

Bachelor of Hospitality Management Thesis

**“ASSESSMENT OF FACTORS THAT
IMPACT CUSTOMERS' ONLINE BOOKING
BEHAVIOR AT 3-5 STAR HOTELS IN CAN
THO”**

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EXECUTIVE SUMMARY

The tourism sector is expanding quickly, and internet technologies are playing an increasingly significant role in it. Online hotel booking has become an essential tool for hotels to promote their services. The purpose of the study was to comprehend and evaluate “Assessment of Factors that Impact Customers' Online Booking Behavior at 3-5 Star Hotels in Can Tho”. 309 valid responses were collected using a Google Form-based questionnaire from the survey from customers in the Mekong Delta in the period from May to August 2023. The methods utilized to analyze the study's data are descriptive statistics, Cronbach's Alpha, Exploratory Factor Analysis (EFA) and Linear Regression Analysis. Based on pertinent theories and prior research, the proposed research model has seven components: Ease of Use (EAS), Trust (TRU), Price and Promotion (PP), Online Reviews (OLR), Perceived Risk (PR), Hotel Response (HOR), Online Booking Intention (OBI) and Online Booking Behavior (OBB). Using Linear Regression Analysis to evaluate the model, the research discovered that TRU, PP influence online booking intention. Online booking intention is a factor that influences customers' online booking behavior. However, Ease of Use, Online reviews, Perceived risk, Hotel response respectively had no effect on online booking intention. The study provides essential recommendations for hotel operations in Can Tho and throughout Vietnam, with the objective of identifying the critical factors that contribute to enhancing the online booking behavior of consumers. To some extent, these findings are intended to shed light on the evaluation approach for future studies assessing the impact of online booking behavior on the hospitality industry.

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CHAPTER 1: INTRODUCTION

In Chapter 1, the research group will provide an outline of the theoretical foundation of the thesis and explain the research situation in the first chapter of the report. The statement of the issue, the research objective, the research question, the research object, as well as the usefulness and scope of the study, are included in this part. The primary reason for this is to “Assessment of Factors that Impact Customers' Online Booking Behavior at 3-5 Star Hotels in Can Tho”

1.1 Topic background

The rapid development of the technological revolution is occurring in all spheres and facets of life and society. As of January 2023, there were 5,16 billion internet users worldwide, or 64.4% of the global population (Statista, 2023). That demonstrates the significance of the Internet to commercial activities. The Internet has presented both challenges and opportunities for the hospitality and tourism industries (Buhalis and Law, 2008). The combination of information technology and business in the hospitality industry is exemplified by online hotel reservation websites (Kim et al., 2017). The Malaysian Communications and Multimedia Commission (2018) reports that 37.9% of e-commerce customers made purchases in the travel category in 2018. The technology for reserving hotels online has evolved into a significant sales instrument for hotels.

In Vietnam, which is a developing country, there are 84.9 million internet users, accounting for 86% of the country (Internet World Stast, 2022). Prior to the creation of websites and online booking apps, guests had to call the hotel directly. However, since third-party booking websites like Hotels.com, Booking.com, TripAdvisor, and HotelsCombined have emerged, consumers may now take advantage of a variety of advantages before making a reservation. As a result, the trend of online booking is progressively becoming more popular, with year-over-year increase. Therefore, the implementation of cutting-edge technology has demonstrated its superiority in terms of overcoming the repercussions of Covid-19 in particular and fostering economic growth in general.

According to the Department of Culture, Sports and Tourism of Can Tho City (2022) after the COVID-19 pandemic, the economic situation and the tourism industry of Can Tho developed orientations to economic development. The study's findings will assist 3-5 star hotels in Can Tho as they will get a more objective view on the aspects that most affect consumers' online booking behavior and actions to improve the experience customer's will be performed. This study also aids hotels in getting more precise information as well as understanding more about online booking

behavior for the services that the hotel provides, thereby developing a strategy in line with the trend toward market orientation and getting closer to the target audience by enhancing elements that positively influence customers' online booking behavior.

There are some researches studied online booking intention and online booking behavior in recent years. According to the findings of Ataul Karim Patwary's study (2020), social influence has a strong positive impact on customers' online hotel booking intentions, followed by ease of use and eWOM. Additionally, perceived risk was shown to have a considerable negative influence on online hotel booking intention. The results of Lan et al. (2020) show that the factors of price expectations, perceived ease of use, perceived trust, perceived risk, payment system, perceived usefulness, have a significant impact on purchase intention online room. A research result of Agag and El-Masr (2016), stated that perceived usefulness and security of online booking system strongly influences customers' trust and attitude towards online booking snow. According to Lien et al. (2015) the studies confirmed that trust is a strong and positive predictor of online booking intention as well as online booking decision. Previous research by Davis (1989) asserted that if users find this technology easier than others, they are more likely to accept it and perceive ease of use as having a positive effect dynamic to intention for online booking. According to Ozturk et al. (2016), also acknowledged that online reviews play an important role in the travel industry and influence online booking intention. Also, according to Lin et al. (2010) online booking behavior is actually derived not only by external factors but also by online booking intention. Kotler and Keller (2009) state in their book that cultural, social, and personal factors influence the booking behavior of consumers. Additionally, Boripunt (2015), online booking intention activity has a positive impact on actual online booking behavior. The results of Christina et al. (2021), online booking intention and perceived behavioral control have a positive and statistically significant influence on online booking behavior.

Therefore, the research team would like to determine what factors contribute to customers' online booking behavior. Based on the Theory of Planned Behavior (TPB) model and previous research, the team will research and develop six independent variables, namely Ease of Use, Trust, Price and promotion, Online reviews, Perceived risk, Hotel response a mediating variable is Online booking intention, dependent variable is Online booking behavior. According to the previous researches, there is almost limit research on Hotel response affecting online booking behavior. Therefore, the team will propose to add a new factor Hotel response to the model. The group will

focus on the factors affecting the online booking behavior of customers for 3- 5 star hotels in Can Tho for this research issue. The research results will help 3- 5 star hotels in Can Tho have a more objective view of the aspects that affect customers' online booking behavior and activities to improve the guest experience goods will be made. In addition, the results of this study will support the development of the hotel business by enriching the references, which will be used as a basis for future studies. That is the reason why the team's study develops an “Assessment of Factors that Impact Customers' Online Booking Behavior at 3-5 Star Hotels in Can Tho”.

1.2 Research Objective

General objectives

The main purpose of this study is to analyze and evaluate the factors that impact customers' online booking behavior at 3-5 star hotels in Can Tho. From there, research will be carried out to come up with solutions and recommendations to improve customers' online booking behavior for 3-5 star hotels in Can Tho.

Specific objectives

Objective 1: Identify and evaluate the important factors that impact customers' online booking intention at 3-5 star hotels in Can Tho.

Objective 2: Evaluate the relationship between online booking intention and online booking behavior at 3-5 star hotels in Can Tho.

Objective 3: Propose effective recommendations to improve customers' online booking behavior at 3–5 star hotels in Can Tho.

1.3 Research Question

The following three questions will be the focus of this research:

Question 1: What are factors affect online booking intention at 3 - 5 star hotels in Can Tho?

Question 2: How are the relationship between online booking intention and online booking behavior at 3 - 5 star hotels in Can Tho?

Question 3: What recommendations may be adopted to improve customers online booking behavior at 3 - 5 star hotels in Can Tho?

1.4 Research Scope

Spatial scope: Vietnamese customers are living in Mekong Delta have used online booking at hotels in Can Tho. To better understand the requirements and booking intentions and behavior of

our customers, we select hotels with a star rating between three and five. These supplementary services not only entice vacationers to choose the hotel but also satisfy and impress guests. Large-scale hotels ranging from three to five ratings will require supplementary services.

Our group has decided to conduct this study on hotels in Can Tho City that have between three and five stars since we have three different justifications for doing so. Firstly, hotels rated three to five stars will often have a large number of distinct client categories that are amenable to simple research and analysis. Customers staying at hotels 3-5 are usually those who need to use almost all services at the hotel such as accommodation, full facilities, dining, entertainment. For customers staying at 1-2 star hotels, their needs are mainly for staying and using only basic services, and the service price is also quite low and cheap compared to 3-5 star (Ngoc, 2022). Secondly, the majority of consumers will place a greater emphasis on their overall pleasure and the quality of their experience while staying at a hotel rated 3 stars or above as opposed to a hotel rated 1 or 2 stars. According to research conducted by the Vietnam E-commerce Association (VECOM), international OTAs like Agoda, Booking, Traveloka, and Expedia are responsible for eighty percent of the market share in Vietnam's online travel industry. In conclusion, the three- to a five-star hotel in Can Tho is one of the most important contributors to the city's thriving tourist industry, despite the fact that it only accounts for a relatively little portion of the total.

The time of research: The study took place from May 2023 to August 2023.

Survey type: Questionnaire online survey

Gender: Both male and female, others

Age: 18 – 40 years old. We choose this age range to conduct the survey because these customers can be financially independent, have more desires for travel. This is the main consumer segment that hotel businesses are currently focusing on. In addition, because this group of customers has the ability and tendency to use the internet, hotels can use online platforms for marketing strategies and meet customers' online services.

Expected number of respondents: 250

1.5 Methodology and data overview

We employed surveys to gather data for the study's quantitative and SPSS was used to analyze the survey findings. At least 150 responders to surveys are anticipated. According to Kombo and Tromp (2006), the two primary research approach methodologies that are extensively employed by many people, by many researchers, are the quantitative approach.

Quantitative Approach

Quantitative research methods are defined as the understanding of a problem or phenomenon via the collecting of data in numerical form and analysis with the use of mathematical techniques in particular statistics (Aliaga and Gunderson, 2002). Durbarry (2017) defines quantitative research as a technique for understanding phenomena by statistical analysis of quantitative data received from participants. Quantitative data gathering methods are usually more structured than qualitative data gathering methods. This approach ensures objectivity, representativeness, data structure, and high reliability of quantitative data using statistical analysis and mathematical concepts. The authors of the study applied SPSS analytic software to swiftly and accurately handle massive volumes of data. As a result, mistakes caused by human factors in data processing are minimized. In point of fact, quantitative research is ideal for testing the proposed hypotheses.

The research team used an online questionnaire to collect data on the variables relevant to the research objectives. The objective is to assessment of factor that impact customers' online booking behavior at 3-5 start hotels in Can Tho. The acquired data will be analyzed for correlations by transforming them into numerical, statistical data and using the SPSS software.

Primary data

According to Garbach et al., (2016), primary data is information collected by the researcher from primary sources using techniques such as surveys, interviews or experiments. Primary data can also be called direct data. We are collecting primary data by sampling using Google Forms and submitting online survey questionnaires via email and Facebook or other social media platforms. It is expected that the sample size will be $n=250$, include all people who are living and working in Mekong Delta region, and have used online booking at 3-5 star hotels in Can Tho. The questions prepared in advance will be answered by the respondents.

1.6 Thesis outline

This research report is divided into the following five chapters:

Chapter 1: INTRODUCTION

This chapter presents the reason to choose the topic, research objectives, research questions, research scope, methodology and data overview and thesis outline.

Chapter 2: LITERATURE REVIEW

This chapter presents the literature review (hotel booking, online booking intention, and factors affecting online booking intention, customers' online booking behavior) and the theoretical framework, presented as a basis for developing a research model and research questions.

Chapter 3: METHODOLOGY

This chapter presents the research approach, research design, data collection method procedures, data analysis methods.

Chapter 4: ANALYSIS AND FINDINGS

This chapter shows and analyses data from research questionnaires gathered from Chapter 3, including sample descriptive statistics, scale assessment using Cronbach's Alpha reliability coefficient, and then searching for characteristics that impact online booking behavior.

Chapter 5: CONCLUSION AND RECOMMENDATION

From the analysis results of chapter 4, we will present to determine the relationship between the variables, how they affect each other and have identified the factors, the degree of influence on the behavior to book online. From then we will propose some solutions and recommendations that might be used for future studies.

In chapter 1, discussion includes an overview of and current state of the 3–5 star hotel industry in Can Tho city regarding customers' online booking behavior. Choosing the right research method based on. The pre-existing theoretical basis to build a conceptual framework and research model to find out the influencing factors will support further studies in the following chapters.

CHAPTER 2: LITERATURE REVIEW

In Chapter 2, the research team will prove the literature review of the elements impacting online booking behavior in Vietnam and Can Tho City. The researchers conclude this chapter with a recommendation for a research model that draws on the results of prior investigations and is based on the theory as well as prior studies that were comparable to current practice. It is hoped that the hypothetical model would contribute to the elucidation of the research titled “Assessment of Factors that Impact Customers' Online Booking Behavior at 3-5 Star Hotels in Can Tho”.

2.1 The standard of 3–5-star hotels

A hotel's star classification is a globally recognized indicator of quality, cleanliness, and standards. The star rating of a hotel is an independent and objective scoring system, so it is a reliable system that helps visitors understand what they can expect from their hotel stay. Since its inception in 1962, the World Tourism Organization (WTO) has dedicated a significant amount of resources to the formulation of principles that would lead to the creation of a universally accepted worldwide hotel rating system (Vine, 1981). The International Hotel Association (IHA) (n.d.) has made similar efforts to build a generally acknowledged hotel rating guide. However, efforts for worldwide approval have not been effective; the standards have largely been utilized as a reference for developing tailored national rating systems.

Standard CVN 4391:2015 compiled by Vietnam National Administration of Tourism, Ministry of Culture, Sports and Tourism, General Department of Standards, Metrology and Quality (modified from TCVN 4391:2009) proposed to the Ministry of Science and Technology Publication technology Ministry of Culture, Sports and Tourism (2009). This standard is revised from the previous version, TCVN 4391: 2009. The minimum number of rooms in a 3-star hotel is 50. In Vietnam, a 4-star rated hotel must have at least 80 rooms and suites, in when the hotel is rated 5 stars must have at least 100 rooms. In addition, hotels need some other service standards such as: tennis courts, golf courses or other outdoor sports, there are 2 Asian and European restaurants that are also rated 5 stars.

Although there is a lot of variety in consumer feedback about hotels, the primary objective is to satisfy guests. It is of the utmost importance to guarantee a method that is both reasonable and scientific, and that it supports the right technical and professional process. The team is competent, knowledgeable, and courteous in order to guarantee that the expectations of the customers are fulfilled and that the customers are happy.

2.1.1 The 3 - 5-star hotels in Can Tho

Throughout the years, the Can Tho tourism industry has undergone significant shifts and reorientations, with a concentration on diversification and qualitative enhancement via the construction and development of tourism products in the city. During construction, the Can Tho hotel contributed considerably to the tourism development of the city. In the modern hotel industry, guests expect not only rest and entertainment but also modern and comfortable amenities, excellent service quality, a friendly staff and so on.

Table 2.1: List of 3–5-star hotels in Can Tho

Style hotels	3-star hotels	4-star hotels	5-star hotels
Name Hotels	<ul style="list-style-type: none"> - Holiday Hotel - Holiday 2 Hotel - International Hotel - Nhat Ha 1 Hotel - Anh Dao Mekong Hotel - Saigon Can Tho Hotel - Hau Giang Hotel Can Tho - A Chau Hotel - Tay Do Hotel - Phuong Dong Hotel - Kim Tho Hotel 	<ul style="list-style-type: none"> - Holiday One Hotel - IRIS Hotel - TTC Hotel Premium Can Tho - Victoria Can Tho - Ninh Kieu Riverside Hotel - Ninh Kieu 2 Hotel - Dong Ha - Fortuneland Hotel Can Tho - Van Phat Riverside Hotel - Con Khuong Resort 	<ul style="list-style-type: none"> - Sheraton Can Tho - Azerai Resort - Muong Thanh Luxury Can Tho

2.2 Hotel Booking

2.2.1 Direct Booking

2.2.1 Direct booking is a distribution-related act in which products or services are received directly from the source in this instance a hotel, without the involvement of a middleman (Duryee, 2011). Most direct hotel reservations used to be made over the phone and paid for upon arrival. According to Heuvel (1970), the study discusses the efforts made by 4-5 star hotels in the Cape Town

Metropole to retain direct booking customers, hotel initiatives that boost direct bookings, the most common channels through which hotels receive bookings, and potential obstacles to receiving direct bookings. The direct booking channel poses considerable challenges for hotels, that online travel agencies (OTAs) charge hotels significant fees as a result of commissions given for reservations made via online channels. According to reports, OTAs reportedly get 15% to 20% of the commission on reservations made in the US (Scott, 2015). In order to increase the attraction of their direct booking option, hotels may also decide to give discounts while still making the same amount or more. When investing in direct booking channels, large quantities of money are necessary to establish and manage an official website with a fully working direct booking system, customer service, and direct advertising of the booking channels, as well as pay the proper administrative charges. For example, six major hotel chains (Choice, Hilton, Hyatt, IHG, Marriott, and Wyndham) set up Room Key in 2012 to circumvent the high commission fees given by OTAs. Even after a few years, Room Key continues to struggle with having less visits than the typical OTAs (Ting, 2016). According to Fatma and Rahman (2017), hotel marketers need to even employ more advanced marketing techniques, such ethically sound practices and initiatives. Hotels must invest a lot of time and energy in marketing efforts to boost direct reservations.

