

# Factors Influencing Online Hotel Booking Intention of Individual Tourists in Bangkok

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Received: July2023

Revised: July2023

Accepted: July2023

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## Abstract

**Purpose** - The purpose of this research is to analyze the significant influence of price, privacy and security, online reviews, perceived value, and trust on online hotel booking intentions. **Design/Methodology/Approach** – The research employs primary and secondary data collection methods to analyze the factors influencing online hotel booking intentions. The data were collected from 390 respondents traveling through two Airports of Thailand (AOT) located in Bangkok. This research refers to three theoretical frameworks from previous studies to develop a new conceptual framework. **Findings** – This research investigates the factors influencing online hotel booking intentions. The findings indicate that price significantly influences perceived value. Privacy and security, along with online reviews, are related to trust. Lastly, perceived value and trust directly influence online hotel booking intentions. **Research Limitations/Implications** - The limitations of the research highlight several factors that limit the understanding of the factors influencing online hotel booking intentions among individual tourists in Bangkok. This study focuses only on the booking intentions of individually traveling tourists. Moreover, this research concentrates on tourists arriving in Bangkok, so it may not be applicable to different countries. Additionally, the diversity of tourists and geographic categories may lead to different considerations when making hotel booking decisions. **Originality/Value** – This research focuses on the significant factors influencing online hotel booking intentions, providing valuable insights into the field.

**Keywords** – Price, Privacy and Security, Online Reviews, Perceived Value, Trust, Online Hotel Booking Intention.

**Paper type** – Research paper

**JEL code classification** – Z30, Z31, Z33

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## 1. Introduction

### 1.1 Background of the study

This study investigates the factors influencing online hotel booking intentions among tourists in Bangkok, specifically for hotels, resorts, and service establishments. Most travelers prefer using mobile apps or websites to make their hotel reservations online due to the convenience and wide range of options available. Online booking enables tourists to plan their trips more efficiently and avoid the time-consuming process of walk-in bookings.

The lifestyle of tourists has significantly impacted the way accommodations are booked. In the past, travelers relied on tour operators or direct

communication with accommodation providers via phone, walk-ins, or email for reservations. However, recent studies have shown that hotel guests are increasingly inclined to book online to save money and streamline their travel arrangements (Jauhari et al., 2007).

As the internet has become more accessible, hotels, resorts, and service businesses have embraced it as a vital distribution channel (Lehto et al., 2006). Online hotel reservations offer advantages such as a broader range of visual content, comprehensive descriptions of services and locations, promotions, competitive prices, and no booking fees (O'Connor & Frew, 2004; Sparks & Browning, 2011).

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Online hotel booking intentions refer to customers' intention to book hotels online through hotel websites or other channels. A study by McCabe (2023) analyzed 100 million reservations made through SiteMinder, a leading hotel commerce platform, in the post-pandemic period. The study reported a global increase of 38% in online hotel bookings in 2023 compared to 2022, resulting in a 24% rise in the average daily rate (ADR) of hotel rooms and a 104% increase in hotel reservation volume compared to 2019. SiteMinder's 2022 hotel booking report highlighted online travel agencies (OTAs), global distribution systems (GDSs), wholesalers, and tour operators as the most popular online reservation channels (McCabe, 2023).

In summary, this study examines the factors influencing online hotel booking intentions among tourists in Bangkok for hotels, resorts, and service establishments. It employs a questionnaire to test hypotheses. The study identifies that prices, privacy and security, online reviews, perceived value, and trust all have an impact on hotel booking intentions. Online booking is a critical factor considered by consumers when selecting hotels. This study contributes to understanding the interplay of these factors in shaping tourists' online hotel booking intentions in Bangkok.

## 1.2 Problem Statement

According to statistics, 68% of travel and tourism bookings were made online in 2022 (Williams, 2023). Lehto et al. (2006) have highlighted that online platforms have emerged as crucial marketing channels in the hotel industry, surpassing traditional booking methods. This has intensified competition in the online hotel booking market. Online hotel booking offers numerous benefits to consumers, including the ability to preview photos and videos of hotels, access detailed information about hotel facilities, obtain better pricing, and avoid booking fees in certain establishments (O'Connor & Frew, 2004; Sparks & Browning, 2011). Consequently, many tourists now prefer to search for information online and make their hotel reservations through online platforms to save time and money.

The information available to individual tourists prior to making an online hotel booking has become a significant variable in hotel marketing. With numerous choices available, customers can easily compare prices and offerings with those of competitors. Moreover, the hotel industry has been severely impacted by the COVID-19 pandemic, with the share of foreign tourists dropping from 65% to 15% in 2021 and hotel

occupancy rates in Bangkok declining by 54% during the lockdown period. The Stock Exchange of Thailand reported negative net profit margins for hotels listed in the SET in 2020 and 2021. However, with the relaxation of COVID-19 restrictions, Bangkok's occupancy rate saw a 31.1% increase in 2022 (Lumkam, 2022). As Thailand's hotel industry moves towards recovery post-pandemic, competition is expected to become even fiercer. Therefore, it is crucial to understand the factors influencing the online hotel booking intentions of individual tourists in Bangkok, as this knowledge will guide hotel marketing efforts and aid in the revival of the hotel industry.

Consequently, in a highly competitive market, hotels face the risk of losing market value if they fail to stand out and attract tourists. This could result in a loss of profitability. This study holds great importance for the hotel industry in Bangkok, as it aims to identify the factors influencing the online hotel booking intentions of individual tourists. The findings will assist in improving hotel online booking systems and gaining a competitive advantage over rivals.

## 1.3 Objective of the Study

1. To examine the impact of hotel room prices on customers' perceived value in relation to their online booking intentions.
2. To investigate the influence of hotel privacy and security on customers' trust in relation to their online booking intentions.
3. To analyze the effect of online customer reviews on customers' trust in relation to their online booking intentions.
4. To explore the influence of customers' perceived value on their online hotel booking intentions.
5. To assess the impact of customers' trust on their online hotel booking intentions.

## 1.4 Research Questions

1. Does the price of hotel rooms significantly affect customers' perceived value in relation to their online hotel booking intentions?
2. Does the level of privacy and security in hotels significantly impact customers' trust in relation to their online hotel booking intentions?
3. Do online customer reviews significantly influence customers' trust in relation to their online hotel booking intentions?
4. Does customers' perceived value have a significant effect on their online hotel booking intentions?

5. Does customers' trust have a significant effect on their online hotel booking intentions?

### 1.5 Significant of the study

Online hotel booking has experienced significant growth in recent years. The hotel industry is characterized by intense competition, which can impact the profitability of businesses operating within this sector. Given the significance of tourists' online hotel booking intentions, it becomes imperative to understand the factors that influence these intentions.

Online hotel booking intentions refer to customers' intentions to book hotels online through websites or applications. Therefore, the primary objective of this study is to identify the factors that influence travelers' online hotel booking intentions.

By investigating the factors influencing online hotel booking intentions, this study can provide valuable insights to hotels, resorts, and service companies. Understanding these factors can enable these businesses to tailor their strategies and operations to meet the needs and preferences of their diverse customer base. This, in turn, can contribute to improved bookings and revenue generation. It is essential for hotels to effectively manage their revenue by analyzing their market position, optimizing their perishable inventory, and employing effective marketing techniques.

Moreover, the findings of this study can serve as a foundation for future research on online hotel booking intentions among individual tourists in Bangkok, specifically focusing on factors such as prices, privacy/security, online reviews, perceived value, and trust. Investigating these factors in depth can further enhance our understanding of tourists' decision-making processes and preferences when it comes to online hotel bookings.

### 1.6 Scope of the study

The scope of this research is to investigate the factors that influence individual tourists in Bangkok to engage in online hotel booking. The study builds upon previous research and develops a model comprising six variables: price, privacy/security, online reviews (independent variables), perceived value, trust, and online hotel booking intentions (dependent variables). The research aims to explore the relationships among these variables and their impact on the online hotel booking intentions of individual tourists in Bangkok.

