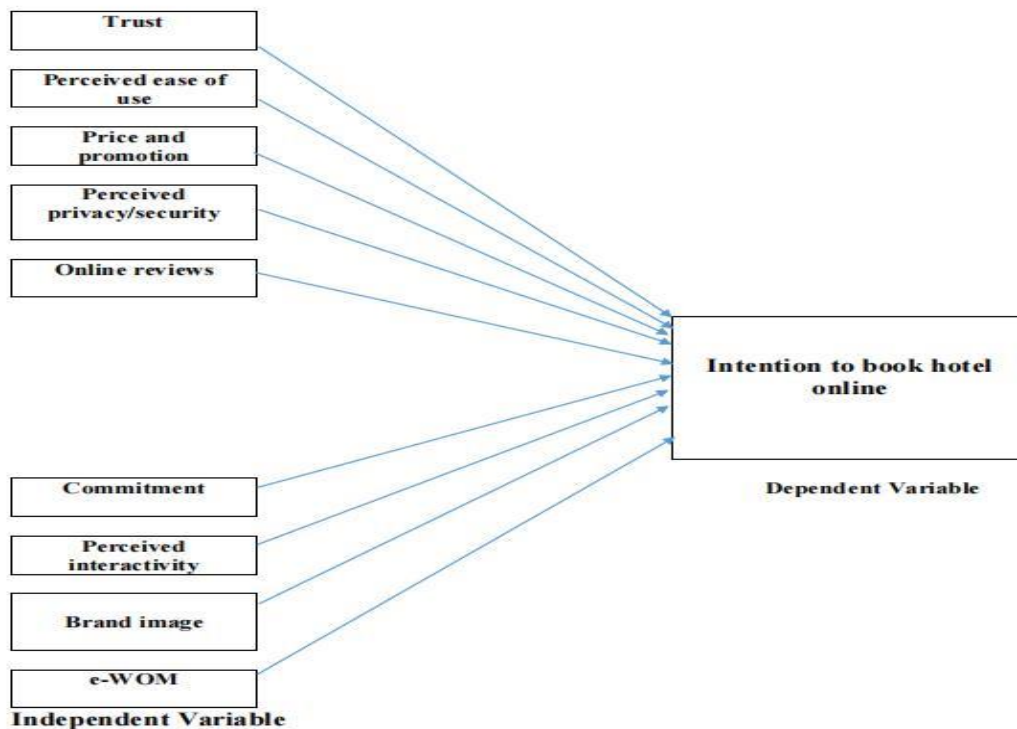
#### 3.1 Research Design

In this study, the quantitative research aspects have been considered and have chosen quantitative approaches as quantifiable data is appropriate and easier to investigate relating to the variables concerned and have decided to use online questionnaire survey because it is one of the most popular methods of collecting data in quantitative approaches, as it can cover huge numbers of the population (Beritelli & Schegg, 2016).

|                                   |   |
|-----------------------------------|---|
| <b>Types of study</b>             | Quantitative Research                                 |
| <b>Methods of Data Collection</b> | Online Survey Questionnaire with 5 point Likert Scale |
| <b>Data Analysis Tool</b>         | SPSS Software Package                                 |

#### 3.2 Model of the Study

For conducting this study, a framework has been constructed that is a graphical model for the study. For this, There have selected some independent variables- Trust, perceived ease of use, price and promotion, perceived privacy/ security, online reviews as well as commitment; there have a dependent variable is intention to book hotel online.



#### 3.3 Hypothesis of the Study

For conducting this study, there have made necessary hypothesis that is subject to verification Based on the theoretical framework or model of the study and these hypothesis are illustrated as-

- H1:** Trust has a positive influence on intentions to book hotel online.
- H2:** Perceived ease of use has a positive influence towards intentions to book hotel online.
- H3:** Price and promotion has a positive influence towards intentions to book hotel online.
- H4:** Perceived privacy/security has a positive influence towards intentions to book hotel online.
- H5:** Online reviews has a positive influence towards intentions to book hotel online.
- H6:** Commitment has a positive influence towards intentions to book hotel online.
- H7:** Perceived interactivity has a positive influence towards intentions to book hotel online.
- H8:** Brand image has a positive influence towards intentions to book hotel online.
- H9:** e-WOM has a positive influence towards intentions to book hotel online.