2.2.2 Online Booking

Traditionally, travel supplier → tour operator → retailer → consumer, this is known as a linear distribution model. Travel agencies were responsible for the distribution of tourist products within this system (Copeland and Mckenney 1988). Although the distribution channel that potential travellers are utilising (i.e., travel agencies) is still the same, the medium that is being used to book a hotel stay has shifted to be online. Expedia, Travelocity, and Priceline were among the first OTAs to launch their services in the 1990s, which is considered to be the beginning of the era of booking travel online. Reservations are made independently by customers via the use of online travel agents, websites or booking apps. At this time, one of the distribution channels that clients utilise the most frequently to acquire tourist items is online (Buhalis and Law, 2008). Online booking is becoming more popular as technology advances. Online booking is the term used to describe reserving services made over the Internet (Abdulah et al., 2016). More and more people are using the internet to research their destinations in depth and learn anything else they might need to know before setting out on their vacations. Hoteliers are taking advantage of online booking channels because of the savings and added convenience they provide. Hotel websites and OTA, booking

apps, as well as third party such as airline websites, are among the most frequently used internet booking channels for accommodations. As time goes on and technology improves, consumers gradually look for simple sources where they can gather information (Aeknarajindawat, 2019). Since examining information, asking questions, and making reservations online is so convenient, online booking technology has recently seen a rise in use by both service providers and customers in the hospitality industry (Casaló et al., 2010). Travelers may now easily discern between hotel rates and determine ticket prices and room rates (Aeknarajindawat, 2019). Besides, an exposure to online reviews was found to be able to increase awareness of a hotel and improve the general attitude of consumers towards the hotel prior to using that hotel's services Vermeulen and Seegers (2009). Hotel response helps improve exchange between hotels and tourists. Furthermore, potential consumers will perceive a hotel's intent to care to a greater extent, and guests tend to spread their ideas more quickly experiences in conjunction with company and other travelers, leading to generate greater reviews (Li and Hitt, 2008). According to Engvall et al. (2012) say that one of the best things about online booking is that it is easy and convenient. Also, it saves time and makes it easy to compare prices and get information about a hotel ahead of time. This saves money and makes it easy to find feedback from other customers. Online reservations are available 24/7, can transmit color images, and connects customers (tourists) with many different places. In addition, Engvall et al. (2012) suggested that one of the main reasons people didn't book online was because they were worried about the safety of their personal information, like credit card numbers. Some customers might still be hesitant to give their credit card information on online platforms because they aren't sure how safe the site is. When working with personal information, it is very important to keep data safe (Van De Logt, 2017). Price Waterhouse Coopers (PWC) (2010) maintained that hotels should search for a plan to better understand their risks and weaknesses and to safeguard data.

2.3 Online Booking Intention

Online hotel reservations are activities performed by customers for the purpose of purchasing a hotel room through online booking sites that provide or mention information. According to Emir et al. (2016), online hotel booking intention is understood as the ability of users of the hotel website or OTA to soon buy a hotel room or book one room through the applications of third-party travel agencies. Moreover, Wang et al. (2015) claimed that online booking intention relates to customers' wishes and plans to participate in online booking transactions, including

processes for evaluating website quality and product information. Therefore, online booking also enables speedy transactions, financial advantages, and booking confirmations that arrive quickly (Aeknarajindawat, 2019). Furthermore, Park et al. (2007) showed that after viewing the reviews and experiencing the quality of the hotel's website, consumers' intention to book a hotel is higher. The research by Kim et al. (2004), consumers' intention to purchase began when they desired to satisfy a particular need by acquiring particular products or services. Moreover, according to Rafique et al. (2012), consumer purchase intention is the desire and propensity of consumers to purchase advertised products because there is a possibility that consumers will purchase these products in the future. In addition, a customer's online purchase intent can be defined as the customer's intention to pay for a specific product after evaluating the available options, risks, and benefits of each option. This includes the distribution of the positive testimonials and user experiences of social media influencers and online celebrities. While, A Forsythe and Shi (2003), organizations must address consumer needs in order to generate purchase intent. It has been widely used in predicting purchase of durable goods, is the end result of a number of different factors in the context of online shopping (Ling et al., 2010). If the user is interested to get the product or service, it means that the customer has the intention to buy, they desire to obtain a product or service, either in the long term or in the short term.

2.4 Booking behavior

According to Boripunt (2015), booking behavior is when a customer makes a reservation on a website and completes the transaction for the purchase. Furthermore, consumer cultural, societal, and personal elements all have an impact on behavior in the booking (Kotler and Keller 2009). Hoyer et al. (2012) defined that consumer behavior is the sum of individual consumers' choices toward the acquisition, use, and disposal of products, services, activities, experiences, people, and ideas. These decisions are made by (human) decision-making units over time. With the growing number of Internet users and the diversification of online tourism service business models, studies on domestic and international online tourism booking behavior are progressively emerging. Foreign scholars have a relatively recent comprehension of it, realizing that the Internet has altered the consumption habits of tourists.

George (2002) discovered that intention has a significant and positive influence on internet purchase behavior. Chen et al. (2007) identified the key reasons why customers prefer online travel booking, including time savings, comprehensive information, and inexpensive cost. Based on

customer characteristics, Bao Fuyuan (2010) performed an in-depth study on the causes and related elements that contribute to online bookings, such as time savings, available information comparison, and low prices, among others. Moreover, Lai et al. (2013) evaluated the impacts of website trust, perceived usefulness, and perceived ease of use on customers' intention to book online hotel bookings, and their findings revealed that perceived usefulness positively affected consumers' behavioral intention. As Zhu Jingyan (2014) shows in her research on the online booking behavior of tourists, the performance of the booking behavior signals the transformation process of tourism website users from browsing to purchasing.

In the theory of planned behavior (TPB), an individual's behavior is determined by his or her intention to perform the behavior, which is a function of his or her attitude toward the activity as well as the individual's own personal norms. Intention is the most powerful predictor of behavior. Intention is viewed as the immediate antecedent of conduct and is the cognitive representation of a person's readiness to undertake a given activity (Ajzen, 1985; Ajzen, 1991). Numerous recent studies have discovered a correlation between intention and behavior (Ajzen, 1991). Purchase intention is an important predictor of actual purchasing behavior and this link has been extensively investigated in the hotel and tourist industries (Sparks and Browning, 2011). Moreover, online purchase intention is frequently measured to predict users' actual purchasing behaviour (Ariffin et al. 2018). Recognizing the consumer's intention is critical since consumer behavior is frequently predicted by their intents (Hsu et al., 2017).

2.5 The factors affect to online booking intention

2.5.1 Ease of Use

Ease of use is a key component of customers' adoption of information technology, the ability to search and find desired products and services (Davis, 1986). Ease of use is “the extent to which a person believes that use of a particular system would be free of effort” (Davis et al., 1989). The website should be easy for participants to use and make them feel at ease. According to Chiu et al. (2005) this study's definition of perceived ease of use for online booking intention, it refers to being free of effort a potential customer anticipates putting out when making an online booking intention. Ease of use is as a key factor for a website to drive online booking intention (McKechnie et al., 2006).

Customers' intentions to buy online goods and services are influenced by websites' usability (Venkatesh and Agarwal 2006). According to Aziz (2014), a good website must be user-friendly,

comprehensible, and navigable. In the context of online booking, the usability of a website is crucial for any organization (Aljukhadar and Sylvain 2015). Website developers should take into account the site's aesthetics, information quality, interactivity, and trust as characteristics that greatly influence users' attitudes and purchasing intents in order to preserve a website's perceived ease of use. Technology is gradually progressing, customers are seeking more convenient information sources from which they can collect information (Aeknarajindawat, 2019).

2.5.2 Trust

According to Rousseau et al. (1998), conducted a study that found that trust is a separate psychological state that comprises the intention that is founded on favorable expectations of the intentions or behavior of another party. The concept of trust is related to the hotel management's reasonable prices and amenities being reasonable the findings were published by (Lien et al., 2015).

Accordingly, a number of academics Ganguly et al. (2010) have focused their attention on the influence that consumers' faith in the applications and their views of the value created by the information supplied by the applications have on their intent to make a booking. According to Kim et al. (2009a, 2009b) customers of hotels will often browse the hotel's website in order to obtain information about the hotel. Customers may be susceptible to accommodations and services provided by hoteliers when reserving hotels online. Customers have an expectation that the hotel will provide the services described on its website, and this expectation is contingent on the customers' level of trust in the hotel. Consequently, a hotel can use trust as a potent marketing instrument to increase customer loyalty. According to Kim et al. (2012), when consumers trust online websites, they spend less time searching for information about the website and more time completing transactions. As a result, when customers trust a website, they are more inclined to book through it. It is highly important that the information on the hotel website be trusted (Jylhä et al., 2015). Guest will more likely to return to the website or utilize it to make a genuine transaction online. The trust of the guests should be maintained at all times by the hotel since it is directly related to future reservations at the hotel (Ponnareddy et al., 2017).

2.5.3 Price and Promotion

In the words of Hetty and Wardani (2015), a product's pricing reflects the extent to which customers are willing to pay to express their level of happiness with that product. Promotion is defined as “any activity that increases product acceptance, sales, and customer loyalty” (Tjiptono,

2008). Visitors' interest may be piqued and converted into online booking intent by both price and promotion (Law, 2005).

According to Starov and Price (2003), one of the main incentives for making trip bookings online is the opportunity to save money. Hotel guests often check prices at many booking sites to get the best deal. Hotel room price and promotion offers should reflect the true market worth of a hotel, as stated by Chung and Law (2003). Buyers are given a clearer perception of quality through price, which functions as a form of hint (Yoon et al., 2014). Hotels may achieve a sustained service advantage in the minds of today's visitors by offering them affordable pricing (or fair costs) (Bojanic, 1996). For many purchases, customers have a range of prices they are willing to pay. Meanwhile, hotel electronic commerce sales promotions may take the form of discounts, coupons, freebies, and incentive member loyalty points (Kotler et al., 2010). Consumers might be enticed to use online booking services by use of creative online sales campaigns (Sigala, 2013).

2.5.4 Online Reviews

Online reviews are significant due to their dual function of providing product and service information as well as customer recommendations Berbegal et al. (2016). Online reviews are known as informants because they provide product and service reviews as well as additional user-oriented information. The product or service recommendations will either be positive or negative. In addition, online evaluations provide entertaining, dependable, and current information (Hua, 2016). The star rating and review rating of a hotel can be used to assess its quality, with the review content containing information about past guests' experiences (Fang et al., 2016). It is one type of rule that hotel visitors can use to choose a hotel and secure a room. Online reviews are important because they serve two purposes: they teach clients about items and services and introduce them to suggestions.

According to Amaro and Duarte (2015), Orbitz, Travelocity, Expedia, and Priceline are the top travel booking agencies. The study's findings were acknowledged, and it was mentioned that consumers are more likely to book an online reservation when there are more than positive reviews (Tsao and Hsieh 2015). According to Aeknarajindawat (2019) outlined how unfavorable information shared on social media sites isn't meant to hurt hotels, but to make people think twice about booking a certain one Striteska and Jelinkova (2015) explained how an increasing proportion of prospective visitors consult reviews before making a reservation. Customers clearly rely on the

web evaluations as one of the main sources of information when booking hotels and boarding in particular.

2.5.5 Perceived Risk

According to Featherman and Pavlou (2003), the risk is characterised as “the expectation of losses associated with the purchase and acts as an inhibitor to purchase behavior”. The amount of danger that a buyer perceives they are facing while choosing or deciding to buy a product is known as perceived risk (Bauer, 1960). In other words, when determining whether to purchase a certain product, the buyer takes perceived risk into account Sinha and Kim (2012).

The relationship between perceived risk and hotel booking intentions can be classified within the literature on the role of perceived risk in purchase intent (Ajzen, 1985). Regarding online booking, with limited resources, online booking website owners may not be able to assure customers of the security of online transactions, so travelers may worry about loss of personal information and money (Lam et al., 2014). According to Biswas and Burman (2009), risk in a transaction is also known as the uncertainty associated with giving the seller information like credit card numbers throughout the transaction, it also incorporates the possibility of credit card information being used fraudulently. Because of this, many customers think it is possible that their credit card will be stolen online. Risk may also occur if purchasers received substandard quality goods or goods that do not meet their needs and desires (Forsythe et al., 2003). According to Bhatnagar and Ghose (2004), the perceived risk is that customers are worried when purchasing online that there will be an increase in other costs, such as payment costs. Perceived risk is one of the factors that have been used to predict attitudes toward online purchase intention Soponprapapon and Chatchotitham (2011).

2.5.6 Hotel Response

According to Cheng and Zhou (2010), more and more hotels are realizing the role their responses play to consumers as a powerful marketing method, and customers use it as an effective tool. Hotel response demonstrates that hotels are open to hearing customer complaints and suggestions, taking these into consideration as they work to enhance their offerings based on consumer reviews. Additionally, a hotel's response may contribute to a rise in guest confidence. Timely response suggests more direct engagement between hotel management and their customers on the internet, which sends out favorable signals to prospective customers. Hospitality practitioners discovering

hidden online review trends and consumer booking behavior can help hospitality professionals understand the motivations for taking the required steps to increase service quality and client happiness. Hotels have the opportunity to resolve any concerns that may have negatively impacted a visitor and carry out essential service restoration as a consequence of consumer feedback. Future visitors will feel more confident as a result, increasing sales. Hotels can respond online by displaying that corrective action has been done, according to a recent discussion by Park and Allen (2012). Customers can have more confidence in these promises than in future plans and intents comments.

Response strategies are how a company responds to dissatisfied consumers' complaints about a failed service or product, and various response strategies have been examined in various studies. Marcus and Goodman, (1991) distinguished between accommodative and defensive response strategies. Accommodative strategies involve a company's admission and acceptance of problems, as well as the steps that need to be taken, such as apologies, compensation and/or healing steps (Lee and Song, 2010). Defensive strategies include methods such as saying there isn't a problem, claiming the company isn't responsible for the problem, blaming the complainer, and even putting the blame on others (Lee and Song, 2010). Research results of (Lee and Song, 2010) on online complaint behavior, accommodative strategies have a positive correlation with a company's reputation, whereas defensive strategies have a negative correlation with it. Research by (Leung et al., 2022) demonstrates that the response strategies is more effective in eliciting more likes on online booking sites and higher booking intention.

The response speed is the rate at which a hotel responds to reviews relative to other hotels. According to Sparks et al. (2016), the response speed is an efficacy indicator that represents variations in the amount of time a hotel spends publishing online responses to user-generated content. According to Xie et al. (2017), response speed is a crucial component of a hotel's response strategy, particularly in the case of negative reviews, as a prompt response can help restore consumer trust. Fast response speed to customer satisfaction evaluations influences their trust and commitment, and increasing customer loyalty influences online booking intent (Xie et al., 2017). In addition, prompt, immediate responses help elucidate ambiguities and provide pertinent information to reduce issues' confusion.

Some authors have analyzed response length by considering the number of words or sentences (Armas-Cruz et al., 2022). One study finds that longer messages written by hotels are more

persuasive (Schwenk, 1986). Long response information value enables prospective passengers to make more informed hotel evaluations and enjoy a more satisfying consumption experience (Li et al., 2017). As a result, the amount of information offered in a longer response can have a significant impact on consumer intention (Kwok and Xie, 2016). Otondo et al. (2008) confirm that the greater a communication medium's capacity to reduce ambiguity, the more information it conveys. Likewise, when a hotel initiates a long response (compared to a short response), potential consumers perceive the hotel's interest and increase the customer's intention about the hotel to a higher level. Hotel responses with detailed and often longer descriptions present a more complete “picture” of the hotel, helping consumers increase their informed intention to stay at their hotel. The hotel response position is the job title of the respondent, such as employee or general manager (Sparks et al. 2016). Potential customers who are inexperienced are likely to take the response source as a cue to be “interpreted” or cued to draw conclusions about the company while reading an organization's response to a negative online review (Fogg et al., 2007). The response from a person in high management status can be interpreted as a sign that the hotel cares about consumers, and is believed to be more reliable than response from lower-level employees. The information provided in the manager's response plays a very important role in influencing the customer's booking intention (Kwok and Xie, 2016).

2.6 The theory of planned behavior

Theory of Reasoned Action (TRA) was founded in 1967 in order to systematize studies of the link between behavior and attitudes. The TRA was developed to investigate the relationship between attitudes and behavior. In TRA, there are two essential concepts: “principles of compatibility” and “behavioral intention”. Ajzen (1988), Theory of Planned Behavior (TPB) is an extension of TRA that includes an additional, control structure perceived performance of behavior. When the theory of planned behavior was first developed (Ajzen, 1985), intention (and other theoretical concepts) was defined in terms of attempt. perform a specific behavior rather than as an actual implementation. The theory of rational behaviour (TPB), published by Ajzen in 1991, was born out of the restriction of the earlier theory that claimed human behaviour was entirely under the control of reason (Nickerson, 2023). It's not always the case that intentions are what drive behaviour. The individual's purpose to carry out a specific action is a key component of the idea of planned behaviour, much as the TRA theory. Therefore, our group chose the TPB model for the study. The TPB model states that a person's intention to perform a certain action is influenced by

that person's attitude toward the behavior, attitudes, subjective norms, and perceived control. In general, the main determinants of TPB lead to the generation of customer intent, which in turn influences customer behavior (Madden et al., 1992). In fact, differences in perception or other unidentified causes may be responsible for the gap between intention and behavior. Research shows that the difference between people with positive and negative intentions in the link between intention and behavior is not due to cognitive differences. Thus, attitude, subjective norm, and perceived control became the three conceptual determinants of TPB used to predict customer intention. From there, the TPB theory was formed.