The research focuses on individual tourists in Bangkok who have a history of booking hotels through websites or applications. The survey questionnaire

was distributed between April and May 2023. Primary data was collected through questionnaire surveys, targeting different types of individual tourists. The study also examines demographic factors such as gender, age, and income, which play a significant role in online hotel booking. In addition to primary data, secondary data collection methods were employed, utilizing credible articles, journals, and reliable internet sources from previous researchers, with proper citations and references.

By considering both primary and secondary data, this research aims to provide comprehensive insights into the factors influencing online hotel booking intentions among individual tourists in Bangkok.

### 1.7 Definitions of the Study

#### 1.7.1 Hotel room prices:

In this study, "price" refers to the monetary amount paid or payable by guests for reserving a particular room, taking into account the number of guests but excluding hotel fees and taxes. Prices may vary based on factors such as hotel brand, service quality, facilities offered, room types, space, and the number of guests.

#### 1.7.2 Hotel Privacy/Security:

In this study, "privacy" refers to the protection of user information and the management of online profiles. "Security" is defined as users' awareness of data protection and their actions toward mitigating risks associated with online behaviors. These factors help safeguard user information, including the use of passwords, anti-virus software, navigation filters, and secure online transaction processes, to prevent undesirable situations.

#### 1.7.3 Customer Online Reviews:

In this study, "online reviews" are defined as customers' opinions or feedback about a product, service, or experience, which are shared on the internet by customers or users who have firsthand experience with the product or service being reviewed.

#### 1.7.4 Customer Perceived Value:

In this study, "perceived value" refers to the customer's overall assessment of the net value of products or services. It is evaluated based on the performance of the product or service and how it compares to offerings from competitors.

#### 1.7.5 Customer Trust:

In this study, "trust" represents a fiduciary relationship between two parties. In the context of the questionnaire, it pertains to the reliability between the guest and the hotel online. Trust is established through

good service, safety, and the perceived worthiness that the guest receives from the hotel.

#### **1.7.6 Online Hotel Booking Intention:**

In this study, "online hotel booking intention" refers to the customer's intention to make a hotel reservation online through a website, application, or other similar platforms.

## **2. Literature Review**

### **2.1 Theories related to each variable**

#### **2.1.1 Prices**

Price represents the expected payment for a product or service (Asilah et al., 2016). Heuristic cues help consumers assess price in relation to product or service quality (Yoon et al., 2014). Hotels need to strategically price their rooms, services, and amenities (Law & Chung, 2003). When booking a hotel, individuals typically conduct price research on hotel websites and travel companies (Kim et al., 2017). Buyers aiming to maximize their perceived value for price will often choose the most affordable booking channel (Kim et al., 2017).

#### **2.1.2 Privacy and Security**

Privacy refers to the act of withholding and managing information, encompassing not only personal data but also other information that individuals possess (Gauzente, 2004). Belanger et al. (2002) emphasized the importance of online privacy. The research domains related to privacy include information, the Internet, consumer online behavior, privacy issues, and perceived privacy. Some studies have considered privacy and security as interchangeable concepts (Gauzente, 2004). Several studies have demonstrated that online privacy measures contribute to the security of customer data (Culnan & Armstrong, 1999).

#### **2.1.3 Online Reviews**

Online hotel reviews should be regularly updated to provide customers with up-to-date information. Compared to hotel advertisements provided by administrators, online reviews are generally considered more trustworthy (Gretzel & Yoo, 2008). Positive internet reviews have the potential to attract more guests, while negative reviews can deter future online bookings (Vermeulen & Seegers, 2009). The ratings and feedback from influencers play a significant role in hotel selection, as demonstrated by numerous online sources. Positive online reviews contribute to the high demand for hotel reservations (Ye et al., 2009).

#### **2.1.4 Perceived value**

The definition of perceived value is the mutual exchange or reciprocity of benefits between the provider (hotels) and the receiver (customers). This exchange can be seen as the discrepancy or gap in the benefits perceived in the relationship between hotels and customers (Nasution & Mavondo, 2008; Donsuchit & Nuangjamnong, 2022; Satornantikul & Nuangjamnong, 2022). Perceived value is an integral part of the evaluation process, representing the customer's overall assessment of the net value derived from products or services. This evaluation involves comparing the benefits received by customers with the costs or sacrifices in terms of time and effort offered by the hotels (Kim et al., 2014; Creignou & Nuangjamnong, 2022; Silakul & Nuangjamnong, 2023). Notably, perceived value is considered a key factor with a significant influence on customer decision-making processes. It motivates customers by influencing their satisfaction, emotional decision-making, and purchase behavior (Chiang & Lee, 2013).

#### **2.1.5 Trust**

Trust plays a crucial role in business, and its impact on customer behavior is a key focus of this study (Wu et al., 2010). Trust can be defined as a positive belief regarding the reliability and dependability of a person or object (Everard & Galletta, 2006). In the context of service, trust is established when customers have confidence in the reliability and integrity of the service provider (Kim et al., 2009). When customers trust service providers, their cognitive risk and insecurity are reduced, facilitating the development of long-term relationships (Gefen, 2000). In the context of online hotel booking, customers face the risk of booking accommodations they have never experienced before. They rely on the information provided on the website and expect the hotel to deliver the promised services. This expectation plays a crucial role in determining the level of trust customers have in the hotel. Consequently, hotels can strategically utilize trust as part of their marketing strategy to cultivate customer booking intentions.

#### **2.1.6 Online hotel booking intention**

Booking intention refers to the likelihood that a customer will make a decision to purchase a service. Previous studies on behavioral intentions in online purchasing have highlighted that it serves as a strong predictor of actual behavior (Ajzen, 2011; Lin, 2007; Casaló et al., 2010). In the context of online travel purchasing, behavioral intentions have been identified as the best predictor of actual behavior (Moital et al., 2009; Amaro & Duarte, 2015; Ponte et al., 2015). This

study focuses on behavioral intentions as a predictor of consumer behavior, as measuring actual behavior can present challenges. Online booking intention specifically refers to customers' aspirations to engage in online hotel booking.

## 2.2 Related Literature Review

### 2.2.1 Prices and Perceived value

Price is a key factor in the decision-making process as customers evaluate the worthiness of products or services. Customers often compare the prices offered on online websites and seek out the lowest possible price for their desired products or services (Kim & Gupta, 2009). When the price is perceived as reasonable for their reservation, customers feel satisfied and are willing to pay expenses for higher-cost or high-value offerings (Chiang & Jang, 2007).

Although price is regularly considered by customers in their perception when selecting hotels for their travels, they do not necessarily expect the best deal and price to be offered by hotels, especially when compared to products with imperfections (Chan & Wong, 2006). Therefore, to examine the impact of prices on perceived value, the following hypothesis is proposed:

**Hypothesis 1 (H1):** *There is no significant effect of hotel room price on customer perceived value among tourists' online hotel booking intentions in Bangkok.*

### 2.2.2 Privacy/Security and Trust

Trust is the reliance that consumers place on the integrity and capabilities of service providers (Bilgihan & Bujisic, 2015). Trust can be defined as the level of comfort consumers feel when receiving services from a provider, knowing that the provider will act responsibly and fulfill their requirements with honesty (Gefen & Straub, 2000).