### 3.4 Population, Sampling, and Procedures

Questionnaire forms were distributed to a sample of 200 persons who have experienced services in booking through online. The data was collected from these customers with convenience sampling techniques, in which there have chosen participants by judgmental sampling. There are nine independent variables, namely: 1) trust, 2) perceived ease of use, 3) price and promotion, 4) perceived privacy / security, and 5) online reviews, 6) commitment, 7) perceived interactivity, 8) Brand image and 9) e-WOM. The impact of such variables is generated on online hotel booking intention that is independent variable. The main objective of the present study is to determine the effects of the identified stimuli on online hotel booking intention.

### 3.5 Limitation of the Study

This study basically involves several limitations because of the situations within which have undergone the study.

Firstly- this study has utilized only online questionnaires which have distributed to customers because of the Covid-19 pandemic situation that has brooding us.

Secondly- Further study can be conducted by using qualitative method to do more interviews with restaurants' customers to identify the customers' expectations and perception during the covid-19 pandemic period.

Thirdly- The existing study has investigated the effect of independent variables on one dependent variable that is named intentions to book hotels online. Moderator variables can be added to find out the relationship between the factors of independent variables which influence the intention to book through online.

## 4. Data Analysis and Discussion

### 4.1 Demographic Analysis

Table (3) presents the customer profile who basically participates in the research. It is worth mentioning that 200 customers contributed to the study; 64.5% of whom were males that means within 200 respondents 129 are male and 35.5% were females that means within 200 respondents 71 are female. About 54.5% of participants' ages ranged from 15 to 25 years old that represent the most of the customers.

Then after 26.5% whose ages ranged from 26 to 35 years old, and followed by 14.0% whose ages are ranged from 36-50 years old as well as 5% whose ages are ranged above 50. Meanwhile, 15.5% respondents are in business occupation, 19.9% respondents are employee, 10% respondents are employee whereas 55% respondents are students. 44% respondents income are ranged from 0-10000, 14% respondents income are ranged from 11000-20000, 12% respondents income are ranged from 21000-30000, 11.5% respondents income are ranged from 31000-40000, 9.5% respondents income are ranged from 41000-50000 where as 9% respondents income are ranged above 50000.

Moreover, 4.5% respondents are in residence of Barishal division, 7.5% respondents are in residence of Chattogram division, 64.5% respondents are in residence of Dhaka division, 4.5% respondents are in residence of Khulna division, 7.5% respondents are in residence of Mymensingh division, 5.5% respondents are in residence of Rajshahi division, 3% respondents are in residence of Rangpur division whereas 3.5% respondents are in residence of Sylhet division.

### 4.2 Regression Analysis

**Table-5**

| Model Summary <sup>b</sup>  |                   |          |                   |                            |
|---|-------------------|----------|-------------------|----------------------------|
| Model   | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1   | .839 <sup>a</sup> | .704     | .690              | .31152                     |
| a. Predictors: (Constant), Perceived Interactivity, e-WOM, Online Reviews, Trust, Perceived privacy/security, Price and Promotion, Commitment, Brand Image, Perceived Ease of Use |                   |          |                   |                            |
| b. Dependent Variable: Intentions   |                   |          |                   |                            |

Based on the regression analysis and the above outputs- Perceived Interactivity, e-WOM, Online Reviews, Trust, Perceived privacy/security, Price and Promotion, Commitment, Brand Image, Perceived Ease of Use have significant influence on online booking reservations. As R=.839 that is near to 1 and it shows positive association of the variables to the dependent variables, R square is equal to .704 and Adjusted R square is equal to .690 as well as standard error of the estimate is equal to .31152.