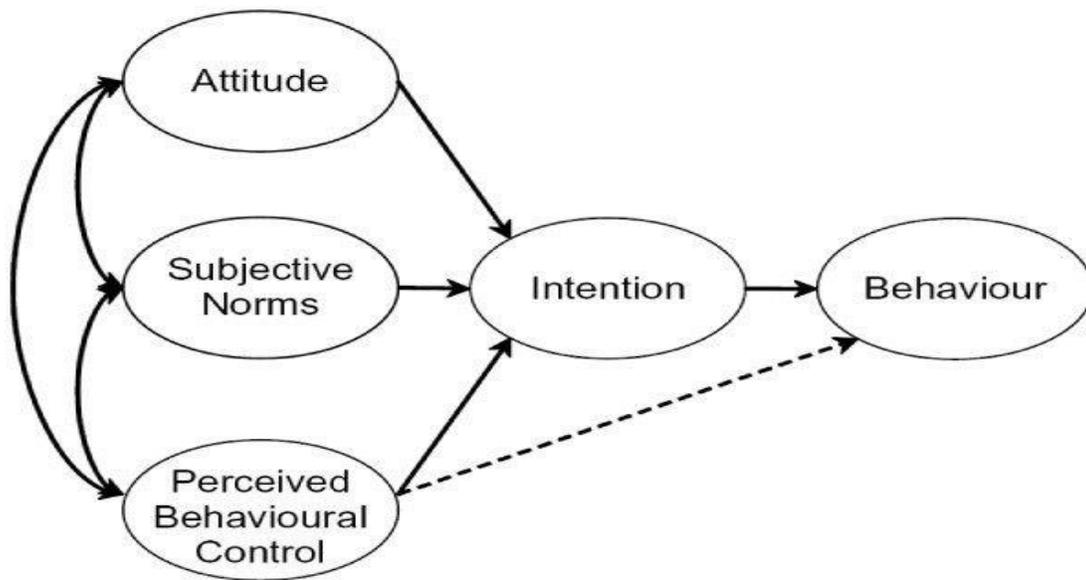


Figure 2.1: Theory of Planned Behaviour

Source: Ajzen (1991)

2.6.1 Attitudes

According to Ajzen (1991) defines attitude as “the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question”. Attitude is a negative or positive belief in order to exhibit a particular behavior (Gu et al., 2019). List variables for measuring attitudes towards online purchase intentions, including time savings, the capacity to visit numerous websites at once, access to information, product delivery, the online shopping experience, and the intention to shop online. In general, the more favorable an individual's attitude towards a behavior, the firmer their intention to engage in that behavior demonstrated the significance of website attitude and internet attitude in explaining brand attitude and consumer behavior (Ajzen, 1991).

This theory content says that the following things affect a person's behaviour intention: Trust and Ease of use. For attitude construct, trust in e-vendor is viewed as a salient behavioral belief that directly affects customer's attitude toward the purchase behavior. According to Bandura (1986) social cognitive theory, outcome expectation is how people think a certain result will lead to a certain behaviour. This is closely linked to how people feel about behaviour. So, it seems that trust is a major factor in how people feel about online transactions. Moreover, ease of use variables doesn't change with the surroundings or the situation. This makes them an important predisposing factor that affects attitude (ATT), as stated in TPB (Taylor and Todd, 1995a, 1995b).

2.6.2 Subjective norms

In the words of Ajzen (1991), the subjective norm is the perception of social pressures to engage in or refrain from engaging in a particular behavior. One's own interpretation of the societal pressure to act or not act in a certain way is what makes up one's subjective norms in this context (Ajzen and Fishbein, 2005). The more any individual feels that others approve of a behaviors, the more likely he or she is to engage in it (Ajzen and Fishbein, 1980).

The subjective norm is the second component of the TPB model for determining intent include Online review, Perceived risk and Hotel response. Online reviews is supposed to create a subjective normative structure wherever or anytime consumers consider contemplates the adoption of technology. Bommer et al. (2012) had unquestionably demonstrated that subjective norms are influenced by significant others. The research of Bhattacharjee (2000), word-of-mouth generated through acquaintances, coworkers, and family members is the most common source of peer influences. On the other hand, the media intelligence, impersonal information, and expert opinion all produce external impacts. Furthermore, risk perception is one of the most important things to consider when picking a place to visit (Karl and Schmude, 1970). Since perceived risk is a subject norm, various people may appraise the same scenario differently in this regard their perception of risk is diverse, and visitors tend to avoid riskier travel areas (Adam, 2015). Additionally, according to Etcheverry and Agnew (2004) hotel response refers to a social network member's perceived normative belief about a given relationship as weighed by that network member's motivation to comply. Subjective norms regarding the perception of others can influence an individual's decision (Ajzen, 1991).

2.6.3 Perceived Behavioural Control

According to Ajzen (1991), perceived behavioral control represented the ease or difficulty of doing a behavior based on the availability of resources and opportunities. According to TPB, “Attitude”, “Subjective Norms” and “Perceived Behavioural Control” impact customers' behavioral intention. If a person has the ability to execute a specific behavior, their actions typically correspond with their intentions (Ajzen and Fishbein, 2005). Consequently, the PBC can operate as a substitute for actual control and improve behavior prediction (Fishbein and Ajzen, 2011).

In the author's study Nathwani, (2017) examines the impact of different promotional and pricing companies to gain on perceived behavioral control. This research can only generate positive consumption behavior by using different promotional tools, such as: discounts, trial and gift purchases. The findings confirmed that price fairness and promotion positively influenced perceived behavioral control the customers' intention.

2.7 Relevant theoretical frameworks.

2.7.1 Research in international

2.7.1.1 Research by Hany E.Mohamed and Fatma Abdelaal (2021)

Research by Hany et al. (2021) on “Factors Influencing Intentions in Hotel Booking Through Online”. This model proposes 5 components: trust, perceived ease of use, price and promotion, perceived privacy/security, online reviews, affecting the intentions to booking hotel online. As shown in Figure 2.2 are presented below.

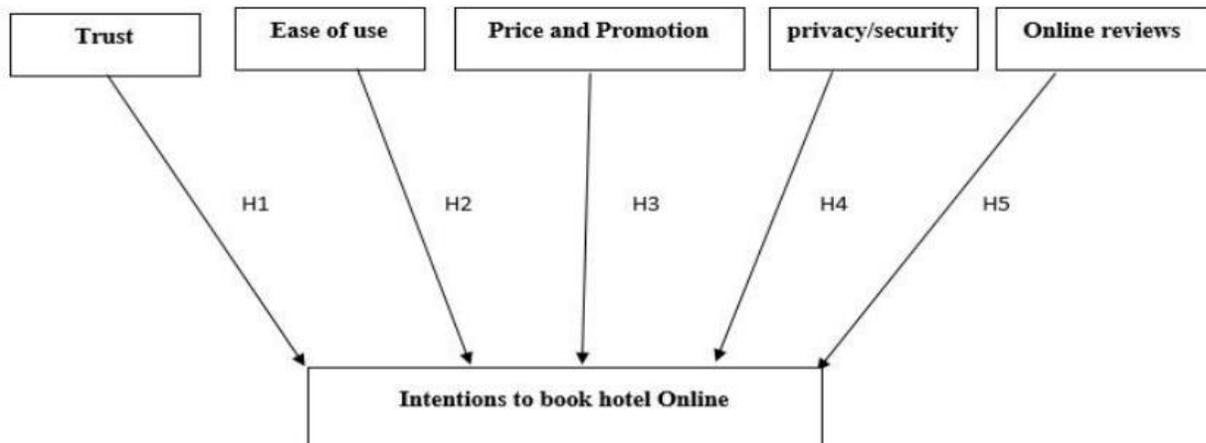


Figure 2.2: Hany E.Mohamed and Fatma Abdelaal intentions to booking hotel online Model.

Source: Hany et al. (2021)

The research includes 250 samples to survey clients who stayed at five-star hotels and made reservations their accommodations through an online travel intermediary. According to the CFA findings, all constructs have a lowest CR and Cronbach's alpha value of 0.75, indicating that the data are credible. Price and promotion, online reviews are considered as the main factors that have a positive impact on customers' online booking intention because since its Absolute t-value > 3.29 , $p < 0.001$. The study results concluded that ease of use, price and promotion, privacy/security, and online reviews were all acceptable. Regarding trust, there is no effect on online booking intention compared to the original hypothesis, so the model has removed the reliability factor. Therefore, when researching, the group will focus on the above issues to build a research model and analyze it in the right direction. We will keep this factor in mind to propose solutions to increase online booking intention with customers.

2.7.1.2 Research by Ataul Karim Patwary's (2020)

According to Ataul Karim Patwary's (2020) research, "An Empirical Study of Factors Influencing Hotel Customers' Online Booking Intention". Four factors influence online booking intentions: ease of use, social influence, perceived risk, and positive eWOM.

A total of 214 people filled out the research questionnaire, which was used to collect information and assess respondents' perceptions. The model was shown to be a significant value $F = 54.236$; $p.001$, with factors accounting for 54.24% of the difference for booking online. The authors discovered that the factor of perceived risk had a negative influence on the intention to book a hotel online. In addition to ease of use, social influence, and positive word-of-mouth, perceived risk have a positive impact on the intention to book a hotel online. As a result, in the future, when conducting surveys and research, we will pay close attention to these elements in order to have proper orientations for our study model.

2.7.1.3 Research by Christina et al. (2021)

Research by Christina et al. (2021) studied on "Application of the theory of planned behavior to study online booking behavior". The purpose of this research is to examine the relationship between factors based on the Theory of Planned Behavior, which comprises of attitude toward online booking behavior, subjective norm, online booking behavior, online booking intention, and behavioral control. The sample size for this study was 133 respondents representing domestic visitors who had used Traveloka's online booking service. Because the value of the R-square statistic (R^2) for each variable is more than 0.50, this criterion may be considered to be strong.

This score, which is derived from the computation of the Q square, demonstrates indicates changes or variations in the variable online booking intention and online booking behavior had a predictive value of 81.2%, or the model have a significant value for predicting. According to the findings of the data analysis and the discussion, attitude toward the conduct and subjective norms have a positive effect and substantial influence on the intention to make an online booking. In the meanwhile, apparent behavioral control has nothing to do with substantial influence on the likelihood of making an online booking. At Traveloka, for example, higher perceived behavioral control has no impact to boost online booking intention. One other result is that both the purpose to make an online booking and the perception that one has control over their conduct are known to have a favorable and substantial influence on that behavior.

Therefore, while we are conducting the survey, we will pay attention to the aspect: online booking intention and perceived behavioral control since this is a characteristic that is highly valued and has a significant impact on the online booking behavior of consumers. In order for our study model to have the appropriate direction, we are going to pay careful attention to these elements.

2.7.2 Research in Vietnam

2.7.2.1 Research by Ngo Thi Lan et al. (2020)

Research by Lan et al. (2020) studied on “Factors influencing online hotel booking intention of the Vietnamese - a research in Ho Chi Minh City”. The research model of the proposed authors, including 6 components affecting to intention to booking online.

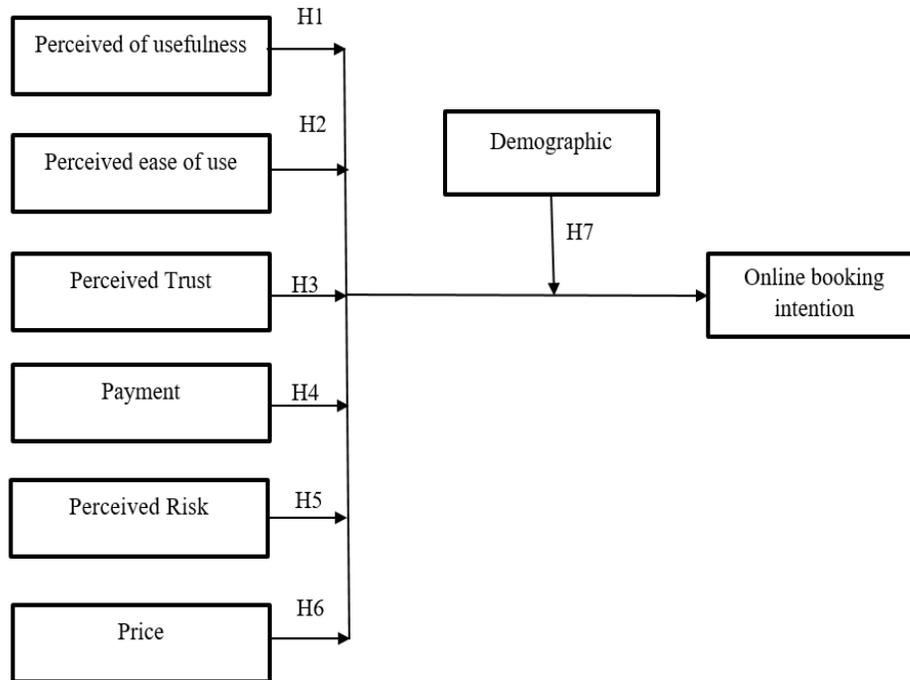


Figure 2.3: Ngo Thi Lan et al intentions to booking hotel online Model.

Source: Ngo Thi Lan et al (2020)

The research sample consisted of 315 samples for the questionnaire survey through face-to-face and online interviews. The correlation coefficient matrix shows that there is a fairly close correlation between the dependent variable online booking intention and the independent variables with reliability 99%. The results show that the factors of price expectations, perceived ease of use, perceived trust, perceived risk, payment system, perceived usefulness, have a significant impact on purchase intention online room. In addition, the results of the regression analysis show that the price factor has the largest and strongest influence on the intention to book online. From the author's model, it can be seen that price factors have an impact on online booking intention. Therefore, when conducting the survey, we will pay attention to the price factor because this is a highly valued factor and has a great influence on the online booking intention of customers. In general, the research model is in the right direction.

2.7.2.2 Research by Le Thanh Hong (2016)

In their study “Research on factors affecting Vietnamese people's intention to book hotels online - Research in Da Nang” (Hong, 2016). Figure 2.4 depicts the suggested authors' study model, which includes 4 components: perceived of usefulness, perceived ease of use, perceived the risk

with product/services, perceived risks the context of online transaction affecting to intentions to booking online.

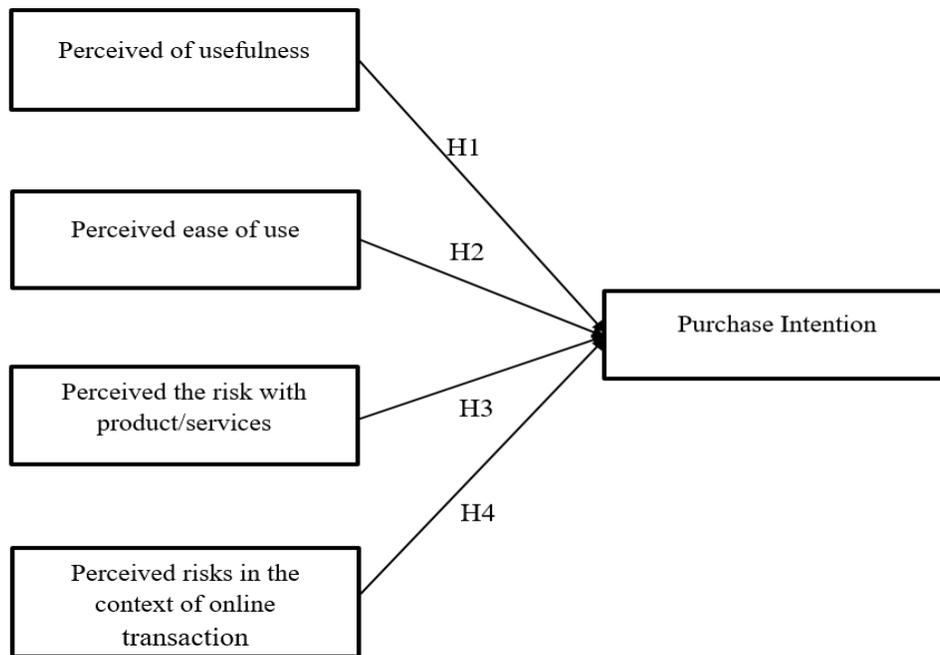


Figure 2.4: Le Thanh Hong intentions to booking hotel online Model.

Source: Hong (2016)

The study sent out 230 questionnaires and after collecting 200 valid samples and conducted analysis. The majority of customers using online booking services are mainly in the age group of 25-34 years old. The model matched and explained 67.7% of the change in online hotel booking intention. According to the research results, perceived usefulness, perceived ease of use, perceived risk of goods/services, perceived risk, and perceived risk affect booking intention online. However, the study only focused on surveying 4 influencing factors and there was no diversity to the extent of influence. Therefore, when conducting surveys and in-depth research on online booking intentions at 3-5 star hotels in Can Tho, we will keep these factors in mind.

2.8 The proposed research model

According to our analysis based on the results of domestic and foreign researchers, several variables are imperative and influence online booking intention. The factor influencing customers' intention to book online has been the subject of many previous studies, which have produced mixed results. Online booking intention was found to be related in all studies. For this essential research institution, these are the best materials available. After the Covid-19 outbreak,

the psychology of customers' online booking intentions has changed significantly and this study will be conducted in the post-Covid-19 period.