As online transactions have gained popularity, privacy, and security have become major concerns for consumers (Briones, 1998). Privacy encompasses the risk associated with providing personal information on the internet, such as through websites or applications. It also involves the risk of personal information being distributed or sold to scammers (Miyazaki & Fernandez, 2001). The trustworthiness of security is determined by customers' perception of the service provider's system security. When customers have a high level of trust in privacy and security, their intention to engage in online transactions increases. Based on this, the following hypothesis is proposed:

**Hypothesis 2 (H2):** *There is no significant effect of hotel privacy/security on customer trust among tourists' online hotel booking intentions in Bangkok.*

### 2.2.3 Online Reviews and Trust

Online reviews play a significant role in building trust and influencing consumer booking intentions. Wang and Emirian (2005) identified trust as the main factor motivating consumers to make online service purchases. Trust can be influenced by previous consumers' word-of-mouth experiences, reviews, or comments. Sparks and Browning (2011) noted that a higher volume of positive online reviews can enhance customers' motivation to book a hotel. Positive reviews contribute to the trust customers have in hotels and subsequently increase hotel booking volume. Conversely, negative reviews can diminish customers' motivation to book a hotel. Therefore, the relationship between online reviews and trust has a direct impact on hotel booking intentions. Based on this, the following hypothesis was formulated:

**Hypothesis 3 (H3):** *There is no significant effect of customer online reviews on customer trust among tourists' online hotel booking intentions in Bangkok.*

### 2.2.4 Perceived value and Online booking intention

Perceived value is a significant factor that directly influences the intention to make a purchase, including the intention to book hotels online. For hoteliers, understanding and examining perceived value is a key concept and mediator in building consumers' intentions during the pre-purchase process (Amin et al., 2021). Product prices have generally been categorized as essential predictors of consumers' purchase intentions, as prices influence consumers' considerations of product quality, services, and value (Erickson & Johansson, 1985; Kaewmahaphinyo et al., 2020). Chiang and Jang (2007) conducted a survey at a major mid-western university in the US, examining the impacts of hotel brand reputation and price on consumers' hotel brand reputation, service quality, perceived value, and trust in online hotel booking intentions. Based on this, the following hypotheses are proposed:

**Hypothesis 4 (H4):** *There is no significant effect of customer perceived value on online hotel booking intentions in Bangkok.*

### 2.2.5 Trust and Online booking intention

Consumer trust towards hotels and third-party online booking sites has been found to be related to

hotel booking intention (Kim et al., 2017). In the era of the internet, consumers have the ability to share their experiences or opinions about their hotel stays on booking websites, which others can directly access and consider in their decision-making process (Parikshat, 2012). Parikshat (2012) suggested that hotels should provide detailed information and establish a trustworthy brand image on booking websites to alleviate consumer uncertainty when investigating new products and services. When consumers develop trust in hotels, it positively influences their hotel booking intentions (Li & Liu, 2011). Based on these findings, the following hypothesis is proposed:

**Hypothesis 5 (H5):** *There is no significant effect of customer trust on online hotel booking intentions in Bangkok.*

### 2.3 Conceptual Framework

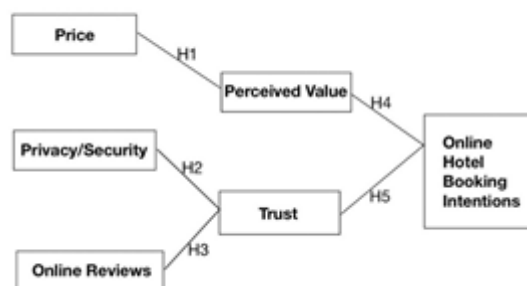
The conceptual framework for this study is built upon three previous studies, theoretical concepts, and relevant literature, which highlight the relationship between independent variables such as price and their impact on perceived value and online hotel booking intentions. The framework encompasses five key stimuli factors: Information Quality, Perceived Interactivity, Safety and Privacy, Price and Promotion, and Word-of-Mouth (e-WOM), which collectively contribute to the formation of online hotel booking intentions (Asilah et al., 2016).

Kim et al. (2017) contribute to the theoretical framework by examining the relationship between reasonable pricing and the effect of online reviews on the intention to book a hotel. This study explores how advancements in technology have influenced various factors that positively impact perceived value and the different ways in which trust influences hotel booking intentions.

The third theoretical framework is drawn from the study "Understanding the Determinants of hotel booking intentions and the moderating role of Habit" conducted by Agag and El-Masry (2016). This empirical study utilizes the commitment-trust theory (KVM) and the Technology Acceptance Model (TAM) to identify the factors influencing online hotel booking intentions. The research involves 1431 samples collected through online data and employs structural equation modeling (SEM). The conceptual framework emphasizes the importance of privacy and security in hotels, their influence on trust, and ultimately their impact on the intention to book hotels through online channels.

Figure 1 below illustrates the conceptual framework depicting the factors influencing Online Hotel Booking Intentions.

**Figure 1.** *Factors Influencing Online Hotel Booking Intention of Tourist*



**Source:** Constructed by authors

## 3. Research Methodology

### 3.1 Research Design

This study aims to investigate the impact of hotel room costs, privacy and security, online reviews, perceived value, and trust creation on the online hotel booking intentions of Bangkok travelers. Additionally, it will assess the online hotel booking intentions of tourists in Bangkok. The data analysis for this study will involve the use of Cronbach's Alpha, Simple Linear Regression (SLR), Multiple Linear Regression (MLR), and Descriptive Statistics to examine each variable.

The survey questionnaire consists of 35 questions, which are divided into three components. These questions pertain to six variables derived from the research conceptual framework, five screening questions, 24 measurement variables, and six demographic questions.

The reliability and clarity of the questionnaire will be assessed using Cronbach's Alpha to ensure the consistency and validity of the measurement items. A pilot test with a sample of 50 participants will be conducted to assess the reliability and content validity of the measurement variables. Furthermore, SLR will be employed to examine the relationship between hotel room prices and consumer perceived value. MLR will be utilized to assess the effects of privacy/security, online reviews, and perceived value on trust and online hotel booking intentions.

In addition to primary data, this study will also incorporate secondary data. Relevant information from credible sources such as journals, books, and

previous studies will be used to supplement the analysis.

### 3.2 Sampling Plan

#### 3.2.1 Target Population

The target population for this research includes both Thai and non-Thai tourists who are traveling individually and intend to book hotels for their accommodation during their stay at the two Airports of Thailand (AOT) located in Bangkok. In 2021, the total number of passengers at the Suvarnabhumi International Airport and Don Mueang International Airport was approximately 10.72 million, encompassing both international and domestic passengers (2021 Airport Traffic Report, n.d.).

#### 3.2.2 Sample Size

Due to the large population size, sample size estimation was employed for this research. The sample size determination followed the table provided by Krejcie and Morgan (1970). The sample size for this study is 390 individual travelers from various nationalities in Thailand who have already made hotel reservations. This sample size is based on an estimated arrival passenger volume of 16.2 million among the six Airports of Thailand (AOT). According to Krejcie and Morgan's table, a suitable sample size for millions of tourists is 384 individuals. Considering the dynamic nature of tourist arrivals in Thailand, the researcher determined that 390 respondents are appropriate in relation to the total passenger volume of 10.72 million.

#### 3.2.3 Sampling Procedures

In this research, a non-probability sampling method, specifically convenience sampling (or haphazard sampling), was employed. All the collected response data were screened in advance to ensure alignment with the research objectives. Due to the limited time available for data collection, a non-probability sampling method was chosen. Considering the feasibility of data collection within the given timeframe, convenience sampling was deemed the most suitable approach for this research.

### 3.3 Research Instrument

The research questionnaires were utilized as indicators to evaluate the essential factors and relationships associated with the research variables. These questionnaires were distributed in the form of an online survey to eligible participants. The survey comprised three sections. The first section included five screening questions. The second section consisted of a total of 24 scale items, encompassing both dependent and independent variables. The third

section collected respondents' demographic information and consisted of seven questions.

#### Part I: Screening Questions

In this section, respondents are screened based on the study's requirements, and those who do not meet the criteria are excluded. The questions are designed such that if respondents answer "Yes," they proceed to the next question. Conversely, if respondents answer "No," they are directed to the end of the survey.

1. Have you ever made a hotel booking?
2. Are you conduct the hotel booking by yourself?
3. Have you ever used hotel online booking via website or application?
4. Have you ever traveled individually?
5. Have you arrived among any of these airports in Thailand?