### 4.3 Analysis of Variance

**Table-6**

| ANOVA <sup>a</sup>  |            |                |     |             |        |                   |
|---|------------|----------------|-----|-------------|--------|-------------------|
| Model   |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1   | Regression | 43.892         | 9   | 4.877       | 50.255 | .000 <sup>b</sup> |
|   | Residual   | 18.438         | 190 | .097        |        |                   |
|   | Total      | 62.330         | 199 |             |        |                   |
| a. Dependent Variable: Intentions   |            |                |     |             |        |                   |
| b. Predictors: (Constant), Perceived Interactivity, e-WOM, Online Reviews, Trust, Perceived privacy/security, Price and Promotion, Commitment, Brand Image, Perceived Ease of Use |            |                |     |             |        |                   |

Based on the ANOVA table it is seen that the value of F- statistic is 50.225 at the .000 significance level, the value of mean square is 4.877 for regression which is calculated by dividing sum of squares by degrees of freedom and for the residual, the mean square is .097 dividing sum of squares by degree of freedom. The total sum of squares is 62.330 and total degree of freedom is 199.

| H  | Path   | Beta coefficient | t-value | Results  |
|----|--|------------------|---------|----------|
| H1 | Trust → Online booking Intentions                      | .120             | 2.273   | Accepted |
| H2 | Perceived Ease of Use → Online booking Intentions      | .000             | .008    | Rejected |
| H3 | Price and Promotion → Online booking Intentions        | .253             | 4.602   | Accepted |
| H4 | Perceived privacy/security → Online booking Intentions | .402             | 7.518   | Accepted |
| H5 | Online Reviews → Online booking Intentions             | .136             | 3.052   | Accepted |
| H6 | Commitment → Online booking Intentions                 | .156             | 2.842   | Accepted |
| H7 | e-WOM → Online booking Intentions                      | .226             | 3.882   | Accepted |
| H8 | Brand Image → Online booking Intentions                | .045             | .795    | Rejected |
| H9 | Perceived Interactivity → Online booking Intentions    | .010             | .171    | Rejected |

\*Absolute t-value > 1.96, p< 0.05; \*\*Absolute t-value > 2.58, p< 0.01; \*\*\*Absolute t-value > 3.29, p<0.001.



Hypothesis can be tested through comparing beta co-efficient and t value from the analysis. These estimates can be described as three factors- perceived security/privacy, e-WOM and price and promotion are positively strong since its Absolute t-value > 3.29,  $p < 0.001$ . The results shows that commitment, online reviews positively have affected customers' online booking intention. Trust partially has effect on customers' intention to book online. Besides Perceived ease of use, perceived interactivity and brand image don't have any impact on customer's intention to book online. These three variables are contrary to the assumption that customers who have made their intention to book online (Reject H2, H8, H9).

Table-7

| Model |                            | Coefficients <sup>a</sup>   |            |                           |        |      |                                 |             |
|-------|----------------------------|-----------------------------|------------|---------------------------|--------|------|---------------------------------|-------------|
|       |                            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | 95.0% Confidence Interval for B |             |
|       |                            | B                           | Std. Error | Beta                      |        |      | Lower Bound                     | Upper Bound |
| 1     | (Constant)                 | -.183                       | .299       |                           | -.610  | .543 | -.773                           | .408        |
|       | Trust                      | .140                        | .061       | .120                      | 2.273  | .024 | .018                            | .261        |
|       | Perceived Ease of Use      | .000                        | .059       | .000                      | -.008  | .993 | -.117                           | .116        |
|       | Price and Promotion        | .271                        | .059       | .253                      | 4.602  | .000 | .155                            | .387        |
|       | Perceived privacy/security | .408                        | .054       | .402                      | 7.518  | .000 | .301                            | .515        |
|       | Online Reviews             | -.123                       | .040       | -.136                     | -3.052 | .003 | -.202                           | -.043       |
|       | Commitment                 | .129                        | .045       | .156                      | 2.842  | .005 | .039                            | .218        |
|       | e-WOM                      | .192                        | .050       | .226                      | 3.882  | .000 | .095                            | .290        |
|       | Brand Image                | .037                        | .047       | .045                      | .795   | .428 | -.055                           | .129        |
|       | Perceived Interactivity    | .008                        | .048       | .010                      | .171   | .864 | -.086                           | .102        |