2.8.1 Proposed research model

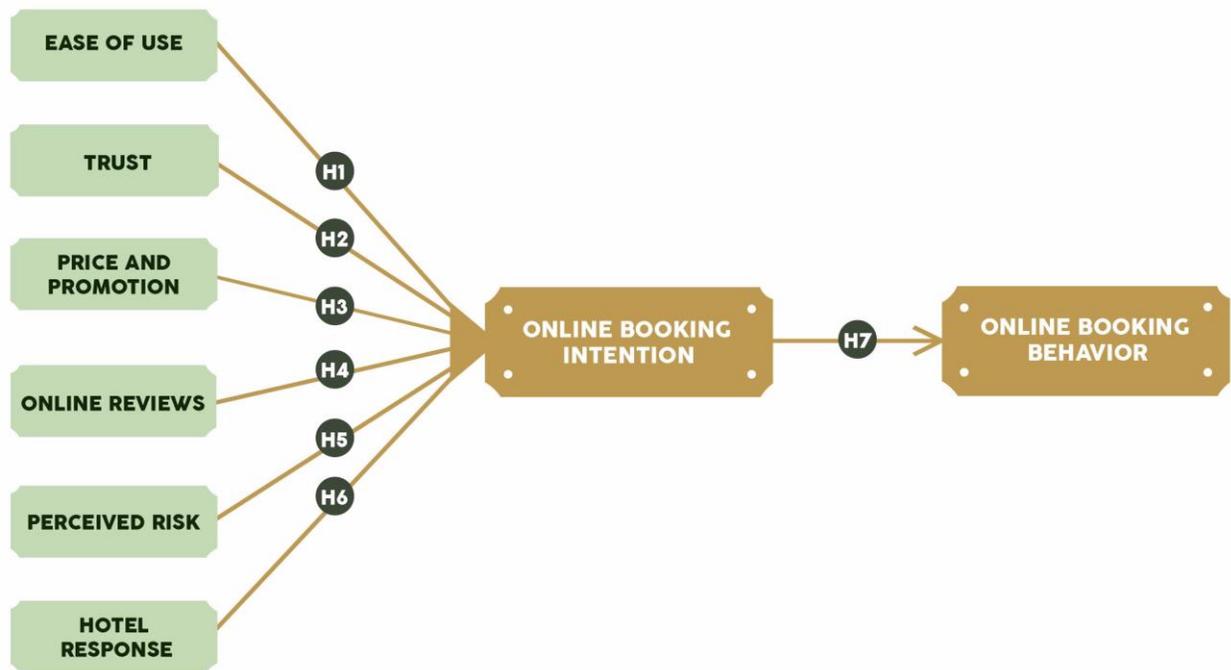


Figure 2.5: The proposed research model

Source: Suggested by the authors (2023)

The research model consists of six independent variables: (1) Ease of Use, (2) Trust, (3) Price and Promotion, (4) Online Reviews, (5) Perceived Risk, (6) Hotel Response; (7) an intermediate variable is Online Booking Intention; and one dependent variable Online Booking Behavior.

The hypotheses posed are:

Hypothesis H1: *Ease of use factor has a positive affect online booking intention.*

Hypothesis H2: *Trust factor has a positive affect online booking intention.*

Hypothesis H3: *Price and promotions factors has a positive affect online booking intention.*

Hypothesis H4: *Online review factor has a positive affect online booking intention.*

Hypothesis H5: *Perceived risk factor has a negative affect online booking intention.*

Hypothesis H6: *Hotel response factor has a positive affect online booking intention.*

Hypothesis H7: *Online booking intention factor has a positive affect online booking behavior.*

2.8.2 Construct components' scale

Table 2.2: Construct components' scale

Construct	Code	Scale	Source
Ease of use	EAS1	I easily find hotel information.	(Aeknarajindawat, 2019)
	EAS2	The ease of use of the site motivates me to book online	(Ennew et al.,2006)
	EAS3	I think that booking a hotel online would be free of effort.	(Chiu et al., 2005)
	EAS4	The website interface and booking application are friendly and easy to use.	(Aziz, 2014)
Trust	TRU1	I trust the information provided by the website or online hotel booking application to be reliable.	(Ganguly et al., 2010)
	TRU2	I believe the hotel will provide the quality service as promised on the booking website.	Kim et al. (2009a, 2009b)
	TRU3	I make online transactions at trusted booking sites.	Kim et al. (2012)
	TRU4	I tend to book hotels from websites that are trusted and believable.	Kim et al. (2012)
Price And Promotion	PP1	I see online booking as an opportunity to save me money.	Broekhuizen and Huizingh (2009)
	PP2	I usually pay a lot of attention to prices and promotions when booking online.	(Law, 2005)
	PP3	I always check hotel prices through travel websites to make sure I get the best value	Chung and Law (2003)
	PP4	I feel the quality of service through the price when online booking intention.	(Yoon et al., 2014)

Online Reviews	OLR1	I rely on online reviews as my primary source of information when booking a hotel.	(Striteska and Jelinkova, 2015)
	OLR2	Positive online reviews will increase my intention to book online.	Tsao and Hsieh (2015)
	OLR3	I find online reviews that provide interesting, reliable information.	(Hua, 2016)
	OLR4	I often look at star rating and reviews rating before booking online.	Fang et al. (2016)
Perceived Risk	PR1	I am worried the booking sites do not guarantee the security of online transactions.	Lam et al. (2014)
	PR2	I am worried personal information will be lost when booking online.	
	PR3	I am worried about incurring costs when booking online.	(Bhatnagar, 2004)
	PR4	I am worried that the product or service provided by the hotel is not as expected.	Forsythe et al. (2003)
Hotel response	HOR1	I find that the hotel's accommodative strategies help me to have a positive view of the hotel's reputation.	Lee and Song 2010
	HOR2	The hotel's speed response helps me to restore trust, and increase loyalty.	(Xie et al., 2017a)
	HOR3	I find that the information provided by length response helps me to make more informed reviews about the hotel.	Li et al. (2017)
	HOR4	Providing response from a person in a high management position shows me the	(Fogg, Cuellar, & Danielson, 2007).

organization is trustworthy and cares more about its customers.

Online Booking Intention	OBI1	The quality of the website and the product information helped me with my intention to book online.	(Wang et al., 2015)
	OBI2	I plan to book hotels online through websites or online travel agencies.	(Emir et al., 2016)
	OBI3	After reviewing the hotel's website I have a higher intention to booking.	(Park et al., 2007)
Online booking behavior	OBB1	I made online bookings on the website repeatedly	(Christina et al., 2021)
	OBB2	I consistently raise the frequency of online bookings on the website.	(Christina et al., 2021)
	OBB3	I consistently raise the value of web-based booking transactions.	(Christina et al., 2021)

The content of chapter 2 has presented the basic theoretical issues about online booking behavior and factors that affect online booking behavior. On the basis of previous studies, the study has proposed a research model and proposed research hypotheses including seven components that affect online booking behavior: ease of use, trust, price and promotions, online reviews, perceive risk, hotel response and online booking intention. The next phase of the research will address the objectives of the topic through a survey, data collection, and hypothesis testing.

III. CHAPTER 3 METHODOLOGY

The study team's methods will be covered in detail in Chapter 3. The research methodology, quantitative analysis, study design, and data collection procedures used in the current study are all thoroughly described at the beginning of the chapter. At the end of this chapter, a sequential explanation of the method used for data collection and analysis as well as the justification for selecting this particular study will be given.

3. 1 Introduction

3.1.1 Philosophy

Realism

Realists believe that there is a reality that exists entirely outside of the mind. In this sense, realism is opposed to idealism, the theory that the mind and its contents are the only things that exist (Crotty 1998). Similar to positivism, realism is a branch of epistemology that takes a scientific approach to the advancement of knowledge. The gathering of data and the comprehension of that data are predicated on this hypothesis. When the two types of realism are juxtaposed, this significance and particularly the relevance of realism to business and management studies become more apparent. Direct realism is the first kind of realism. According to direct realism, what you see is what you get and what we experience via our senses correctly depicts reality. Critical realism is the second kind of realism. Critical realists contend that rather than direct objects, what we perceive are sensations and pictures of things in the real world. Critical realists emphasize how frequently our senses deceive us.

Pragmatism

Pragmatism is a philosophical tradition that, is understood very broadly. Those who assert that an ideology or proposition is true if it functions satisfactorily, that the meaning of a proposition lies in the practical consequences of adopting it, and impractical ideas should be rejected (Legg and Hookway 2021). Pragmatism is essential for choosing research topics in epistemology, ontology, and axiology. Perspectives on ontology are chosen in order to provide the finest answers to the research question. Depending on the research question, the epistemology of the researcher's perspective on either or both observable phenomena and subjective significance can provide acceptable knowledge. Focuses on applied research with an emphasis on integrating multiple

perspectives to interpret data. The axiom represents the researcher's interpretation of the results, and both objective and subjective perspectives are utilized (Saunders et al., 2012).

Positivism

The scientific investigation of the social world is known as positivism. Positivism research philosophy is based on real knowledge and information gained via observation. By applying these data to hypotheses and using these hypotheses to develop the philosophy, positivists prefer quantitative research methods like surveys, collecting official statistics, structured questionnaires, etc as these are thought to be effectively reliable and representative.

Interpretivism

Since interpretivism was made to deal with complexity, it would be good to break down the complexity into smaller, easier-to-understand rules. So, “according to interpretative scholars, the only way to access reality, whether given or created by society, is through social constructs such as language, awareness, shared meanings, and tools” (Myers, 2008). Interpretivism can distinguish between social members and functions (Saunders et al., 2012).

“Assessment of Factors that Impact Customers' Online Booking Behavior at 3-5 Star Hotels in Can Tho” concluded the philosophical study. The team used survey questions and questionnaires to find out what factors affect online booking behavior. And found that while collecting data is objective, personal experience stands on its own and can be seen and measured. In this case, all quantitative data were collected using positivism and interpretive theory.

3.1.2 Approaches

According to Creswell and Poopan (2016), research methodologies “prescribe a specific process that covers all aspects of data collection, analysis, and interpretation”. There are two main categories of research techniques: induction and deduction.

Inductive reasoning as starting with observations and ends with suggested theories (Goddard and Melville 2004). Induction is the process by which researchers collect, mine, and develop a hypothesis from the evidence before connecting the research hypotheses. The data gathered and processed acts as the basis or premise for the researcher to build a conceptual framework, which eventually leads to untested conclusive ideas. In summary, the inductive approach allows researchers to generalize from a given collection of data to a larger set of data. This strategy is useful for situations when the researcher wants to study the context of a certain incident.

Deductive reasoning progresses from broad to specialized. It's also known as top-down reasoning. A deductive method entails developing a hypothesis based on an existing theory and then devising a research plan to test it (Wilson, 2010). It has been claimed that “deductive reasoning means reasoning from the more general to the more specific”. If a certain theory or case example appears to imply a causal relationship or link, it may be accurate in many circumstances. A logical approach may be used to examine if this relationship or correlation existed in more general scenarios (Gulati, 2009). The data gathered will be utilized to put the developed theoretical model to the test. Deductive reasoning results in the acceptance or rejection of research hypotheses and models. The deductive research approach was chosen as the analytical method since people are still apprehensive about other objects. The greatest online survey format for those being polled. The deductive technique is also useful for quantifying concepts, describing the causal relationship between elements influencing online booking intention, and synthesizing study findings into a coherent document

3.1.3 Method

Quantitative research definition: The research team gathered information on the variables important to the study's goals via an online questionnaire. The objective is to unequivocally demonstrate online booking behavior for 3-5 star hotels in Can Tho City. By turning the gathered data into numerical, statistical data and utilizing the SPSS program, the data will be examined for correlations.

Quantitative research advantage: Williams (2011) defines quantitative research as a technique that involves gathering data so that information can be measured and put through a statistical process to support explaining the phenomena that those observations reflect. Methods for collecting quantitative data are often more organized than those for collecting qualitative data. Online surveys, print surveys, and email surveys are all options.

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Quantitative research disadvantage: In contrast to other types of research, the primary disadvantage of quantitative research is that the researcher cannot intervene, explain, or elucidate

participants' questions. When participants fail to comprehend the researcher's intended questions, comprehension disparities are common. The dependability of data is highly dependent on the quality of responses and the structure of the survey. This leads to respondents perceiving the research differently and responding accordingly, and the research results diverging from the intended purpose, necessitating additional time and resources to re-implement. If an excessive emphasis is placed on hypothesis testing, researchers may subjectively neglect important aspects of the inquiry. As a result, the researchers spent additional time devising the study procedure, particularly the questionnaire, with a focus on eliciting the most pertinent responses for the research topic of online booking behavior for 3-5 star hotels in Can Tho City.

3.2 Research approach

Defining the research problem, choosing an appropriate study design, carry out research design, and conveying the research findings are the four stage that make up the research process (Hair et al., 2012).

Stage 1: Determine the research problem

Step 1: Determine the study's topic and goal.

Step 2: Locate the review lite.

Step 3: Filter through the research's data

Stage 2: Choose a research design.

Step 4: Look up and genuinely select references from both domestic and international research.

Step 5: Establish the study's design and data sources.

Step 6: Set up the sample size and sampling design.

Step 7: Check scales and measurement problems.

Step 8: Create and test run the questionnaire

Stage 3: Implement the research design.

Step 9: Collect survey data.

Step 10: Analyse and explain the data.

Step 11: The study's restrictions and its conclusions

Stage 4: Share the research findings

Step 12: Present the study's findings.

3.3 Research design

Research Design is defined as “the procedures for collecting, analyzing, interpreting, and reporting data in studies” (Creswell and Clark, 2017). The framework of the study also pertains to the research design. What will be measured, who will be measured, when, and how are all aspects of the study design. The type of evidence required to resolve the issue determines the research approach. Quantitative research, according to Aliaga and Gunderson (2006), entails the collection and mathematical analysis of numerical data.

Our research supports the preceding hypotheses. We collect quantitative and primary data. Then, we analyse the data to assess of factors affecting online booking behavior for 3-5 star hotels in Can Tho city. We decided to collect data via online questionnaires because they enable respondents to express themselves freely. Our surveys are also composed with substance and clarity in mind, making them simple to comprehend and respond to. In Can Tho City, guests of 3- to 5-star hotels will be surveyed. The responses will also be incorporated into the final data analysis without any modifications or deletions.

3.4 Data collection methods

3.4.1 Sampling techniques

To get different perspectives on the factors affecting online booking behavior for 3–5-star hotels in Can Tho City. We decided to choose the convenience sampling method of non-probability sampling method as the safest and most convenient method for this study. Convenience sampling is a sampling technique commonly used by students because it is more cost-effective, time-saving, and easier to use than other sampling techniques. Perform convenience sampling based on convenience, accessibility, and ease of information retrieval (Davis, 2005).

3.4.2 Primary data

Primary data, as defined by Garbach et al. (2016), is information that has been gathered by the researcher from primary sources utilizing methods like surveys, interviews, or experiments. Primary sources include focus groups, surveys, and interviews. The process of understanding collected data to answer research questions, and validate or disprove research hypotheses is known as primary data analysis. The study plan and data-gathering procedure are adapted to the target audience is the fundamental benefit of using primary data. Data's main drawbacks are that it is pricey and that it takes a while to receive. We are collecting primary data by sampling using Google Forms for sampling and submitting online survey forms via email, Facebook, or other social media

channels. Sample size $n = 250$ of all people living and working in Mekong Delta region, who have used online booking at 3-5 star hotels in Can Tho.

We use primary data is collected from the results of the survey method by an online survey answered by the respondents. Then analyzed on the SPSS software.

3.4.3 Sample characteristics

Target sample

The purpose of the survey is to find out the factor that impacts customers' online booking behavior at 3-5 star hotels in Can Tho. Survey subjects include all people who are living and working in Mekong Delta region, and have used online booking at 3-5 star hotels in Can Tho. There is also reading reviews and hotel response. The scope of the study is carried out in the provinces of the Mekong Delta region.

Target sample characteristics:

Survey type: Online survey (Questionnaire)

Age: 18 - 40

Gender: Male/ Female and Others

Expected number of responses: 250

Scope of the research: Mekong Delta

The decision of sample size has a direct impact on the study findings. Because a larger sample of muscles produces more precise results, it reduces the probability of errors and emphasises the validity of the study findings. According to Hair et al. (2012), the sample size is established by utilising a ratio of 5:1 which is crucial for research. Larger studies will employ larger sample sizes since they will provide more information, produce better results, eliminate mistakes, and provide a better overall picture of the situation. As a consequence, depending on the quantitative nature of the issue, the study's minimum size should be at least five times. There are 30 questions in this situation, which means that the minimum sample size must be at least: $n = 5 * 30 = 150$.

In addition, MacCallum et al. (1999) provided the following guidance in determining the adequacy of sample size:

Sample size 50 - very poor

Sample size 100 - poor

Sample size 200 - fair

Sample size 300 - good

Sample size 500 - very good

Sample size 1000 or more - excellent

To conduct a study of factors affecting online booking behavior for 3–5-star hotels in Can Tho City, that survey respondents are really interested in. On the other hand, utilizing a high sample size will involve a lot of resources, including members for sample processing and time, money, and effort. We determined that a sample size of 250 would be the most appropriate for the study because our research team was not qualified to carry out a survey with a big sample size.

3.4.4 Sample design

Measurement scales

This survey aims to collect information from users about factors affecting online booking behavior for 3-5 star hotels in Can Tho City.

In order not to cause confusion, all questions should be short and easy to understand. In this study, we use those 3 scales in the questionnaire: Nominal scale, Ordinal scale, Likert scale. The study will be concluded based on these data.

Nominal scales

These scales categorize objects according to their attribute characteristics. They assigned only unique identifiers (numerals, characters, and colors). In nominal scales, numbers or other identifiers are frequently utilized. An encoding is represented by a number before the nominal scale. Change has little impact on people's identities or relationships. (Wilkinson and Velleman, 1993). With nominal data often need to evaluate the relative frequency of categories. The most common methods for charting these variables are thus pie charts and bar charts since they display the relative quantities and frequencies for each category (Frost, 2022).