#### Part II: Measurement of Variables

In this section, the aim is to investigate the factors that influence individual tourists in Bangkok in their decision to conduct online hotel booking. A five-point Likert scale was employed to assess respondents' attitudes and their level of agreement with each variable. The scale is as follows: 1=Strongly Disagree; 2=Disagree; 3=Neither Agree nor Disagree; 4=Agree; 5=Strongly Agree.

##### Price

PC1: Acceptable of higher room prices depending on the reputation of the hotel brand image and hotel chains.

PC2: With service quality, the facilities I selected based on price from the hotel booking online is more reasonable and match my budget plan.

PC3: If I found lower room rates appear on different dates than I expected to stay, I will be happy to change my duration of stay to receive the lower room rates.

PC4: Whenever I am searching the rooms for booking, hotel room prices and promotions are the most significant element motivating me.

##### Privacy and Security

PS1: Recently, by using cashless payment methods (e.g., credit card, debit card, or Internet banking transfer), I am aware of the privacy and security provided by the hotel I expect to stay with.

PS2: Online payment methods provide by the hotel (e.g., credit card, debit card, or Internet banking transfer) that I frequently use are secure.

PS3: Whenever I have payment transactions with the hotel, I do concern about my data protection system with hotel booking websites or online travel agencies, etc. (e.g., National ID card number, credit/debit card number, phone number, and address).

PS4: Before performing an online transaction, I frequently read privacy and security protection evaluations from previous users of the hotel's websites or travel agencies.

#### **Online Reviews**

OR1: The credibility of online reviews positively influences perceived information usefulness for tourists.

OR2: Whenever I read feedback from previous reviews, these reviews seemed to convince me to decide on the online booking intention of the hotel.

OR3: Quantity of online reviews related to decision-making on online hotel booking and motivation of selecting the hotel.

OR4: Travelers or Tourists who are reviewers that provide their experiences about accommodation on the online booking are reliable.

#### **Perceived Value**

PV1: The prices and services offered by the online hotel booking of tourists are reasonable.

PV2: Making a reservation through online hotel booking, I am more likely appreciate to using this way rather than the other ways.

PV3: The worthiness of prices, service qualities, etc. are the first consideration when I am making a decision toward an online booking with a hotel.

PV4: The performance of hotel attributes, including cleanliness, location, room, and quality of service affect perceived value.

#### **Trust**

TS1: I always book the hotel which makes me believe that they will provide me with a good service although the price is more expensive than the others.

TS2: Online Review feedback makes me feel confident to book the online hotel.

TS3: Experience from peers make me feel confident to conduct online hotel booking.

TS4: I always book the hotel which has high privacy and is uncrowded although the price is more expensive than the others.

#### **Online Booking Intention**

OB1: Information about hotels on online booking sites helps me to decide on booking the hotel.

OB2: Reviews from customers help me to decide on booking the hotel.

OB3: Online prices and promotions encourage me to decide on booking the hotel.

OB4: Online booking is more convenient than offline booking.

### **Part III: Demographic Information**

In this section, the questions primarily focus on gathering demographic information from the

respondents. The purpose is to determine the demographic characteristics of the participants, and it includes basic personal details such as gender, age, monthly income, nationality, the main purpose for booking a hotel, frequency of using online booking for hotel reservations, and the travel agencies used for online hotel booking.

### **3.4 Validity and Reliability Test**

#### **3.4.1 Content validity with the index of item-objective congruence**

The IOC Index helps academics assess questionnaire question validity. Three experts reviewed study questionnaire questions for topic validity. IOC is 0.67 for all inquiries. The minimal result value is 0.5, so all questions can be distributed.

#### **3.4.2 Cronbach's Alpha Reliability with pilot test**

In order to examine the reliability and consistency of the questionnaire variables, a pilot test was conducted with a sample of 50 and 390 participants. Cronbach's alpha was used as a method to assess the reliability of the research instrument (Cronbach, 1951). This approach is widely used by researchers to test reliability compared to other methods such as test-retest, split-half, and parallel tests (Schweizer, 2011).

The range of Cronbach's alpha coefficients can be interpreted as follows: an alpha value greater than 0.9 is considered excellent, 0.8 to 0.9 is good, 0.7 to 0.8 is acceptable, 0.6 to 0.7 is questionable, 0.5 to 0.6 is poor, and below 0.5 is unacceptable in terms of internal consistency (Cronbach's Alpha and Internal Consistency's Rules).

The results of the pilot test using Cronbach's alpha for the six independent variables are as follows: the price variable yielded a Cronbach's alpha of .831 for four items, the privacy and security variable yielded a Cronbach's alpha of .831 for four items, the online reviews variable yielded a Cronbach's alpha of .885 for four items, the perceived value variable yielded a Cronbach's alpha of .809 for four items, the trust variable yielded a Cronbach's alpha of .85 for four items, and the online booking intention variable yielded a Cronbach's alpha of .823 for four items (as presented in Table 1).

In summary, the analysis of internal consistency with both the pilot test sample of 50 respondents and the main sample of 390 respondents revealed that the research questionnaire exhibited high reliability. The alpha values obtained for both samples exceeded the threshold of 0.70, indicating good internal consistency. Furthermore, all variables displayed



reliability coefficients higher than 0.8, affirming their validity and reliability. As a result, all the factors examined in the questionnaire can be deemed valid and reliable for subsequent analysis.

**Table 1.** The Value of Reliability Analysis of Each Item and Variable in this Study

Measurement Items		Cronbach's Alpha (n=50)	Cronbach's Alpha (n=390)
<b>Prices</b>		<b>.831</b>	<b>.840</b>
PC1	Acceptable of higher room price depending on reputation of hotel brand image and hotel chains.	.826	.826
PC2	With service quality, the facilities I selected based on price from the hotel booking online are more reasonable and match my budget plan.	.763	.763
PC3	If I found lower room rates appear on different date that I expected to stay, I will be happy to change my duration of stay to receive the lower room rates.	.808	.808
PC4	Whenever I am searching the rooms for booking, hotel room price and promotion are the most significant element motivating me.	.792	.792
<b>Privacy and Security</b>		<b>.831</b>	<b>.836</b>
PS1	Recently, by using cashless payment methods (e.g., credit card, debit card, or Internet banking transfer), I am aware of the privacy and security provided by the hotel I expect to stay with.	.806	.810
PS2	Online payment methods provide by the hotel (e.g., credit card, debit card, or Internet banking transfer) that I frequently use are secure.	.753	.753
PS3	Whenever I have payment transactions with the hotel, I do concern about my data protection system with hotel booking websites or online travel agencies, etc. (e.g., National ID card number, credit/debit card number, phone number, and address).	.806	.806
PS4	Before performing an online transaction, I frequently read privacy and security protection evaluations from previous users of the hotel's websites or travel agencies.	.780	.780
<b>Online Reviews</b>		<b>.885</b>	<b>.885</b>
OR1	The credibility of online reviews positively influences perceived information usefulness for tourists.	.897	.897
OR2	Whenever I read feedback from previous reviews, these reviews seemed to convince me to decide on the online booking intention of the hotel.	.848	.848
OR3	Quantity of online reviews related to decision making on online hotel booking and motivation of selecting hotel.	.822	.822
OR4	Travelers or Tourists who are reviewers that provide their experiences about accommodation on the online booking are reliable.	.839	.839
<b>Perceived Value</b>		<b>.809</b>	<b>.809</b>
PV1	The prices and services offered by the online hotel booking of tourists are reasonable	.804	.804
PV2	Making a reservation through online hotel booking, I am more likely appreciate to using this way rather than the other ways.	.697	.697
PV3	The worthiness of prices, service qualities etc. are the first consideration when I am making a decision toward an online booking with a hotel.	.706	.706
PV4	The performance of hotel attributes, including cleanliness, location, room, quality of service effect perceived value.	.833	.833
<b>Trust</b>		<b>.850</b>	<b>.850</b>
TS1	I always book the hotel which makes me believe that they will provide me with a good service although the price is expensive than the others.	.842	.842
TS2	Online Review feedback make me feel confident to book the online hotel.	.781	.781
TS3	Experience from peers make me feel confident to conduct the online hotel booking	.808	.808
TS4	I always book the hotel which has high privacy and uncrowded although the price is more expensive the others.	.803	.803
<b>Online Booking Intention</b>		<b>.823</b>	<b>.823</b>
OB1	Information of hotel in online booking site help me to decide for booking the hotel	.751	.751
OB2	Review from customers help me to decide for booking the hotel.	.713	.713
OB3	Online price and promotions encourage you to decide for booking the hotel.	.784	.784
OB4	Online booking is more convenience than offline booking.	.842	.842

#### 4. Data Analysis and Discussion of Results

##### 4.1 Description Analysis of Demographic Data

The researcher administered a questionnaire to individuals who traveled alone between April and May 2023. A total of 409 respondents (106.51%) completed the questionnaires, and 19 responses were excluded from the analysis. Therefore, the data from 390 eligible respondents (95.35% of the sample size) were included in the analysis. The questionnaire included questions about gender, age, income, country, hotel internet booking frequency, main purpose of hotel booking, and travel agency. The demographic data were used for descriptive analysis to categorize the target respondents.