a. Dependent Variable: Intentions

## 5. Findings and Recommendations

### 5.1 Findings

This study explores the factors influencing customer's intention toward hotel booking through examining the effect of trust, perceived ease of use, price and promotion, perceived privacy, online reviews, commitment, e-WOM, Brand image, Perceived Interactivity toward customers' intentions to book rooms online. Furthermore, this paper shows and tests an adapted model that is composed of nine hypotheses. The findings are:

a. The result of the study concluded that six hypotheses were supported and corresponded with analogous result that means are rejected. Regarding perceived ease of use, brand image, perceived interactivity, the results of this research revealed that there is no significant relationship perceived ease of use, brand image, perceived interactivity among and online booking intention.

b. For these reasons H2, H8, H9 are not accepted in this research. These results are like the study of Consult (2002) who indicated that perceived ease of use is referred to as the capability of respondents to try to use creative technology where they could assess its benefits effortlessly. It has been acknowledged as a significant element to change consumers' attitude and behavioral intentions and start the acceptance of technology usage amongst consumers.

c. The study focuses on the significance of perceived privacy/security regarding online booking intention. The results confirm the positive effect of perceived privacy/security online booking intentions, supporting H4.

d. Therefore, customers' intentions of online booking depend largely on maintaining the privacy and perceived security. These results are like the study of Tan (2015) when they indicated that hotel companies should confirm that all the customers' personal information can only be reached by official personnel and customers' privacy should be sustained.

e. Moreover, due to the conditions of the Covid-19 pandemic these applications provide a special evaluation for hotels that apply precautionary measures. These results are consistent with the study of Jeong and Jeon (2008) who stated that hotel customers provide their ratings and reviews relying on their individual experience, contentment, and reconsider their intention. Commitment and e-WOM have positive influence on intention to online hotel booking and reservation

## 5.2 Recommendations

From this quantitative research study, there have been some crucial findings that are basically related with the variables subjected to verification and from these finding there can be made some crucial recommendations-

a. As H2 (perceived ease of use) isn't supported by the research study. So hotel reservation or booking companies can make more focus on perceived ease of use by designing the website features in more customer centered way so that customer satisfaction can be enhanced and thus make a positive influence on intention towards online reservation.

b. As H8 (Brand Image) isn't supported by the research study. So hotel reservation or booking companies can make more focus on brand image by designing a well-planned and Coordinated brand appeal so that customer satisfaction can be enhanced and thus make a positive influence on intention towards online reservation.

c. As H9 (Perceived interactivity) isn't supported by the research study. So hotel reservation or booking companies can make more focus on perceived interactivity by designing and 45improving better information access and convenience so that customer satisfaction can be enhanced and thus make a positive influence on intention towards online reservation.

d. Designing online sites more intensely characterized by speed, efficiency, privacy, and ease of use can be considered a good investment and generates more business for hotels which ultimately promotes their growth.

e. Designing trustworthy online sites- which display photos of hotels in addition to presenting comments for customers who have visited the hotel before - can raise new customers' expectations and intentions in booking and in taking decisions.

## 6. Conclusion

Hence, it may be concluded that the study in hand attempts to confirm that if hotels ignore focusing on online hotel booking, this may weaken hotels marketing and lead to losing more customers who use these applications(online)site. Moreover, designing trustworthy online booking site - which display photos of hotels in addition to presenting comments for customers who have visited the hotel before - can raise new customers' expectations and intentions in booking and in taking decisions. In addition, putting new marketing strategies depends on online travel intermediaries to raise their occupancy percentage and make a competitive advantage. Furthermore, hotel managers may employ the results of this study to gain new approaches which could be useful during implementing marketing strategies. These strategies depend on online booking applications and effectively increase customers' intentions to book continuously through online applications. Besides, perceived ease of use, brand image and perceived interactivity don't have any impact towards online reservation or booking.

## 7. References

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