Ordinal scale

Ordinal scales are used to represent attribute characteristics; the values are ordered ascending or descending and have a hierarchical relationship. Along with the nominal scale, ordinal scales exclude the use of conventional arithmetic operations such as addition, subtraction, multiplication, and division. In research, ordinal scales are frequently used to measure attitudes, beliefs, perceptions, and interests. In addition, this scale is frequently employed when collecting primary data. Additionally, this scale is frequently used while conducting primary data surveys Velleman and Wilkinson (1993).

Likert scale

We are group use the Likert scale (1932). A Likert scale is a measurement scale or instrument utilized in a questionnaire to determine behaviors and perceptions of individuals or consumers.

Likert (1932), create sample size assessment for five levels:

1. Totally disagree
2. Disagree
3. Normal
4. Agree
5. Totally agree

3.5 Data analysis methods

3.5.1 Descriptive statistics

The analysis, synthesis, and presentation of results concerning on a data set derived from a whole sample or population are known as descriptive statistics. The values in the study are mostly the maximum, minimum and mean values of the tested components (Kumar and Sosnoski, 2009). Descriptive statistics were employed in this study to examine gender, age, income, and whether or not participants had previously enquired about online booking and had used the website/app before. It enables data to be displayed in an easy to understand, which facilitates the interpretation of the aforementioned data collection.

3.5.2 Frequency analysis

Frequency analysis is among the most prevalent and earliest uses of statistics in hydrology. In frequency analysis, it is crucial to distinguish between the population and the sample. According to Tallaksen et al. (2000) outline the following analysis procedure steps: Selecting extreme events and probability distributions to characterize data, estimating distribution parameters, and estimating extreme events or design values for a particular problem.

3.5.3 Reliability Test – Cronbach’s Alpha

Cronbach’s Alpha coefficient is analyzed to determine the reliability of each observed variable constituting the independent variable and the dependent variable before considering each relationship between the variables. Measuring a large factor is difficult and inaccurate, so in order to test the reliability and accuracy of the scale, researchers often measure the small internal factors to infer the properties of the large factor. Before include the scale in exploratory factor analysis

(EFA), inappropriate variables are removed using Cronbach's Alpha reliability coefficient to assure the scale's reliability (Tho and Trang, 2009). Cronbach's Alpha reliability coefficient only indicates whether the measures are related or not, not indicating which observed variables should be removed. According to Hoang Trong and Chu Nguyen Mong Ngoc (2005), using correlation coefficients between variables can assist eliminate factors that don't contribute much to the concept being measured. There are two important factors in Cronbach's Alpha reliability analysis: The degree of conformity and the association between the variables that were observed are shown by Cronbach's Alpha reliability coefficient. Reliability analysis criteria include (Hoang Trong, Chu Nguyen Mong Ngoc, 2008):

From $0.8 \geq 1$: very good scale.

From $0.7 \geq 0.8$: the scale is good to use.

From $0.6 < :$ qualified scale.

Total correlation coefficient (Correct Item - Total Correlation): represents the contribution of the small observed variable to the value of the common factor and reveals the degree of correlation between the observed variables. The typical total correlation coefficient is ≥ 0.3 (Nunnally, 1978).

3.5.4 Exploratory factor analysis (EFA)

Exploratory factor analysis (EFA) is a popular statistical method in social science. Used to reduce a set of many observed variables into a smaller set of factors more meaningful (Hair et al., 2009). In addition, this method also evaluates two values including the convergence value and discriminant value of the scale. EFA is a complex technique that requires little instruction and a lot of improvisation. The software's nomenclature for options varies in some cases, and many options are not explicitly stated.

In an EFA analysis, the following factors must be considered:

(1) The KMO coefficient (Kaiser-Meyer-Olkin) indicates the appropriateness of factor analysis. The value of KMO must be at least 0.5 ($0.5 \leq \text{KMO} \leq 1$) for qualification. According to (Noresis, 1994; Kaiser, 1988)

$\text{KMO} \geq 0,9$: Very good

$\text{KMO} \geq 0.8$: Good

$\text{KMO} \geq 0.7$: OK

$\text{KMO} \geq 0.6$: Not too bad

$\text{KMO} \geq 0.5$: Bad

KMO < 0.5: Not acceptance.

(2) Bartlett's sphericity test: indicates the degree of correlation between factors. Sig value in Bartlett's test must be less than 0.05 to be considered meeting the standard (sig Bartlett's Test 0.05).

(3) Eigenvalue: The number of factors in the EFA analysis. Only Eigenvalue ≥ 1 factors are considered to satisfy the criteria.

(4) Total Variance 50% explains that the EFA model is appropriate.

(5) Factor Loading: represents the correlation between the observed variable and the factor. Based on the sample size used to determine the factor loading.

According to Hair and Black (2009), *Multivariate Data Analysis*, 7th Edition:

Factor Loading at ± 0.3 : The minimum condition for the observed variable to be retained.

Factor Loading at ± 0.5 : The observed variable is statistically significant well.

Factor Loading at ± 0.7 : The observed variable is statistically significant very well.

3.5.5 Correlation analysis

Correlation terminology, also referred to as correlation analysis, refers to the relationship or association between two variables and their degree of relativity. It quantifies the "strength" or "extent" of a link between variables, as well as its direction, in the same manner as binary variables measure association. A correlation coefficient of +1 indicates a perfect positive correlation, whereas a correlation coefficient of -1 indicates a perfect negative correlation. On the other hand, a correlation coefficient of zero suggests a weaker linear correlation (NJ Gogtay et al., 2017).

According to (Andy Field, 2009), although the linear relationship between two variables may be evaluated using the.

H0 is the stipulated hypothesis: $r = 0$. This hypothesis is examined by the test. Inspection results:

Sig 0.05: Reject the hypothesis H0, which says that $r = 0$ is statistically significant and the two variables are linearly linked. Sig > 0.05: Accept the hypothesis H0, which says that $r = 0$ is statistically significant and that the two factors don't have a linear relationship with each other.

Furthermore, the absolute value of r will be used to assess the strength/weakness of this link.

$|r| < 0.1$: correlation is very weak.

$|r| < 0.3$: correlation is weak.

$|r| < 0.5$: correlation is medium.

$|r| \geq 0.5$: correlation is strong.

$|r| \approx 0.5$: the correlation is moderate.

$|r| \geq 0.5$: strong association

3.5.6 Regression analysis

Regression analysis is a statistical tool used to measure the methods for the connection between a dependent variable and one or more independent variables. There are three types of regression analysis: linear, multiple linear, and nonlinear. It may be used to assess the strength of a relationship between two variables and predict what will happen in the future. Regression analysis in particular is used to make it clear that if any of the independent factors change while the other factors stay the same, the average value of the relationships will change (Bates & Watts, 1988). The correspondence between the model and the dependencies is found using linear regression in this study.

The general shape of each type of regression is:

Simple linear regression: $Y = a + bX + e$

In multiple linear regression, $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_tX_t + e$.

Exactly where:

Y: The variable you are trying to predict (dependent variable).

X: The variable you're using to predict Y (the "independent variable").

a: Regression constant.

b: Regression value.

e: Regression residual.

3.6 Questionnaire design

The questionnaire was designed by the group in 3 main parts:

Part 1: Greeting and Introduction: This section was used by the team to greet respondents and introduce them to general information, assurances about the information received and the purpose of our survey.

Part 2: General information questionnaire: Consists of these general information questions which are questions that include information about respondents such as name, age, gender, hometown, education level, occupation and income. In this section, most of the responses were designed as nominal responses, a few were self-completed responses based on the respondents' own opinion.

Part 3: Main content question: The question is also divided into two parts. The left part is the content of the observed variables and the right part is the rating scale of 5 levels:

1. Totally disagree
2. Disagree
3. Normal
4. Agree
5. Totally agree

The group gave quantitative questions one answer in the form of a Likert scale to “Assessment of Factors that Impact Customers' Online Booking Behavior at 3-5 Star Hotels in Can Tho”. The question is also divided into two parts.

3.7 Ethical considerations

Research ethics focuses on the moral principles that researchers in each discipline of study must adhere to. The truth norm is essential to all scientific endeavors; truth-seeking, truth-commitment, honesty, and integrity are prerequisites for quality and dependability in research. Research is also predicated on methodological norms such as factuality, accuracy, transparency, and accountability. The ethical reporting of research data necessitates the reporting of all inputs and outputs with precision. In addition, researchers must guarantee the confidentiality of all information provided by respondents. Data protection principles include individual integrity, confidentiality, and responsible use and storage. To this purpose, research ethics provides a broad definition of privacy (Johnson and Christensen., 2012).

Research ethics provides guidelines for conducting research in a responsible manner. In addition, it educates and monitors researchers to ensure that they adhere to a high ethical standard.

3.8 Limitations

During the course of the investigation, the team identified some shortcomings in the data collection procedure. First, the collected data on the diversity of the response sample are insufficient. Only non-probability sampling was utilized to select a sample from the responses. Although this study utilized convenience methods to enhance the likelihood of obtaining responses from diverse population groups, the likelihood of obtaining responses from these groups was not increased. In the second place, respondents: The survey was distributed via email or social networking sites such as Facebook, Zalo, and Instagram. However, the survey received little attention, so respondents did not provide research-worthy responses. The survey failed, causing the team to squander additional time redoing the survey. Due to the small size of the group's social circle in the provinces, it is extremely difficult to locate people to complete the survey, which can delay the process of analyzing the survey results.

In summary, we presented the research methodology thoroughly. The gathering and analysis of data were crucial components of our later research. This study also uses analytical methods including descriptive analysis, reliability analysis, exploratory factor analysis (EFA), correlation analysis and regression analysis to produce these final results. The following chapter will provide a more thorough presentation of the study's findings.

CHAPTER 4: ANALYSIS & FINDINGS

In Chapter 4, we present the data associated with the research question posed and identify the correct hypotheses posited in chapter 2. The collated data are depicted in the chart for the purpose of discussing their correlations in detail. The SPSS program was used to analyze data in order to identify the influence of factors that impact customers' online booking behavior at 3-5 star hotels in Can Tho.

4.1 Descriptive statistical analysis

4.1.1 Frequency statistics for Gender, Age, Hometown, Income

In this survey, we used a questionnaire method to collect data. With the online survey, we use a questionnaire through Google Form to conduct the survey. The research team obtained 350 samples after removing and cleaning the data remaining 309 valid samples were synthesized and included in quantitative analysis. Filtered samples are unsatisfactory samples and remove outliers because the results of the reviewers deviate from the general trend of the majority of the data.

4.1.1.1 Gender

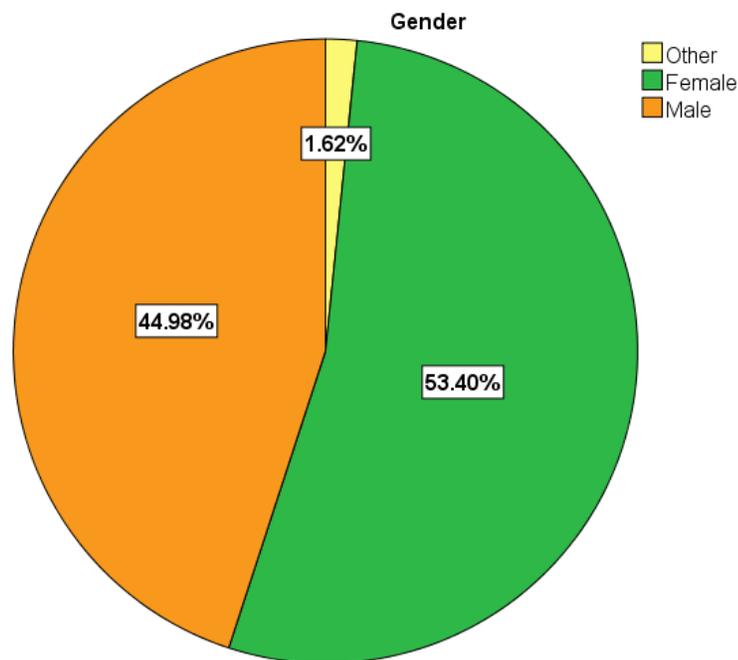


Figure 4.1: Gender of respondent information

The survey findings reveal that out of 309 valid samples, 139 males accounted for 44.98%, 165 females accounted for 53.40%, and 5 other genders accounted for 1.62%.

4.1.1.2 Age

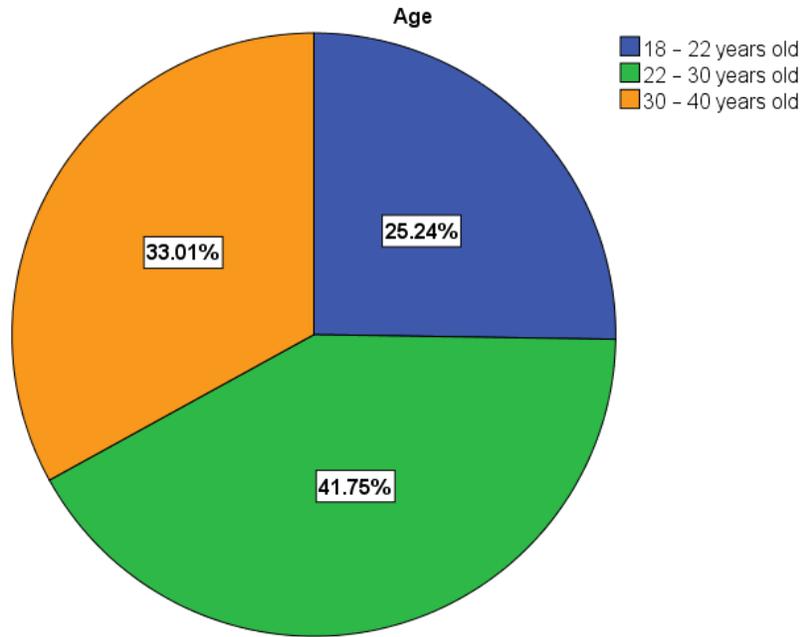


Figure 4.2: Age of respondent information

The age group with the biggest proportion was 22 to 30 years old, with 129 peoples accounting for 41.75%, followed by 30 to 40 years old, with 102 people accounting for 33.01%. The age group 18 to 22 years old has 78 people with a rate of 25.24%.

4.1.1.3 Hometown

There are 13 items of current residence out of 309 survey samples, including: An Giang, Bac Lieu, Ben Tre, Ca Mau, Can Tho, Dong Thap, Hau Giang, Kien Giang, Long An, Soc Trang, Tien Giang, Tra Vinh, Vinh Long. However, in this survey analysis, we will highlight four key places; 43 people were surveyed in Kien Giang, accounting for 13.9% of the 309 samples, followed by 34 persons in Soc Trang, accounting for 11.0% and the remaining provinces accounted for 75.1%.

Table 4.1: Hometown

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Can Tho	9	2.9	2.9	2.9
An Giang	27	8.7	8.7	11.7
Dong Thap	19	6.1	6.1	17.8
Soc Trang	34	11.0	11.0	28.8
Ca Mau	20	6.5	6.5	35.3
Kien Giang	43	13.9	13.9	49.2
Hau Giang	16	5.2	5.2	54.4
Vinh Long	27	8.7	8.7	63.1
Ben Tre	25	8.1	8.1	71.2
Bac Lieu	27	8.7	8.7	79.9
Tra Vinh	24	7.8	7.8	87.7
Long An	23	7.4	7.4	95.1
Tien Giang	15	4.9	4.9	100.0
Total	309	100.0	100.0	

4.1.1.5 Income**Table 4.2: Income**

	Frequency	Percent	Valid percent	Cumulative
Valid < 5 million VND	93	30.1	30.1	30.1
From 5 to 10 million VND	94	30.4	30.4	60.5
From 10 to 15 million VND	79	25.6	25.6	86.1
From 15-20 million VND	28	9.1	9.1	95.1
> 20 million VND	15	4.9	4.9	100.0
Total	309	100.0	100.0	

In terms of monthly income measured in million units (VND/month), 94 people responded that their salary is 5 million to 10 million (VND/month), accounting for 30.4%, 93 people responded that their salary is under 5 million (VND/month), accounting for 30.1%, and 15 respondents with monthly income over 20 million accounted for 4.9%.

4.1.2 Measuring Mean and Standard deviation indexes of all observed variables

Table 4.3: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EAS1	309	1	5	3.88	1.153
EAS2	309	1	5	3.73	1.065
EAS3	309	1	5	3.53	1.040
EAS4	309	1	5	3.40	.981
TRU1	309	1	5	3.41	.888
TRU2	309	1	5	3.16	.995
TRU3	309	1	5	3.48	.914
TRU4	309	1	5	3.65	.937
PP1	309	1	5	3.19	1.043
PP2	309	1	5	3.29	1.043
PP3	309	1	5	2.64	1.115
PP4	309	1	5	3.28	.818
OLR1	309	1	5	3.26	.755
OLR2	309	1	5	3.20	.730
OLR3	309	1	5	3.40	.849
OLR4	309	1	5	3.25	.892
PR1	309	1	5	3.59	.881
PR2	309	1	5	3.42	.836
PR3	309	1	5	3.61	.828
PR4	309	1	5	3.51	.840
HOR1	309	1	5	3.97	.835
HOR2	309	1	5	3.84	.831

HOR3	309	1	5	3.90	.823
HOR4	309	1	5	3.86	.818
OBI1	309	1	5	2.80	.832
OBI2	309	1	5	2.74	.841
OBI3	309	1	5	2.90	.732
OBB1	309	1	5	2.94	.824
OBB2	309	1	5	2.95	.874
OBB3	309	1	5	2.96	.776
Valid N (listwise)	309				

Following the collection of 309 findings and descriptive analysis, it is clear that most variables are greater than 3. This means that the consumer accepted all of the reasons listed. PP3 alone has the lowest mean value of 2.64 (I always check hotel prices through travel websites to make sure I get the best value) indicating that consumers are neutral on this opinion. Besides, the coefficients HOR1 have the greatest average values (I find that the hotel's accommodative strategies help me to have a positive view of the hotel's reputation) with an average score of 3.97 indicated that the consumer agreed on these critical elements. Overall, this result shows that all these factors help improve customers' online booking behavior at 3-5 star hotels in Can Tho.