Table 2 presents the frequency distribution and percentage of the 390 respondents in terms of demographic characteristics:

**Gender:** Out of the 390 respondents, 157 were male, 197 were female, and 36 did not specify their gender.

**Age:** The largest age group among the respondents was 31-40 years old, with 155 individuals (39.7% of the sample). The second largest age group was 41-50 years old, comprising 103 respondents (26.4% of the sample). The third age bracket was 20-30 years old, with 97 respondents (24.9% of the sample), followed by 35 respondents (9% of the sample) who were over 50 years old.

**Income:** The majority of the 390 respondents had an income of more than 100,000 THB, accounting for

24.4% of the sample (95 respondents). This was followed by 83 respondents (21.3% of the sample) who had an income of less than 20,000 THB, 75 respondents (19.2% of the sample) with an income between 80,001 - 100,000 THB, 71 respondents (18.2% of the sample) with an income between 50,001 and 80,000 THB, and 66 respondents (16.9% of the sample) with an income between 20,001 and 50,000 THB.

**Nationality:** The survey included 204 Thai citizens (52.3%) and 186 non-Thais (47.7%).

**Hotel Online Booking Frequency:** The majority of respondents (26.7% of the sample) made hotel bookings around 4-7 times per year (104 respondents). The second largest group (25.9% of the sample) made less than 3 bookings per year (101 respondents), followed by 7-10 bookings per year (24.4% of the sample, 95 respondents), and more than 10 bookings per year (23.1% of the sample, 90 respondents).

**Main Purpose of Hotel Booking:** Among the target respondents, 51.5% (201 respondents) booked hotels for business travel, while 48.5% (189 respondents) booked hotels for personal trips.

**Travel Agency:** Among the 390 respondents, the most popular hotel booking agency was Agoda, with 118 respondents (30.3%). This was followed by direct booking with the hotel's website (103 respondents, 26.4%), Booking.com (90 respondents, 23.1%), Traveloka (73 respondents, 18.7%), and 6 respondents (6%) who used other travel agencies.

**Table 2.** Demographic information analysis by using frequency distribution and percentage. (n = 390)

Demographic Factors	Frequency	Percent
<b>Gender</b>		
Male	157	40.3%
Female	197	50.5%
Not Specified	36	9.2%
<b>Total</b>	<b>390</b>	<b>100%</b>
<b>Age</b>		
20 - 30 years old	97	24.9 %
31 - 40 years old	155	39.7 %
41 - 50 years old	103	26.4 %
Over 50 years old	35	9.0 %
<b>Total</b>	<b>390</b>	<b>100%</b>
<b>Income</b>		
Lower than 20000 Baht	83	21.3 %
20,001 - 50,000 Baht	66	16.9 %
50,001 - 80,000 Baht	71	18.2 %
80,001 - 100,000 Baht	75	19.2 %
More than 100,000 Baht	95	24.4 %
<b>Total</b>	<b>390</b>	<b>100%</b>
<b>Nationality</b>		
Thai	204	52.3 %
non-Thai	186	47.7 %

<b>Total</b>	<b>390</b>	<b>100%</b>
<b>Hotel Online Booking frequency</b>		
Less than 3 times per year	101	25.9 %
4 - 7 times per year	104	26.7 %
7 - 10 times per year	95	24.4 %
More than 10 times per year	90	23.1 %
<b>Total</b>	<b>390</b>	<b>100%</b>
<b>Main purpose of hotel booking</b>		
Personal Trip	189	48.5 %
Business Trip	201	51.5 %
<b>Total</b>	<b>390</b>	<b>100%</b>
<b>Agency</b>		
Booking.com	90	23.1 %
Agoda	118	30.3 %
Traveloka	73	18.7 %
Hotel Website	103	26.4 %
Others	6	1.5 %
<b>Total</b>	<b>390</b>	<b>100%</b>

## 4.2 Mean and Standard Deviation for Descriptive Analysis

In this section, the mean and standard deviation of each variable were analyzed and interpreted using the criteria adapted from Imsa-ard et al. (2021), as displayed in Table 3. The interpretation of the mean scores is as follows:

### Mean score Interpretation

4.21 - 5.00	Strongly agree
3.41 - 4.20	Agree
2.61 - 3.20	Neutral
1.81 - 2.60	Disagree
1.00 - 1.80	Strongly disagree

Table 3 presents the results of 390 respondents with no missing data. The variable "Price" had the highest mean of 4.24 for the item "The rooms for booking, hotel room price and promotion are the most significant element motivating," while the lowest mean was 3.9 for the item "Acceptable of higher room price depending on the reputation of hotel brand image and hotel chains." The item "Prices from the hotel booking online are more reasonable and match the budget plan" had the largest standard deviation at 0.995, and the item "The rooms for booking, hotel room price and promotion are the most significant element motivating" had the lowest standard deviation at 0.774.

Regarding the variable "Privacy/Security," the item "Frequently read privacy and security protection evaluations from previous users of the hotel's websites or travel agencies" had the highest mean of 4.24, while the lowest mean was 3.94 for the item "Awareness of the privacy and security provided by the hotel users

expect to stay with." The item "Prices from the hotel booking online are more reasonable and match my budget plan" had the highest standard deviation at 0.975, and the item "Frequently read privacy and security protection evaluations from previous users of the hotel's websites or travel agencies" had the lowest standard deviation at 0.764.

For the variable "Online Reviews," the item "Quantity of online reviews related to decision making on online hotel booking and motivation of selecting hotel" had the highest mean of 3.97, while the lowest mean was 3.73 for the item "The credibility of online reviews positively influences perceived information usefulness for tourists." The item "Travelers or Tourists who are reviewers that provide their experiences about accommodation on the online booking are reliable" had the largest standard deviation at 1.08, and the item "Quantity of online reviews related to decision making on online hotel booking and motivation of selecting a hotel" had the lowest standard deviation at 0.944.

In terms of the variable "Perceived Value," the item "It is more likely appreciated to use this way rather than the other ways" had the highest mean of 4.23, while the lowest mean was 3.97 for the item "The performance of hotel attributes, including cleanliness, location, room, quality of service affects perceived value." The item "The performance of hotel attributes, including cleanliness, location, room, quality of service affects perceived value" had the highest standard deviation at 1.05, and the item "It is more likely appreciated to use this way rather than the other ways" had the lowest standard deviation at 0.758.

For the variable "Trust," the item "Online Review feedback makes me feel confident to book the online hotel" had the highest mean of 4.2, while the lowest mean was 3.88 for the item "Experience from peers makes me feel confident to conduct the online hotel booking." The item "Experience from peers makes me feel confident to conduct the online hotel booking" had the largest standard deviation at 1.18, and the item "Online Review feedback makes me feel confident to book the online hotel" had the lowest standard deviation at 0.968.