4.2 Reliability Test – Cronbach’s Alpha

To determine the constituents of factors that impact customers' online booking behavior at 3-5 star hotels in Can Tho. The Cronbach’s alpha analysis method was utilized in the study to examine the reliability of the scale of the components in the theoretical model as well as the correlation between the observed variables and the total variable. There are 8 variables in the model include: (1) Ease of Use (EAS); (2) Trust (TRU); (3) Price and Promotion (PP); (4) Online Reviews (OLR); (5) Perceived Risk (PR); (6) Hotel Response (HOR); (7) Online Booking Intention (OBI), (8) Online Booking Behavior (OBB).

Table 4.4: Cronbach's Alpha test results of the factors

Variables	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ease of Use: Cronbach's Alpha = 0.773				
EAS1	10.66	6.166	.565	.727
EAS2	10.81	6.205	.639	.685
EAS3	11.01	6.565	.579	.718
EAS4	11.14	7.029	.527	.744
Trust: Cronbach's Alpha = 0.766				
TRU1	10.28	5.209	.547	.721
TRU2	10.53	4.990	.502	.748
TRU3	10.22	4.631	.699	.639
TRU4	10.05	5.089	.531	.730
Price and Promotion: Cronbach's Alpha = 0.754				
PP1	9.21	5.282	.635	.647
PP2	9.11	5.765	.511	.719
PP3	9.75	5.381	.539	.707
PP4	9.12	6.493	.541	.710
Online reviews: Cronbach's Alpha = 0.794				
OLR1	9.85	4.227	.540	.772
OLR2	9.91	4.105	.621	.737
OLR3	9.71	3.595	.670	.707
OLR4	9.86	3.644	.597	.749
Perceived Risk: Cronbach's Alpha = 0.806				
PR1	10.54	4.483	.533	.801
PR2	10.72	4.256	.664	.736
PR3	10.52	4.108	.730	.704
PR4	10.62	4.510	.569	.781
Hotel Response: Cronbach's Alpha = 0.790				

HOR1	11.61	3.954	.619	.727
HOR2	11.73	4.054	.586	.744
HOR3	11.68	4.069	.590	.742
HOR4	11.71	4.069	.596	.739
Online Booking Intention: Cronbach's Alpha = 0.754				
OBI1	5.64	1.796	.630	.616
OBI2	5.71	1.806	.610	.641
OBI3	5.54	2.223	.518	.742
Online Booking Behavior: Cronbach's Alpha = 0.779				
OBB1	5.91	2.115	.608	.708
OBB2	5.90	2.023	.589	.734
OBB3	5.89	2.157	.654	.663

The Cronbach's alpha test findings in Table 4.4 indicate that the scales have a Cronbach alpha coefficient of the scales ranging from 0.754 - 0.806, Cronbach's alpha > 0.6, indicating that the association between the observed variables and the variable sum is dependable. Additionally, the correlation coefficient between each observed variable and the total variable values greater than 0.3 shows that the correlation between each component variable and the total variable is high, and the scale of all variables has a high degree of dependability. There is no case of removing the observed variables that can make the Cronbach's Alpha of these scales increase. These scales are qualified to continue the research in the next steps.

4.3 Exploratory factor analysis (EFA)

4.3.1 Exploratory factor analysis for the independent variables

After analyzing Cronbach's Alpha test, the author conducts exploratory factor analysis (EFA). As a result of exploratory factor analysis (EFA), the number of observed variables kept is 24 observed variables corresponding to 6 groups. The results of exploratory factor analysis (EEA) are presented in the following Table 4.5:

Table 4.5: Exploratory Factor Analys For The Independent Variables

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.835
Bartlett's Test of Sphericity	Approx. Chi-Square	2707.260
	df	276
	Sig.	.000

The results show that the coefficient KMO = 0.835 > 0.5 and with the Bartlett test with Sig = 0.000 < 0.05, have confirmed that the use of the EFA exploratory factor analysis model is suitable for the data set. These and the observed variables are closely related.

Table 4.6: Total Variance Explained For The Independent Variables

<i>Component</i>	<i>Initial Eigenvalues</i>			<i>Extraction Sums of Squared Loadings</i>			<i>Rotation Sums of Squared Loadings</i>
	<i>Total</i>	<i>% of Variance</i>	<i>Cumulative %</i>	<i>Total</i>	<i>% of Variance</i>	<i>Cumulative %</i>	
1	6.070	25.294	25.294	6.070	25.294	25.294	3.857
2	2.594	10.807	36.101	2.594	10.807	36.101	3.956
3	1.880	7.833	43.934	1.880	7.833	43.934	3.491
4	1.640	6.835	50.769	1.640	6.835	50.769	2.599
5	1.478	6.157	56.926	1.478	6.157	56.926	3.649
6	1.286	5.357	62.283	1.286	5.357	62.283	3.319
Extraction Method: Principal Component Analysis.							
a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.							

In the Total Variance Explained table 4.6 factors are shown to meet the criteria of Eigenvalues ≥ 1 (Eigenvalues = 1.286) and these 6 factors represent the information of 24 observed variables that are best included in EFA, so these 6 factors are kept in the research model. The total variance

achieved by these 6 factors is $62.283 > 50\%$ (satisfactory), so these 6 factors explain 62.283% of the data variation of 24 independent variables participating in EFA. Or the model can explain the variance of the 62.283% variable dependent on factors that impact customers' online booking intention at 3-5 star hotels in Can Tho. Thus, these 6 factors can be used in data analysis in the next step.

Table 4.7: Exploratory Factor Analysis For The Independent Variables

Pattern Matrix ^a						
Component						
	1	2	3	4	5	6
OLR3	.744					
OLR2	.739					
OLR4	.723					
OLR1	.633					
PR3		.843				
PR2		.824				
PR4		.768				
PR1		.668				
EAS2			.801			
EAS1			.783			
EAS3			.776			
EAS4			.705			
HOR1				.796		
HOR3				.778		
HOR2				.777		
HOR4				.766		
TRU3					.884	
TRU4					.763	
TRU2					.708	
TRU1					.622	

PP3						.763
PP1						.762
PP4						.717
PP2						.694
Extraction Method: Principal Component Analysis.						
Rotation Method: Promax with Kaiser Normalization.						
a. Rotation converged in 6 iterations.						

In the Rotation Component Matrix, showing 24 observed variables are classified into 6 factors, all observed variables have factor loading greater than 0.5 and there are not bad variables.

After the exploratory factor analysis EFA for the independent variables only needs to be performed once and satisfies the requirements for 24 observed variables that converge and divide into 6 factors.

4.3.2 Exploratory factor analysis for the mediating variable

**Table 4.8: Exploratory Factor Analysis For The Mediating Variable
KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.677
Bartlett's Test of Sphericity	Approx. Chi-Square	226.982
	df	3
	Sig.	.000

Table 4.8, shows Kaiser-Meyer-Olkin value is $0.677 > 0.5$ is completely appropriate, this proves that the data used for factor analysis is appropriate. So, it meets the requirements of factor analysis ($0.5 \leq KMO \leq 1$). Sig Bartlett's Test = $0.000 < 0.05$ Bartlett's test demonstrates statistically significant correlations between variables observed in the population, so exploratory factor analysis (EFA) is appropriate. Therefore, the scale is practical and ensures EFA analysis.

Table 4.9: Total Variance Explained For The Mediating Variable

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.020	67.062	67.062	2.012	67.062	67.062
2	.579	19.314	86.375			
3	.409	13.625	100.000			

The total variance extracted explained 67.062% ($67.062\% > 50\%$) of the variation of the data and Eigenvalue is $2.012 \geq 1$ factors are considered to satisfy the criteria.

4.3.3 Exploratory factor analysis for the dependent variable

**Table 4.10: Exploratory Factor Analysis For The Dependent Variable
KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.697
Bartlett's Test of Sphericity	Approx. Chi-Square	258.548
	df	3
	Sig.	.000

From table 4.10, we can see that the dependent variable has the coefficient $KMO = 0.697 > 0.5$ is completely appropriate, so it meets the requirements of factor analysis ($0.5 \leq KMO \leq 1$). Bartlett's test result is 258.548 with Sig's (significance level) = $0.000 < 0.05$, so exploratory factor analysis (EFA) is appropriate. Therefore, the scale is practical and warrants EFA analysis.

Table 4.11: Total Variance Explained For The Dependent Variable

<i>Component</i>	<i>Initial Eigenvalues</i>			<i>Extraction Sums of Squared Loadings</i>		
	<i>Total</i>	<i>% of Variance</i>	<i>% Cumulative</i>	<i>Total</i>	<i>% of variance</i>	<i>Cumulative %</i>
1	2.087	69.567	69.567	2.087	69.567	69.567
2	.506	16.346	86.023			
3	.407	13.565	100.000			

The total variance extracted explains 69.567% of the variation of the data and satisfies the Eigenvalue criterion of $2,087 \geq 1$, and it proves that the factor discovery analysis is appropriate ($69.5673\% > 50\%$). Table 4.11 Total variance explained.

4.4 Correlation Analysis

Table 4.12: Pearson Correlation Analysis Result For The Independent Variables

		Correlation						
		OBI	EAS	TRU	PP	OLR	PR	HOR
OBI	Pearson Correlation	1						
EAS	Pearson Correlation	.267**	1					
TRU	Pearson Correlation	.491**	.326**	1				
PP	Pearson Correlation	.549**	.335**	.317**	1			
OLR	Pearson Correlation	.354**	.326**	.462**	.380**	1		
PR	Pearson Correlation	.230**	.305**	.366**	.341**	.491**	1	
HOR	Pearson Correlation	-.040	-.023	.014	-.063	-.079	-.180**	1

** . Correlation is significant at the 0.01 level (2-tailed).

According to the results from the table 4.12, shows Sig. (2-tailed) shows that all dimensions are correlated with each other. The results are conducted by 7 factors in which there are dependent factors (OBI) and 6 independent factors (EAS, TRU, PP, OLR, PR, HOR). The correlation between Online booking intention (OBI) and Ease of use (EAS), Trust (TRU), Price and promotions (PP), Online reviews (OLR), Perceive risk (PR), Hotel response (HOR) is described as follows:

Pearson Correlation are 0.267, 0.491, 0.549, 0.354, 0.230, -0.040.

There is 1 indicators $PP > 0.5$ (from 0.5 to 1) is said to have a strong correlation. There are 2 indicators (TRU, OLR) respectively 0.491, 0.354 in the range (0.30 to ± 0.49) indicating the average correlation. There are 2 indicators (EAS, PR) in the range (from 0.1 to ± 0.29) that are said to have a weak correlation. A HOR of $-0.040 < 0.1$ indicates a very weak correlation. The highest is the PP coefficient (0.549), the lowest is the HOR coefficient (-0.040). Factor has $Sig < 0.05$, so it has statistical significance. Therefore, this factor is suitable for inclusion in regression analysis. These values are eligible to run regression analysis in the next step.

Table 4.13: Pearson Correlation Analysis Result For The Mediating Variable

Correlations			
		OBB	OBI
OBB	Pearson Correlation	1	.663**
	Sig. (2-tailed)		.000
	N	309	309
OBI	Pearson Correlation	.663**	1
	Sig. (2-tailed)	.000	
	N	309	309
**. Correlation is significant at the 0.01 level (2-tailed).			

The relationship between OBI and OBB was described as follows, Pearson Correlation is 0.663. Indexes between 0.5 and 1 (greater than 0.5) are considered to be highly correlated. Factor has $Sig < 0.05$, so it has statistical significance. Therefore, this factor is suitable for inclusion in regression analysis. These values are eligible to run regression analysis in the next step.

4.5 Linear Regression Analysis

4.5.1 Linear Regression Analysis For The Independent Variables

According to the research model outlined in Chapter 2, six factors are anticipated to impact online booking behavior:

Ease of Use (EAS), Reliability (TRU), Price and Promotion (PP), Online Review (OLR), Risk Perception (PR), Hotel Response (HOR).

Regression analysis is a statistical approach that is used to determine the best appropriate equation for the dependent and independent variables' observed values. The evaluation and conclusion of hypothetical models is possible following regression analysis. The coefficient of variance of inflation (VIF) was used to assess and test the phenomena of multivariable between variables.

The regression equation is set up:

$$OBI = B_0 + B_1 * EAS + B_2 * TRU + B_3 * PP + B_4 * OLR + B_5 * PR + B_5 * HOR + e$$

In there:

B0: Constant

Bi: Regression coefficient (i=1, 2, 3)

EAS, TRU, PP, OLR, PR, HOR: independent factors

OBI: Dependent factor

Table 4.14: Model Summary^b For The Independent Variables

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.647 ^a	.419	.408	.50603	2.104
a. Predictors: (Constant), HOR, TRU, PP, EAS, PR, OLR					
b. Dependent Variable: OBI					

Model summary table is used to evaluate the fit of the multivariable regression model, with the adjusted R Square coefficient of 0.408. The adjusted R-squared value of 0.408 shows that the 6 independent variables included in the regression analysis affect 40.8% of the variation of the OBI dependent variable, the remaining 59.2% is explained by residuals consisting of independent variables outside the model and random error. From that, the level of model explanation is 40.8%.

Table 4.15: ANOVA^a For The Independent Variables

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	55.809	6	9.302	36.325	.000 ^b
1 Residual	77.331	302	.256		
Total	133.140	308			
a. Dependent Variable: OBI					
b. Predictors: (Constant), HOR, TRU, PP, EAS, PR, OLR					

Based on the table 4.15, the Sig. value of F is $0.000 < 0.05$, so the regression model is suitable.

Table 4.16: Coefficients^a For The Independent Variables

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
(Constant)	.712	.280		2.542	.012			
EAS	.009	.039	.011	.230	.818	.805	1.242	
TRU	.324	.047	.353	6.829	.000	.722	1.386	
1 PP	.375	.043	.438	8.796	.000	.777	1.288	
OLR	.063	.057	.061	1.109	.268	.633	1.579	
PR	-.085	.052	-.087	-1.631	.104	.684	1.462	
HOR	-.028	.045	-.028	-.616	.538	.959	1.043	
a. Dependent Variable: OBI								

Based on the table 4.16, it can be seen that the variable TRU and PP have a sig value of $0.000 < 0.05$, so these variables are statistically significant and both affect the dependent variable OBI. The remaining variables including EAS, OLR, PR, HOR all have sig values > 0.05 , so these variables

are not significant in the regression model, in other words, these variables have no effect on the dependent variable OBI. In addition, the PP variable has the highest Beta coefficient of 0.438, showing that it has the strongest effect. Furthermore, the VIF coefficients of the independent variables are all less than 10, in this case even less than 2, so the data does not violate the assumption of linearity. As a result, the normalized regression equation will look like this:

$$\text{OBI} = 0.712 + 0.324 \cdot \text{TRU} + 0.375 \cdot \text{PP} + e$$

4.5.2 Linear Regression Analysis For The Mediating Variable

Table 4.17: Model Summary^b For The Mediating Variable

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.663 ^a	.440	.438	.51531	2.058
a. Predictors: (Constant), OBI					
b. Dependent Variable: OBB					

Based on the Table 4.17 we see that the adjusted R Square coefficient is 0.438. That means that 43.8% of the variation of the dependent variable OBB is explained by the OBI factor. In other words, this linear regression model has a 43.8% fit rate to the sample's data set.

Table 4.18: ANOVA^a For The Mediating Variable

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	63.941	1	63.941	240.794	.000 ^b
1 Residual	81.521	307	.266		
Total	145.461	308			
a. Dependent Variable: OBB					
b. Predictors: (Constant), OBI					

Based on the table 4.18, the Sig. value of F is $0.000 < 0.05$, so the regression model is suitable.

Table 4.19: Coefficients^a For The Mediating Variable

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.000	.129		7.748	.000		
1 OBI	.693	.045	.663	15.518	.000	1.000	1.000

a. Dependent Variable: OBB

Based on the Table 4.19, it can be seen that the variable OBI a sig value of $0.000 < 0.05$, so these variables are statistically significant and both affect the dependent variable OBB. The VIF coefficients of OBI variables is less than 2, so the data does not violate the assumption of linearity.