Regarding the variable "Online Hotel Booking Intentions," the item "Online booking is more convenient than offline booking" had the highest mean among the 390 respondents, with a mean score of 4.2. The lowest mean was 3.92 for the item "Reviews from customers help me decide for booking the hotel." The item "Reviews from customers help me book the hotel" had the largest standard deviation at 1.16, while the item "Information about a hotel on the online booking site helps to decide for booking the hotel" had the lowest standard deviation at 0.975.

**Table 3.** The result of Mean and Standard Deviation of Price

Price	Mean	Std. Deviation	Interpretation
<b>PC1:</b> Acceptable of higher room price depending on reputation of hotel brand image and hotel chains.	3.9	0.950	Agree
<b>PC2:</b> With service quality, the facilities I selected based on price from the hotel booking online are more reasonable and match my budget plan.	4.02	0.995	Agree
<b>PC3:</b> If I found lower room rates appear on different date that I expected to stay, I will be happy to change my duration of stay to receive the lower room rates.	4.05	0.950	Agree
<b>PC4:</b> Whenever I am searching the rooms for booking, hotel room price and promotion are the most significant element motivating me.	4.24	0.774	Strongly Agree
<b>Privacy/Security</b>			
<b>PS1:</b> Recently, by using cashless payment methods (e.g., credit card, debit card, or Internet banking transfer), I am aware of the privacy and security provided by the hotel I expect to stay with.	3.94	0.927	Agree
<b>PS2:</b> Online payment methods provide by the hotel (e.g., credit card, debit card, or Internet banking transfer) that I frequently use are secure.	4.05	0.975	Agree
<b>PS3:</b> Whenever I have payment transactions with the hotel, I do concern about my data protection system with hotel booking websites or online travel agencies, etc. (e.g., National ID card number, credit/debit card number, phone number, and address).	4.07	0.953	Agree
<b>PS4:</b> Before performing an online transaction, I frequently read privacy and security protection evaluations from previous users of the hotel's websites or travel agencies.	4.24	0.764	Strongly Agree
<b>Online Reviews</b>			
<b>OR1:</b> The credibility of online reviews positively influences perceived information usefulness for tourists.	3.73	1.080	Agree
<b>OR2:</b> Whenever I read feedback from previous reviews, these reviews seemed to convince me to decide on the online booking intention of the hotel.	3.84	1.050	Agree
<b>OR3:</b> Quantity of online reviews related to decision making on online hotel booking and motivation of selecting hotel.	3.97	0.944	Agree
<b>OR4:</b> Travelers or Tourists who are reviewers that provide their experiences about accommodation on the online booking are reliable.	3.87	1.080	Agree
<b>Perceived value</b>			
<b>PV1:</b> The prices and services offered by the online hotel booking of tourists are reasonable.	4.09	0.964	Agree
<b>PV2:</b> Making a reservation through online hotel booking, I am more likely appreciate to using this way rather than the other ways.	4.23	0.758	Strongly Agree
<b>PV3:</b> The worthiness of prices, service qualities etc. are the first consideration when I am making a decision toward an online booking with a hotel.	4.12	0.856	Agree
<b>PV4:</b> The performance of hotel attributes, including cleanliness, location, room, quality of service effect perceived value.	3.97	1.050	Agree

<b>Trust</b>			
<b>PC1:</b> Acceptable of higher room price depending on reputation of hotel brand image and hotel chains.	3.9	0.950	Agree
<b>PC2:</b> With service quality, the facilities I selected based on price from the hotel booking online are more reasonable and match my budget plan.	4.02	0.995	Agree
<b>PC3:</b> If I found lower room rates appear on different date that I expected to stay, I will be happy to change my duration of stay to receive the lower room rates.	4.05	0.950	Agree
<b>PC4:</b> Whenever I am searching the rooms for booking, hotel room price and promotion are the most significant element motivating me.	4.24	0.774	Strongly Agree
<b>Online Hotel Booking Intentions</b>			
<b>OB1:</b> Information of hotel in online booking site help me to decide for booking the hotel.	4.19	0.975	Agree
<b>OB2:</b> Review from customers help me to decide for booking the hotel.	3.92	1.160	Agree
<b>OB3:</b> Online price and promotions encourage me to decide for booking the hotel.	4.11	1.060	Agree
<b>OB4:</b> Online booking is more convenience than offline booking.	4.2	1.020	Agree

### 4.3 Hypothesis Testing Result

#### 4.3.1 Result of Simple Linear Regression of H1 Statistical Hypothesis

$H_0$ : There is no significant effect of hotel room price on customer perceived value among tourists' online hotel booking intentions in Bangkok.

$H_a$ : There is a significant effect of hotel room price on customer perceived value among tourists' online hotel booking intentions in Bangkok.

Table 4 presents the results of the analysis using simple linear regression to determine the significant influence of price on perceived value among online hotel booking intentions of individual tourists in Bangkok. The analysis results support hypothesis 1, as the p-value obtained from this study is less than 0.001, which is below the significance level of 0.05. Therefore, the null hypothesis can be rejected, and it can be concluded that there is a significant influence of price on perceived value among online hotel booking intentions of individual tourists in Bangkok.

Furthermore, the regression analysis results indicate that the model accounts for 83.7% of the variance, and the model as a whole is significant with a p-value less than 0.05. The R-square value of the analysis is 0.837, indicating that 83.7% of the variation in perceived value can be explained by the variation in price. The confidence level of this model is 95%.

The analysis result also reveals that price has a significant influence on perceived value ( $B = 0.723$ ,  $p$ -value  $< 0.05$ ). Additionally, the variance inflation factor (VIF) for the price is 1.000, which is less than 5. This indicates that there are no issues with multicollinearity.

In conclusion, the analysis confirms that price has a significant influence on perceived value among online hotel booking intentions of individual tourists in Bangkok. The results suggest that as the price increases or decreases, it will have a corresponding impact on the perceived value. The absence of multicollinearity ensures the reliability of the findings.

**Table 4. Simple Linear Regression Analysis Summary for Hypotheses 1**

Variables	B	SE B	$\beta$	t	p	VIF	Null Hypothesis
Price	0.723	0.032	0.752	22.48	<.001*	1.000	Rejected

Note:  $R^2 = 0.837$ , Adjusted  $R^2 = 0.836$ , \* $p < 0.05$ . Dependent Variable = Perceived value  
 B = Unstandardized coefficients B; SE B = the standard error for the unstandardized beta;  $\beta$  = the standardized beta; t = t-value; p = p-value; VIF = Variance Inflation Factor

**4.3.2 Result of Multiple Linear Regression of H2, H3**

**Statistical Hypothesis**

H<sub>0</sub>: There are no significant effect of hotel privacy/security (H2) and customer online reviews (H3) on customer trust among tourists' online hotel booking intentions in Bangkok.

H<sub>a</sub>: There are significant effects of hotel privacy/security (H2) and customer online reviews (H3) on customer trust among tourists' online hotel booking intentions in Bangkok.

Table 5 presents the results of the analysis using multiple linear regression to determine the significant influence of privacy/security and online reviews on customer trust among tourists' online hotel booking intentions in Bangkok. The analysis results support hypothesis 2, as the p-value obtained for privacy/security in this study is less than 0.001, which is below the significance level of 0.05. Therefore, the null hypothesis can be rejected, and it can be concluded that there is a significant influence of privacy/security on customer trust among tourists' online hotel booking intentions in Bangkok.

However, hypothesis 3, which suggests a significant influence of online reviews on customer trust, is not supported by the analysis results. The p-value obtained for online reviews in this study is 0.062, which is higher than the significance level of 0.05. Therefore, the null hypothesis cannot be rejected,

indicating that there is no significant influence of online reviews on customer trust among tourists' online hotel booking intentions in Bangkok.

Furthermore, the regression analysis results indicate that the model accounts for 43.3% of the variance in customer trust, and the model as a whole is significant with a p-value less than 0.05. The R-square value of the analysis is 0.433, suggesting that 43.3% of the variation in customer trust can be explained by the variations in privacy/security. The confidence level of this model is 95%.

The analysis also reveals that privacy/security has a significant influence on customer trust (B = 0.768, p-value < 0.05), while online reviews have no significant influence on customer trust (B = -0.007, p-value > 0.05). Additionally, the variance inflation factor (VIF) for both privacy/security and online reviews is 1.000, indicating the absence of multicollinearity.

In conclusion, the analysis confirms that privacy/security has a significant influence on customer trust among tourists' online hotel booking intentions in Bangkok. However, there is no significant influence of online reviews on customer trust. These findings suggest that ensuring privacy and security measures are in place is crucial for building trust among customers, whereas online reviews may have a lesser impact on trust in the context of online hotel booking intentions.

**Table 5. Multiple Linear Regression Analysis Summary for Hypotheses 2 and 3**

Variables	B	SE B	$\beta$	t	p	VIF	Null Hypothesis
Privacy/Security	0.768	0.045	0.659	17.190	<.001*	1.000	Rejected
Online Reviews	-0.007	0.037	-0.072	-1.870	0.062	1.000	Fail to reject

Note:  $R^2 = 0.433$ , Adjusted  $R^2 = 0.430$ , \* $p < 0.05$ . Dependent Variable = Trust  
 B = Unstandardized coefficients B; SE B = the standard error for the unstandardized beta;  $\beta$  = the standardized beta; t = t-value; p = p-value; VIF = Variance Inflation Factor

**4.3.3 Result of Multiple Linear Regression of H4, H5**

**Statistical Hypothesis**

H<sub>0</sub>: There are no significant effect of customer perceived value (H4) and customer trust (H5) on online hotel booking intentions in Bangkok.

H<sub>a</sub>: There are significant effects of customer perceived value (H4) and customer trust (H5) on online hotel booking intentions in Bangkok.

Table 6 presents the results of the analysis using multiple linear regression to determine the significant influence of perceived value and trust on online hotel booking intentions among individual tourists in Bangkok. The analysis results support hypothesis 4, as

the p-value obtained for perceived value in this study is 0.012, which is below the significance level of 0.05. Therefore, the null hypothesis can be rejected, indicating that there is a significant influence of perceived value on online hotel booking intentions in Bangkok.

Similarly, hypothesis 5, which suggests a significant influence of trust on online hotel booking intentions, is also supported by the analysis results. The p-value obtained for trust in this study is less than 0.001, which is below the significance level of 0.05. Therefore, the null hypothesis can be rejected, indicating that there is a significant influence of trust on online hotel booking intentions in Bangkok.

Furthermore, the regression analysis results indicate that the model accounts for 83.7% of the variance in online hotel booking intentions, and the model as a whole is significant with a p-value less than 0.05. The R-square value of the analysis is 0.837, suggesting that 83.7% of the variation in online hotel

booking intentions can be explained by the variations in perceived value and trust. The confidence level of this model is 95%.

The analysis also reveals that perceived value has a significant influence on online hotel booking intentions (B = 0.081, p-value < 0.05), and trust has a significant influence on online hotel booking intentions (B = 0.846, p-value < 0.05). Additionally, the variance inflation factor (VIF) for privacy/security and online reviews is 1.780, indicating the absence of multicollinearity.

In conclusion, the analysis confirms that both perceived value and trust have significant effects on online hotel booking intentions among individual tourists in Bangkok. These findings suggest that the perceived value of the hotel experience and the trustworthiness of the hotel service provider are important factors influencing customers' decisions to book hotels online.

**Table 6. Multiple Linear Regression Analysis Summary for Hypotheses 4 and 5**

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
Perceived value	0.081	0.032	0.069	2.530	0.012*	1.780	Rejected
Trust	0.846	0.027	0.867	31.640	< .001*	1.780	Rejected

*Note:* R<sup>2</sup> = 0.837, Adjusted R<sup>2</sup> = 0.836, \*p < 0.05. Dependent Variable = Online Hotel Booking Intentions. B = Unstandardized coefficients B; SE B = the standard error for the unstandardized beta; β = the standardized beta; t = t-value; p = p-value; VIF = Variance Inflation Factor

## 5. Conclusion and Recommendations

### 5.1 Summary of the Study

This quantitative study collected data from domestic and international travelers at Airports of Thailand (AOT) Suvarnabhumi and Don Mueang. The projected sample size population was determined based on the 2021 Airport Traffic Report. Krejcie and Morgan's (1970) sampling method was employed, resulting in a sample size of 384 for this investigation. Convenience sampling was used to select 384 respondents, out of which 409 completed the questionnaire. After removing 19 respondents, the final sample consisted of 390 eligible respondents.

The questionnaire consisted of closed-ended questions, and its reliability was tested prior to distribution. The IOC and Cronbach Alpha reliability assessments were used, and three experts rated the validity of the IOC above 0.5 and the Cronbach Alpha above 0.7, indicating their suitability for questionnaire distribution. Hypotheses were tested using simple and multiple linear regression, employing three calculation methods.

An analysis of the demographic data revealed that the majority of respondents were male (157, 40.3%) and belonged to the age group of 31-40 years old (155, 39.7%). The average income group primarily had incomes exceeding 100,000 Baht per month. More respondents were of Thai nationality (204, 52.3%), and the highest frequency of hotel bookings per year fell within the range of 4-7 times.

The mean and standard deviation of variables influencing Bangkok tourists' online hotel bookings were analyzed. Online hotel booking intentions had the highest mean and standard deviation (mean = 4.105, SD = 1.060), followed by perceived value (mean = 4.1025, SD = 0.917), privacy and security, trust, price, and online reviews.

The hypotheses were tested using simple linear regression (SLR) and multiple linear regression (MLR). SLR was employed to assess the impact of perceived value on pricing, while MLR assessed the effects of online reviews, privacy, security, and trust on online hotel booking intentions. The results of the hypothesis testing indicated that price, privacy, and security had significant effects, as their p-values were

below 0.05, leading to the rejection of the null hypothesis. However, the null hypothesis for online reviews could not be rejected as shown in table 7 and 8.

with trust (B = 0.846), privacy and security (B = 0.768), and pricing (B = 0.723) having the greatest impacts.

The intensity of factors influencing Bangkok travelers' online hotel booking intentions was ranked,

**Table 7. Summary of the hypothesis testing results.**

Statement of Hypothesis	p-value	Decision Results
H1): There is no significant effect of hotel room price on customer perceived value among tourists' online hotel booking intentions in Bangkok.	<.001*	Supported
H2): There is no significant effect of hotel privacy/security on customer trust among tourists' online hotel booking intentions in Bangkok.	<.001*	Supported
H3): There is no significant effect of customer online reviews on customer trust among tourists' online hotel booking intentions in Bangkok.	0.062	Not Supported
H4): There is no significant effect of customer perceived value on online hotel booking intentions in Bangkok.	0.012*	Supported
H5): There is no significant effect of customer trust on online hotel booking intentions in Bangkok.	<.001*	Supported

\*p-value < .05

**Table 8. Summary strengths of influences factors of each dependent variable.**

Dependent Variable	Rank	Independent Variable	Unstandardized Coefficient (B)
Online Hotel Booking Intention (OBI)	1 <sup>st</sup>	Trust (TS)	0.846
Trust (TS)	2 <sup>nd</sup>	Privacy and Security (PS)	0.768
Perceived Value (PV)	3 <sup>rd</sup>	Price (PC)	0.723
Online Hotel Booking Intention (OBI)	-	Perceived Value (PV)	0.081
Trust (TS)	-	Online Reviews (OR)	-0.007

## 5.2 Discussion and Conclusion

### 5.2.1 Customer perceived value, Customer trust, and Online Hotel Booking Intentions

Trust emerges as a crucial driver of online hotel booking intentions, as supported by the study's findings. The relationship between trust and online hotel booking intentions is statistically significant, with a p-value of less than 0.001, meeting the significance threshold of 0.05. The unstandardized coefficient (B) for trust is 0.846, indicating a strong association between trust and online hotel booking intentions. This study highlights the importance of trust, particularly in terms of online system privacy and security, as a key motivator for Bangkok tourists when making hotel bookings. The findings align with Augustine and Hayat's (2020) research, which observed a substantial correlation between hotel online booking intention and trust in third-party online booking sites. The implications of this study extend beyond the hotel industry to other internet-based businesses, such as e-commerce, where consumer purchase intentions heavily rely on trust. Wang et al. (2022) also support the researchers' conclusion, demonstrating that trust significantly influences customers' purchasing intentions in e-commerce, as consumers often have concerns about privacy and the

quality of products and services when shopping online.