The obtained normalized regression will be:

$$OBB = 1.000 + 0.693 * OBI + e$$

4.6 Finding

In chapter 2, there are seven hypotheses were mentioned. According to the results, it can be observed that the Sig. of elements TRU, PP, OBI less than 0.05 is significant. Remaining all relationships have Sig. > 0.05 , so hypotheses H1, H4, H5, H6 have no statistical significance. In this case, the results of testing hypotheses are presented in the following table:

Table 4.20: The results of testing the hypotheses in theoretical model

Hypothesis	Sig.	Result
Hypothesis H1: Ease of use factor has a positive affect online booking intention.	.818	Rejected
Hypothesis H2: Trust factor has a positive affect online booking intention.	.000	Accepted
Hypothesis H3: Price and promotions factors has a positive affect online booking intention.	.000	Accepted

Hypothesis H4: Online review factor has a positive affect online booking intention.	.268	Rejected
Hypothesis H5: Perceived risk factor has a negative affect online booking intention.	.104	Rejected
Hypothesis H6: Hotel response factor has a positive affect online booking intention.	.538	Rejected
Hypothesis H7: Online booking intention factor has a positive affect online booking behavior.	.000	Accepted

4.7 Limits of the study

In the process of collecting information and analyzing factors that impact customers' online booking behavior at 3-5 star hotels in Can Tho, there are still some limitations affecting the analysis results. The research team is made up of a group of students from a university. These students have a limited amount of experience in information collection and data analysis, and they have not studied more complex analytical procedures in depth. It is difficult to attract surveys in the community; the survey has a hard time reaching the senior population because it is challenging for the elderly to gain access to the survey sample, and as a result, they are not eager to take part in this survey. The Mekong Delta was the primary focus of the survey. Over three hundred and fifty people took the time to fill out the study questionnaire. The data from the three hundred and nine different samples, once filtered and the legitimate ones selected, produced fairly acceptable findings. The dependability and accuracy of the research paper may be improved by requiring the research team to actively supply additional samples for better research outcomes. This is a requirement that must be met in order to increase the quality of the study.

In this chapter, data is gathered and analyzed using surveys in order to determine the factors that impact customers' online booking behavior at 3-5 star hotels in Can Tho. In addition, using SPSS the conceptual model was tested in Chapter 2 to determine how well it performed factors that impact customers' online booking behavior at 3-5 star hotels in Can Tho. The factors tested were ease of use (EAS), trust (TRU), price and promotion (PP), online reviews (OLR), perceived risk (PR), hotel response (HOR), online booking intention (OBI). The result shows that the factors influencing customer online booking behavior is trust, price and promotion and online booking

*intention, which are presented in the following order depending on the amount of improvement:
The recommendations for enhancing customers' online booking behavior are implemented in the
next chapter, based on the findings of the analysis.*

CHAPTER 5: RECOMMENDATION AND CONCLUSION

Thus, the quantitative data analyzed in Chapter 4 are entirely trustworthy. In Chapter 5, the researcher will rely on the results of the analysis and the valuable data collected to answer the questions posed in Chapter 1. The chapter will conclude with a discussion of the study's limitations and recommendations regarding the online booking behavior of customers, which will serve as a foundation for promoting the hospitality industry in Can Tho city. Conclusions and future research recommendations are discussed.

5.1 Discussion

5.1.1 What are factors affect online booking intention at 3–5-star hotels in Can Tho?

The purpose of this study is to evaluate the factors that influence consumers' online booking behavior at 3-5 star Hotels in Can Tho. Chapter 5 will provide detailed results for each factor. It assists businesses in increasing hotel reservations customer. The first research question answered are Ease of Use, Trust, Price and Promotion, Online Reviews, Perceived Risk and Hotel Response. This section examines each of the following factors in greater detail.

Firstly, based on the results of the study in Table 4.16, EAS is no have a significant effect online booking intention, with the coefficient Beta= +0.011 and sig = 0.818 > 0.05. Most customers don't have enough experience using online booking because of their modernity or due to research measures the ease of use at a single point in time lead to the customer's mindset will change over time. Expanding the proposed model in future studies with different external variables and testing it on different e-commerce platforms will provide positive results to the literature. For that reason, model H1 is rejected. However, according to Chiu et al. (2005), the website should be easy for participants to use and make them feel comfortable, enhancing customer experience expectations when booking online. McKechnie et al. (2006) found that a website's ease of use is a major factor in influencing online booking intent. Ease of use in online booking is a modern, friendly booking interface compatible with all portable mobile devices for guests to reserve a room whenever they desire. The booking procedure is straightforward and convenient, and the information, including images and videos, is of high clarity and aesthetic quality, accurately reflecting the hotel's space and architecture. Although it is a small element of a website or app, the booking button could prove to be quite important. The book now button should be clearly displayed to draw attention to it and prompt rapid reservations. Ease of use has been recognized as an important factor in changing

consumer attitudes and intentions to book online. Both studies found that ease of use impacts online booking intention.

Secondly, TRU is have a significant effect online booking intention in our study. The findings of this study's hypothesis test indicated that there is significant association between trust and intention to make an online reservation of customers at 3 - 5 star hotels in Can Tho, which is same from what the study predicted as a positive influence on customers' online booking intention, with the coefficient $Beta = +0.353$ and $sig = 0.000$. Alsajjan and Dennis (2010) demonstrated that trust influences consumers' intention to book rooms online. According to Kim et al. (2012), when consumers trust online websites, they spend less time searching for information about the website and more time completing transactions. Customers who trust websites online will have a positive attitude are significantly more inclined to rebook. Functionality or quality of information is an important aspect that increases trust in websites. This aspect is important in online booking as consumers cannot touch and feel products and services and therefore need to rely on clear and detailed information to increase purchase intention. Accordingly, more resources should be devoted to providing accurate, up-to-date and complete information on their official website to increase consumer confidence in online transactions. Besides, when customers have trust booking website often do not spend a lot of time searching for information and fulfill of hotel requirements when booking online, they expect the quality of service provided on the website and online travel agency. As a result, the H2 model is accepted in this research.

Thirdly, based on Table 4.16 with normalization coefficient $Beta = +0.438$, $sig = 0.000$ for price and promotion, it shows that the price and promotion system has a significant impact on customers' online booking intention in the industry hotel. According to the above data, this is one of the three factors that impart customers' online booking intention at 3-5 star hotels in Can Tho. Price and promotion factors also play important roles to induce website visitor attention and turn it into online booking intention (Law, 2005). They are considered by many as the dominant choice when it comes to making travel arrangements as well as Pham and Ahammad (2017) who mentioned that the existence of online information allows customers to compare the benefits and prices of the product and services provided through the internet before online booking intention. This proves that the factors of price and promotion that influence online booking intention include: an opportunity to save money, pay a lot of attention to prices and promotions when booking online,

check hotel prices through travel websites to make sure of the best value, feel the quality of service through the price. Therefore, we find that the H3 is accepted.

Fourthly, from Table 4.16 the research results show that OLR is no have a significant relationship between customers' online booking intention and $Beta = +0.061$ and $sig = 0.268 > 0.05$. The results show that customers' intention to book at hotels in Can Tho city is not affected by whether they perceive online hotel reviews as genuine or trustworthy. The results of this study contradict the findings (Hua, 2016) Because customers perceive that online reviews of the quality of hotels measured by star ratings are unrealistic and are merely a formality (Barreda et al., 2015). Thus, according to the above data, this direct evaluation factor is one of 6 factors that have no impact on customers' intention to book online. Therefore, the H4 model is rejected.

The next one, research by Hong (2016), finds that perceived risk factors related to online transactions have an impact on customers' intention to book online. According to Soponprapapon and Chatchotitham (2011) perceived risk is one of the factors that have been used to predict attitudes toward online purchase intention. Both studies found that perceived risk impacts online booking intention. However, based on Table 4.16, the research results show that the PR factor does not have a significant relationship between customers' online booking intention with the coefficient $Beta = -0.087$ and $sig = 0.104 > 0.05$. This may be largely due to consumers' own opinions on how people accept losing in order to achieve their goals of being willing to buy products online without regard for risk (Pavlou, 2003). Based on the above data, this perceived risk factor is one of the six factors that have no influence on the intention of clients to book online. Therefore, model H5 is rejected.

Finally, the authors of previous studies have found that an increasing number of hotels recognize the significance of hotel responses, thereby increasing the trust that motivates consumers to book online. Cheng and Zhou (2010) An experimental study by Rose and Blodgett (2016) demonstrates that hotel response helps mitigate the negative effects of negative reviews. In fact, when booking a hotel, customers frequently refer not only to previous online reviews but also to hotels' responses to other customers' reviews, leading to an increase in online bookings. Nonetheless, the results of the study in Table 4.16 indicate that with a coefficient $Beta = -0.028$ and $sig = 0.538 > 0.05$, HOR has no effect on consumers' intent to book 3- to 5-star hotels online in Can Tho. Due to the fact that the hotel responded via the speaker without actually resolving the issue, consumers are unconcerned and don't have time to read hotel responses on review

sites. So when customers travel, they only book hotels that they have been to and experienced, not paying much attention to hotel responses. On the other hand, hotel response has some limitations, as managers do not have time to respond to all customer reviews. Automated and similar responses can mislead customers or leave them with a bad impression of the hotel because they are not personal, human responses. For that reason, model H6 is rejected.

5.1.2 How are the relationship between online booking intention and online booking behavior at 3-5 star hotels in Can Tho?

According to a study, consumers' intention to use an online room is positively influenced based on how useful it is (Bhatiasevi and Yoopetch, 2015). The results of this study support the results of previous studies and by Venkatesh and Davis (1996), a study that has been done in the past but still addresses that consumers' use of technology will influence their purchasing decisions. The research results of H7 are designed to survey the online booking intention of customers at 3-5 hotels in Can Tho city. Therefore, with the study the results of the study completely coincide with Wang et al. (2015) online booking intentions related to customers' wishes and plans to participate in online booking transactions, including quality website evaluation processes and online booking product information as well as quick permission. Because consumers find the intention to book online very useful when it comes to many benefits, customers are more likely to make better use of it, and online booking helps them save energy in the long run time, can book rooms anytime, anywhere, they have many options when using the online booking system, hotel room information is always updated. It is also possible to object to customers booking online which also allows for quick transactions, financial advantages and quick arrival confirmation of bookings. Finally, based on this discussion, the analysis indicated above was used to evaluate the H7 of this study, and the results showed that the H7 was accepted and proved to be significant.

5.1.3 What recommendations may be adopted to improve customers online booking behavior at 3–5-star hotels in Can Tho?

Ease of Use

Ease of use can be done in the booking procedure, altering or canceling rooms, and easy access to hotel information, and the booking website. Complicated and unclear information reduces the booking intent of customers. Therefore, in order to facilitate and enhance user usability, the booking procedure must be straightforward, simple to comprehend, and quick. Typically, booking a hotel accommodation begins with accessing the hotel's website or application. Then search for

available rooms for the customer's desired booking dates and the hotel should inform the customer of the number of available accommodations. The client will abandon the form if it requires too much troublesome information. Wherefore, it is advisable to minimize the booking process by shortening the length of the form information, which fills in fundamental information such as the date of arrival, the date of departure, the number of guests, and the desired room. Customers can pay via bank card, internet banking, credit card, e-wallet, etc., in the online hotel booking process, in order to facilitate registration convenience. Finally, affirm the reserved accommodation and examine the receipt.

In addition, the website must make it simple for consumers to locate hotel-related information. Customers must have access to comprehensive information and images of hotel rooms. Selecting images must correspond to the content and convey the content in a manner that any consumer can quickly understand. Authentic, crisp, high-resolution images and large sizes are always appealing to consumers, particularly customers who use devices with small screens. Provide guests with high-quality images of the hotel's amenities, services, room types and describe their features. The use of videos is also another effective method of delivering content to consumers. Video is the most effective medium for evoking strong emotions online. It conveys facial expressions, voices, and music to create evocative, realistic experiences of amenities and services. In addition, consumers want a clear description of the hotel's location because not all visitors are familiar with the area. Show travelers the hotel's proximity to retail districts, tourist attractions, and additional attractions. This is also a method of introducing, promoting images of the hotel, as well as envisioning customer-friendly products and services.

Trust

Certainly, any business service must be reliable and build trust with customers. Showing the role of trust in cyberspace is very important in the hotel industry. In order to create trust and limit the sense of risk for customers when booking online, hotels in terms of ensuring customers make online bookings at website, online travel agencies must be attractive, with a user-friendly interface. Also, electronic devices, simple booking and payment processes will help your guests feel easy, build trust when connecting with the hotel without restrictions. Customers increase intention if the hotel's trust is strong and maintained. Furthermore, the hotel's commitment to high-quality services, such as check-in and check-out, is clear and simple, the picture of the room information

matches the real thing by taking its honor and the business owner will compensate usually to customers otherwise as offered on the website.

In addition, the hotel should create trust values such as: brand, reputation, business ethics this can making it easy for customers to review helps increase online booking intent. Equally important is the invest in building and promoting the useful and easy-to-use features of the booking system to improve the brand's reputation, 24/7 customer support policy when customers need support, room rates be open and transparent. Besides, it is also necessary to pay attention to measures to protect customer information and booking information. This, along with responsiveness, is key to assessing the trust of hotel online bookings. The authors believe that trust-based value can supplement to form a more comprehensive picture of customers' online booking intention in Can Tho.

Price and Promotion

Although the research results show that price and promotion factors have no impact on customers' online booking intention. When discount promotions reduce the final price of a luxury product that a consumer has to pay, popularity suffers, causing luxury consumers to feel negative about the product and reduce the attractiveness of high-priced products. Furthermore, products that are frequently promoted are often perceived to be of lower quality than products that are less frequently promoted. So, the team made some suggestions because consumer purchasing goals can have a strong influence on how they categorize and compare products, in order to stay competitive, hotels must continuously monitor their products. Hotel managers often choose different pricing methods depending on a combination of factors such as the cost breakdown of the hotel and pricing opponents and the consumer perception for the value of the hotel's products and services. However, when a luxury hotel heavily promotes prices to consumers of high-priced rooms, the price reduction will reduce the perception of the quality and position of the hotel. Therefore, price promotion will have a negative effect on consumers' goal of buying high-priced rooms, which will reduce the level of participation in the use of hotel facilities, thus less willingness to pay more for hotel services.

Online Reviews

Customers in Can Tho believe that the online evaluations are more likely to have been contributed by hotel marketers because they are more specific to hotel performance and amenities. However, the credibility of online evaluations is enhanced when they contain

emotional experiences and perceptions of consumers regarding hotels. In other words, customers in Can Tho prefer online hotel evaluations that discuss the emotive attributes of consumers over those that discuss the performance of hotels. If online hotel evaluations include consumers' emotive characteristics, then consumers will view messages about hotels as credible. To enhance the usefulness of online reviews, hotels need to consult multiple online review sites; provide complete, truthful information, photos about hotels on online review sites and must promptly and accurately update the best price information. Review sites need to make it easy for customers to sign up for membership, access and view all the hotel reviews on them. In addition, online hotel review sites need to create a real virtual community by allowing customers to share more emotions, allowing customers to easily compare their reviews with others prices of other customers and allow your customers to connect and communicate easily with each other. In order for customers to see that reading reviews from other customers will help them reduce risks and make more accurate booking decisions, the number of online hotel reviews needs to be large and true.

Perceived Risk

Although the research results show that the perceived risk factor has no impact on customers' intention to book online, but in reality, it still has a significant influence. The security in online transactions is an issue that businesses need to pay attention to. Online booking is an effective method to save time and effort. However, forms of fraud on e-commerce sites are becoming more and more sophisticated with the theft of personal information, payment information, advertising acts that harass consumers through telephone or electronic means. email... has increased transaction risks. To reduce the risk of online transactions, businesses need to ensure that customers' personal and financial information is absolutely confidential and committed when the service is completed. In addition, businesses need to apply systems to protect personal and account information as well as customer information related to online transactions. Product/service risks also need to be minimized. To minimize the level of risk associated with products and services, managers need to avoid advertising that exaggerates but does not meet customer expectations. Information provided to customers must be accurate and clear, such as regularly updated information and news about promotions. This will reduce the level of deviation, avoid causing misunderstanding and customer dissatisfaction. Besides, it is very expensive and difficult to cancel, change and check out, which is also the cause of customers'

anxiety when booking online. Therefore, in order to improve competitiveness, businesses need to facilitate the cancellation of room changes for customers in a convenient, fast and low-cost way.

Hotel Response

The hotel's response is a factor in the service industry, particularly the lodging industry. The role of hotel response to consumers is a potent marketing strategy, and consumers utilise it as an effective instrument. This element works to provide customers with the service experiences they seek. The professionalism in the response will always make customers feel worthy of the service they paid for. In the case of customer dissatisfaction, businesses need to have a support strategy in place that involves the hotel's acknowledgment and acceptance of the problems the customer has, as well as steps to take, such as sorry steps and compensation. On this basis, it is important to prioritize timely response times to situations involving changing information and consumer needs. Especially in the case of negative reviews, the hotel needs a quick response, immediately helping to clear up ambiguities and provide pertinent information to reduce confusion of the issue and possibly help restore customer satisfaction and consumer confidence. Also, the respondent's position within the organization can play an important role. Response from someone in high management status can be interpreted as a sign that the hotel cares about consumers and is perceived to be more reliable than the response from lower-level staff. In addition, managers need to pay attention to the amount of information provided in a response. A long response that includes answers to questions, along with the thoughtfulness and professionalism the hotel responds to, is more persuasive. Customers will inevitably be surprised. As a result, this acumen will have the opportunity to shine, contributing to affirming the professionalism and discipline of hotel companies.

Online Booking Intention

Online booking intention plays an important role in driving consumer behaviour. The higher the intention, the more certain the booking behavior. On the basis of the impact of these factors, the study proposes a number of solutions to increase online booking intention in the coming time, adjust price competition, improve the booking system so that the booking and use process can be improved. Easy to use, quick payment process. Improve the security of the system, avoid leaking personal information, payment information of customers. Building the image as well as product quality and reputation of the hotel, ensuring the quality of service as advertised and

promoting useful features of the booking system to enhance the brand's reputation. Invest in developing and marketing the brand image, constructing a transparent business system, providing excellent customer assistance, and ensuring that hotel costs are openly disclosed and understandable. Accordingly, the website interface is easy to see, eye-catching, feels easy to use, does not require login to create an account to be accessible, the step-by-step instructions for booking are detailed and concise easy to understand for customers to easily use the service.

5.2 Implications

Theoretically, this research contributes to the hotel operations literature by providing concise and accurate information about the hospitality industry. In recent times, few comprehensive or meaningful studies have been conducted on the topic of online booking behavior of customers at 3-5 star hotels in Can Tho. Although many previous studies have been done, they are not of wide enough scope and are mainly used in international markets or other regions, not in Can Tho. For that reason, this is one of the few empirical studies that combines previous studies and all factors pertinent to the hotel industry in Vietnam, particularly in Can Tho. This leads to comprehensive and reasonable research results, contributing to a more objective assessment of the influence on customers' online booking behavior at Can Tho hotels. In addition, the results of this study will contribute to enriching the references, serving as a basis for future research. Supporting managers to have a more objective view of the image aspects of the project influence customers' online booking behavior and customer experience enhancement activities will be carried out. In terms of practical significance, this study will help hoteliers and online booking website administrators improve service quality and better meet customer needs. On the other hand, in order to promote the development of the service industry in the near future, hotel businesses should expand their online booking service because this plays a very important role. Besides, it also helps to promote the e-travel industry to make a more perfect step. In short, this research can be used by hotels in their plans to support improving online booking behavior of customers at 3-5 star hotels in Can Tho city in the near future.

5.3 Recommendations

Recommendation for hotel

Through researching and studying the factors affecting the online booking behavior of customers at 3-5 star hotels in Can Tho. The consumer's booking intention plays an important role in the final

decision-making impulse. The higher the intention, the stronger the booking decision. Proving that booking intention is an important factor that businesses need to pay attention to to improve their ability to succeed in the market. Based on the observed variable Online Booking Intent has a positive impact on Online Booking Behavior with $\beta = 0.439$. The team made several recommendations to improve and develop the factors that influence customers' online booking behavior. Businesses need to strengthen online booking intent to drive customer online booking behavior to grow. Need to generate more activity to increase online booking intention. Based on the impact of these factors, the study proposes some solutions to increase online booking intention of 3-5 hotels in Can Tho in the coming time.

Firstly, design online booking applications and websites because they can be a worthwhile investment and generate greater revenue for hotels, thereby fostering their expansion. It is necessary to design user-friendly website and mobile applications interface, easy for people, even those who don't know much about technology, to understand and use. The interface, which is the main screen of the app, needs to be made so that it works on all kinds of mobile devices. Can be made so that it only takes one touch to get to payment choices and easy navigation to all daily life services and have news content to help users hotel discovery and useful information is constantly updated. That means businesses need to improve their booking systems so that the booking process and use are easy to make customers feel comfortable using. Additionally, due to the prevalence of spam messages from carriers or applications, fraudulent texts, etc., Vietnamese customers still don't feel completely secure while transacting through mobile devices. The system websites and mobile applications of businesses must thus clearly disclose information on conditions of sale, online payment, return, and require a licence to register for a service company.

Secondly, to offer competitive rates, hotel e-commerce promotions can take many forms, including discounts, coupons, free gifts, and program rewards loyal customers. Selling service packages by combo is a form not too strange for businesses. In the hotel industry, it is common for group incentive programs to be re-launched during off-peak periods to revive revenue at this time. With large groups of 5 - 10 or more than 20 guests, you will receive a discount on your booking or breakfast to be able to attract the attention of customers. In low seasons, your hotel can run promotions such as: customer birthday, establishment anniversary, local festival season, applied in response to sports events, programs some program.

Thirdly, customer support services also need to be enhanced by businesses that can gain a sustainable service advantage in the minds of today's travelers. Whether it is a high-class or basic hotel, the services included in the hotel are provided with the desire to satisfy visitors.

Finally, improving the security of the system, avoiding the leakage of customers' personal, financial, and payment information by using applications such as digital certificates, digital signatures, website security, etc. In addition, it is necessary to ensure the quality of service as advertised to increase customer confidence in order to improve the brand's reputation.

Recommendations for future research

Our team recommends several new factors that can influence booking behavior such as 360 virtual tour, and mobile payments. A 360-degree virtual tour is a representation of an actual place, destination, or travel experience utilizing the three-dimensional world of modern technology. It aims to get people excited about visiting a place or adding to what they have already seen. It provides people with information about a place and allows them to experience it online (Neuhofer et al., 2012). 360 virtual tour provide a complete representation of a hotel or destination, it is believed to reduce consumer anxiety before booking online (Lee and Oh, 2007).

Mobile payments are becoming increasingly common and easy for customers as a result of the increasing sophistication and widespread use of technology in today's world. This is especially true given the rapid rate of smartphone usage. Consumers have a good attitude toward embracing mobile technology, as Okazaki et al. (2014) report that the perceived benefits of mobile technology include ease of use and availability to information, and that consumers have a positive attitude toward adopting mobile technology. The use of mobile devices for hotel payments and reservations is projected to grow in popularity. According to Oh and Kim (2017), have all found that customer satisfaction is a major motivator for repeat hotel bookings.

Customers who book on the websites of travel agents frequently visit the hotel's website to learn more about the hotel's amenities, space, and services. This is an opportunity for the hotel to captivate their attention and entice them to return to book on OTA sites through the hotel's Booking Online booking system rather than directly on the website. This necessitates a creative approach to the hotel website design. The initial step is to select the simplest and easiest hotel reserving software available. Place a "Book Now" icon on all automated reservation systems that you deem reliable. Customers should not have to scroll the page to see call-to-action icons, which should be

located at the top of the page. Moreover, you should post authentic photos of the hotel's room types so that the hotel can see them, as many customers are dissatisfied when booking through OTAs. Make sure the room image is clear the best, the best view and placed in the center of your website. The pictures need to be taken professionally to show all the luxurious amenities of the room.

5.4 Limitations

The study has completed the research objective and provided sufficient material to explain the research questions stated in Chapter 1. During this research, we have identified a number of limitations that we encountered.

First, the fact that the study used a non-probability sampling approach with a convenience sample form is a drawback of the sampling method used in the study. Because of this, the sample that is gathered using this form of sampling will not be very representative of the population as a whole. It is possible to expand the scope of follow-up research by doing it on a bigger scale, using a larger sample size, and adding more survey questions in order to broaden its applicability.

Second, in terms of research space and time, the research team only conducted the survey with the subjects who were working and living in the Mekong Delta region, so the group did not have enough experience in data collection and the connection with the research subjects was limited. The time to carry out the research is only a short period of time, so it takes a longer time to collect more data and objectively evaluate the research paper.

Third, the survey questionnaire on online booking behavior is inherited from foreign studies and translated to suit the research context and the research subjects are Vietnamese.

Finally, academic comparative studies are difficult to locate in Can Tho City. The research team used a variety of official websites, newspapers and other media sources to conduct this study.

5.5 Conclusion

In recent years, the online travel business model has been valued by tourists more than the traditional model. The customer's booking behavior plays an important role, ending the final decision making. The higher the behavior, the more certain the booking decision. In this research paper, "Assessment of Factors that Impact Customers' Online Booking Behavior at 3-5 Star Hotels in Can Tho", the research is done based on 309 responses are people who are living and working in Mekong Delta region, and have used online booking at 3-5 star hotels in Can Tho. Collected data were carefully analyzed using SPSS software. Research on factors affecting customers' online

booking behavior includes 7 factors: Ease of Use, Trust, Price and promotion, Online reviews, Perceived risk, Hotel response and Online booking intention. According to the research results, 2 factor that impact on customers' online booking intention is Trust, Price and promotion. Furthermore, online booking intention has a positive impact on customers' online booking behavior. Besides, the results also reject four hypotheses: H1. Ease of Use, H4. Online reviews, H5. Perceived risk, H6. Hotel response. Therefore, based on that the author proposes implications to increase Online Booking Intention. It can be observed that the data gathered throughout the research process has both theoretical and practical significance, solutions were presented during the study process to assist accommodation service organizations in increasing the number of guests as well as revenue. In conclusion, this research can be utilized by hotels in their plans to improve quality to guarantee the online booking behavior of customers in the near future and contribute to improving the quality of the tourism industry in the country in general and in Can Tho in particular. Through this research, it would help business owners and hospitality practitioners understand consumer behavior connected to online booking hotels. To enhance booking intention, the effect of website usability in helping online hotel booking must be emphasized, hence a development plan is required. Aspects of usability and convenience, such as supplementary elements, are given consideration on this website.

The research team investigated the factors affecting the online booking behavior of customers at 3–5 star hotels in Can Tho. Online booking intention is the most important factor influencing online booking behavior at 3–5 star hotels in Can Tho. The data of the study are both theoretical and practical. To improve the online booking behavior of customers, a number of solutions and research limitations have been put forward.

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APPENDIX AND REFERENCE

APPENDIX 1:

ASSESSMENT OF FACTORS THAT IMPACT CUSTOMERS' ONLINE BOOKING BEHAVIOR AT 3-5 STAR HOTELS IN CAN THO

GENERAL INFORMATION

All personal information you provide is confidential and only used for research purposes.

1. Gender:

- Male (1)
- Female (2)
- Others: ...(0)

2. Please indicate which of the following age groups do you belong to?

- 18 – 22 years old (1)
- 22 – 30 years old (2)
- 30 – 40 years old (3)

3. Please indicate your hometown?

- Can Tho (1)
- An Giang (2)
- Dong Thap (3)
- Soc Trang (4)
- Ca Mau (5)
- Kien Giang (6)
- Hau Giang (7)
- Vinh Long (8)
- Ben Tre (9)
- Bac Lieu (10)
- Tra Vinh (11)
- Long An (12)
- Tien Giang (13)

4. What is your education level?

- High School (1)
- Intermediate (2)
- Colleges (3)
- University (4)
- After university (5)

5. Your current occupation?

- Student (1)
- Public servants and public employees (2)
- Workers – Employees (3)
- Business (4)
- Housewife (5)
- Other

6. Your average monthly income: million VND/month?

- < 5 million (1)
- From 5 to 10 million VND (2)
- From 10 to 15 million VND (3)
- From 15-20 million VND (4)
- > 20 million (5)

7. Do you learn about online booking?

- (Yes) (1)
- (No) (2)

8. What is the star rating of the hotel when you book online in Can Tho city? (Choose more than one answer)

- 3 stars (1)
- 4 stars (2)
- 5 stars (3)

9. Which of the following Websites/Apps for online hotel booking have you used? (Choose more than one answer)

- Website (1)
- Traveloka (2)
- Booking.com (3)

- Agoda (4)
- Trivago (5)
- Ivivu.com (6)
- TripAdvisor (7)
- Vntrip.com (8)

ASSESSMENT QUESTIONS

Please indicate the extent to which you agree with the following statements on a scale of 1 to 5 with convention:

- 1 - Totally disagree
- 2 - Disagree
- 3 - Normal
- 4 - Agree
- 5 - Totally agree

No.	Code	Questions	1	2	3	4	5
EASE OF USE							
1	EAS1	I easily find hotel information.	<input type="checkbox"/>				
2	EAS2	The ease of use of the site motivates me to book online	<input type="checkbox"/>				
3	EAS3	I think that booking a hotel online would be free of effort.	<input type="checkbox"/>				
4	EAS4	The website interface and booking application are friendly and easy to use.	<input type="checkbox"/>				
TRUST							
5	TRU1	I trust the information provided by the website or online hotel booking application to be reliable.	<input type="checkbox"/>				
6	TRU2	I believe the hotel will provide the quality service as promised on the booking website.	<input type="checkbox"/>				
7	TRU3	I make online transactions at trusted booking sites.	<input type="checkbox"/>				
8	TRU4	I tend to book hotels from websites that are trusted and believable.	<input type="checkbox"/>				

PRICING AND PROMOTION							
9	PP1	I see online booking as an opportunity to save me money.	<input type="checkbox"/>				
10	PP2	I usually pay a lot of attention to prices and promotions when booking online.	<input type="checkbox"/>				
11	PP3	I always check hotel prices through travel websites to make sure I get the best value	<input type="checkbox"/>				
12	PP4	I feel the quality of service through the price when online booking intention.	<input type="checkbox"/>				
ONLINE REVIEWS							
13	OLR1	I rely on online reviews as my primary source of information when booking a hotel.	<input type="checkbox"/>				
14	OLR2	Positive online reviews will increase my intention to book online.	<input type="checkbox"/>				
15	OLR3	I find online reviews that provide interesting, reliable information.	<input type="checkbox"/>				
16	OLR4	I often look at star rating and reviews rating before booking online.	<input type="checkbox"/>				
PERCEIVED RISK							
17	PR1	I am worried the booking sites do not guarantee the security of online transactions.	<input type="checkbox"/>				
18	PR2	I am worried personal information will be lost when booking online.	<input type="checkbox"/>				
19	PR3	I am worried about incurring costs when booking online.	<input type="checkbox"/>				
20	PR4	I am worried that the product or service provided by the hotel is not as expected.	<input type="checkbox"/>				
HOTEL REPOSE							
21	HOR1	I find that the hotel's accommodative strategies help me to have a positive view of the hotel's reputation.	<input type="checkbox"/>				

22	HOR2	The hotel's speed response helps me to restore trust, and increase loyalty.	<input type="checkbox"/>					
23	HOR3	I find that the information provided by length response helps me to make more informed reviews about the hotel.	<input type="checkbox"/>					
24	HOR4	Providing response from a person in a high management position shows me the organization is trustworthy and cares more about its customers.	<input type="checkbox"/>					
ONLINE BOOKING INTENTION								
25	OBI1	The quality of the website and the product information helped me with my intention to book online.	<input type="checkbox"/>					
26	OBI2	I plan to book hotels online through websites or online travel agencies.	<input type="checkbox"/>					
27	OBI3	After reviewing the hotel's website I have a higher intention to booking.	<input type="checkbox"/>					
ONLINE BOOKING BEHAVIOR								
28	OBB1	I made online bookings on the website repeatedly	<input type="checkbox"/>					
29	OBB2	I consistently raise the frequency of online bookings on the website.	<input type="checkbox"/>					
30	OBB3	I consistently raise the value of web-based booking transactions.	<input type="checkbox"/>					

THANK YOU FOR SHARING YOUR INFORMATION!

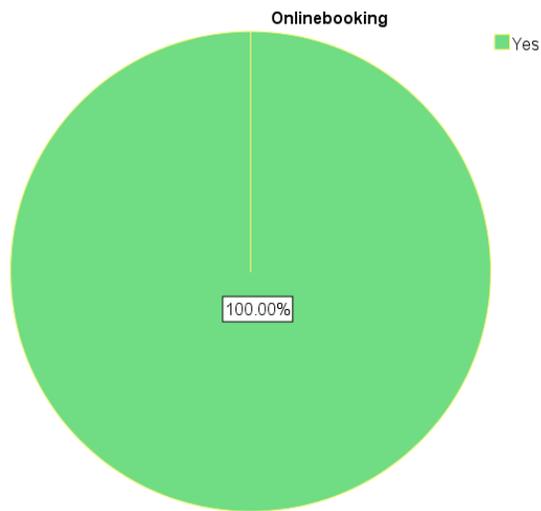
APPENDIX 2:**4. What is your education level?**

Education level				
	Frequency	Percent	Valid Percent	Cumulative Percent
High School	28	9.1	9.1	9.1
Intermediate	27	8.7	8.7	17.8
Valid Colleges	76	24.6	24.6	42.4
University	106	34.3	34.3	76.7
After university	72	23.3	23.3	100.0
Total	309	100.0	100.0	

5. Your current occupation?

Occupation				
	Frequency	Percent	Valid Percent	Cumulative Percent
Student	28	9.1	9.1	9.1
Public servants and public employees	27	8.7	8.7	17.8
Valid Workers – Employees	76	24.6	24.6	42.4
Business	106	34.3	34.3	76.7
Housewife	72	23.3	23.3	100.0
Total	309	100.0	100.0	

7. Do you learn about online booking?



8. What is the star rating of the hotel when you book online?

Case Summary						
	Cases					
	Vaild		Missing		Total	
	N	Percent	N	Percent	N	Percent
Star rating ^a	309	100.0%	0	0.0%	309	100.0%
Dichotomy group tabulated at value 1.						

Star rating

		Responses		Percent of Cases
		N	Percent	
Star rating ^a	3 stars (1)	162	36.7%	52.4%
	4 stars (2)	158	35.7%	51.1%
	5 stars (3)	122	27.6%	39.5%
Total		442	100.0%	143.0%
a. Dichotomy group tabulated at value 1.				

9. Which of the following Websites/Apps for online hotel booking have you used?

Case Summary						
	Cases					
	Vaild		Missing		Total	
	N	Percent	N	Percent	N	Percent
Website/Apps ^a	309	100.0%	0	0.0%	309	100.0%
Dichotomy group tabulated at value 1.						

Websites/Apps

		Responses		Percent of Cases
		N	Percent	
Website/Apps ^a	Website (1)	135	17.2%	43.7%
	Traveloka (2)	133	16.9%	43.0%
	Booking.com (3)	125	15.9%	40.5%
	Agoda (4)	113	14.4%	36.6%
	Trivago (5)	89	11.3%	28.8%
	Ivivu.com (6)	95	12.1%	30.7%
	TripAdvisor (7)	59	7.5%	19.1%
	Vntrip.com (8)	37	4.7%	12.0%
Total		786	100.0%	254.4%
a. Dichotomy group tabulated at value 1.				