Additionally, the investigation reveals that perceived value has a significant and positive impact on online hotel booking intentions, with a p-value of 0.012. When customers perceive value in the offerings of service providers, they are more likely to engage in hotel bookings. Perceived value can stem from factors such as price-service worthiness and service quality, which is consistent with the findings of Kim et al. (2017) who established the influence of perceived value on online hotel booking intentions. Emir et al. (2016) also found a correlation between perceived value and online hotel booking intentions, highlighting the role of price, promotion, and the quality of information provided by online booking applications. Although previous research has indicated the impact of perceived value on online hotel booking intentions, the unstandardized coefficient (B) of perceived value and online booking intentions in this study is 0.081, the lowest among the variables examined. While perceived value does affect online hotel booking intentions, other variables in this study demonstrate a stronger positive effect.

Overall, this multiple linear regression model indicates that perceived value and trust collectively account for 83.7% of the variance in online hotel



booking intentions, as represented by the R-square value. The model provides insight into the factors that significantly contribute to customers' decision-making processes when booking hotels online.

### **5.2.2 Hotel privacy and security, Customer online reviews, and Customer trust**

The hypothesis regarding privacy/security and trust suggests that this relationship is unlikely. A significance level of 0.05 or less is considered significant for this hypothesis. The privacy and security of online hotel bookings play a role in inspiring trust. The unstandardized coefficient (B) for the relationship between price and perceived value is 0.768 in this study. Following trust and online hotel booking intention, privacy/security and trust rank second in terms of their impact. Baki's (2020) study on privacy/security and trust found that consumers' trust in online booking systems is influenced by the perception of security. If customers lack trust in the security of their data or the online payment system, it can erode their trust. Additionally, Martin (2018) highlighted the importance of customer privacy expectations regarding the sale of third-party data and the need for service providers to prioritize privacy requirements.

Regarding hypothesis 3, the testing result between online reviews and trust yields a p-value of 0.062, indicating that in this study, online reviews do not have a significant relationship with trust as the p-value is above 0.05. After observing this weak result, the researchers evaluated this hypothesis and the online questionnaire. It is worth noting that online reviews can encompass various platforms, including Facebook and Twitter, which contribute to e-word-of-mouth. The researchers primarily focused on reviews from booking agencies and hotel websites, which may explain the underperformance of this hypothesis. However, it should be acknowledged that online reviews can still impact hotel reservations, albeit not as a direct influence on trust.

The multiple linear regression analysis yields an R-square value of 43.3%, indicating that the independent variables explain less than 43.3% of the variance in the dependent variable. This suggests that multiple linear regression may not fully capture the complexity of the data, or other factors not considered in this study may have a stronger influence on the dependent variable, online hotel booking intentions.

### **5.2.3 Hotel room prices and Customer perceived value**

This study reveals that pricing has a direct impact on the online hotel booking intentions of Bangkok visitors. Hypothesis testing confirms that the significance level of this study is less than 0.001, meeting the desired significance level of 0.05. The unstandardized coefficient of price and perceived value is 0.723, indicating a strong relationship between these variables. Thus, price emerges as the third most influential factor affecting Bangkok hotel booking intentions in this study. This finding aligns with the research by Lien et al. (2015), which suggests that reasonable prices and high-quality service can enhance consumers' perceived value and their intention to book a hotel. Another study conducted by Thanapotivirat and Jithpakdeepnrat (2022) on Thai online hotel booking customers also supports this conclusion by demonstrating that price worthiness, where higher prices imply better service quality, leads to higher perceived value and purchase intent among customers.

The simple linear regression analysis in this study yields an R-square value of 83.7%. This indicates that the model fits the data and the outcome with a high degree of accuracy and influence, further supporting the strong relationship between pricing and online hotel booking intentions.

## **5.3 Recommendations**

The researchers propose several recommendations to support the main hypotheses in this section. In the "Conclusions" section, the study emphasizes the impact of price, privacy, and security, and trust on perceived value, online hotel booking intention, and perceived value.

Given the effects of the COVID-19 pandemic on the hotel industry, it is crucial for hotels to prioritize privacy and security. Developing a reliable e-payment transaction system that is well-known among experienced users or internationally recognized, such as Mews Payments, can greatly enhance consumer trust and lead to increased hotel reservations. Mews Payments, a global hotel property management system, offers secure payment methods like Visa, Mastercard, Apple Pay, and Google Pay, which contribute to its reputation for privacy and security.

Table 8 above demonstrates that trust is the strongest factor, followed by privacy and security, in influencing online hotel booking intentions. Therefore, hotels should focus on building trust with customers by prioritizing privacy and security measures.

In light of the COVID-19 outbreak, the study examines its impact on hotels. Government travel restrictions led to a significant decline in hotel businesses in Thailand, with a complete absence of international tourists during certain quarters of 2021. To recover and gain a competitive advantage, hotels need to restructure their pricing strategies. Effective hotel pricing strategies post-COVID-19 can include considering factors like business mix contribution, demand positioning, distribution channels, selling and reservation procedures, cost management, and customer price sensitivity.

In addition to pricing techniques, hotel development should be supported by effective promotional strategies to enhance competitiveness. Offering promotional packages that include accommodation upgrades, special food and beverage experiences, and discounted spa treatments can attract customers based on perceived value and hotel selection. For example, Top 12 Bangkok Staycation Deals showcases five-star hotel staycation packages, such as the two-person Sukhothai Suite at 137 Pillars Residences & Suites Bangkok for THB 10,700 (pre-COVID-19 pricing was THB 20,000). This package includes a complimentary room upgrade, breakfast, a 60-minute massage, early check-in at 8:00 A.M., late check-out at 8:00 P.M., and 24-hour butler service.

Table 8 above indicates that price is the third most influential factor in perceived value. Therefore, in the aftermath of the COVID-19 outbreak, hotels should prioritize price as part of their business recovery efforts.

#### 5.4 Limitations of the Study

The researchers identified several limitations in the factors influencing online hotel booking intentions among Bangkok travelers. Firstly, the study only investigated the booking intentions of individual travelers and did not consider the decision-making process of groups consisting of more than two people. Therefore, the findings may not be applicable to group visitors' booking behaviors.

Secondly, the research specifically focused on visitor arrivals in Bangkok, and the results may not be generalizable to tourists visiting other countries or destinations. Different geographic locations or tourist destinations within a city or region can significantly impact hotel booking decisions. Therefore, caution should be exercised when applying the findings to other contexts.

It is important to acknowledge these limitations and consider the specific scope and context of the

study when interpreting the results and making generalizations. Future research could explore the factors influencing online hotel booking intentions among different types of travelers and in various tourist destinations to provide a more comprehensive understanding of the topic.

#### 5.5 Further Studies

The hypothesis testing results indicated that online reviews do not have a significant impact on trust. In light of these findings, the researchers have identified several potential areas for future research.

Firstly, this study focused on a limited number of Online Travel Agencies (OTAs) such as Agoda, Booking, and Traveloka. This narrow focus may have resulted in a questionnaire design that is too specific and a limited dataset. To broaden the scope of the investigation, future studies could include a wider range of OTAs, including global, target region, local, and niche platforms. Expedia, Trip.com, Airbnb, Hotelbeds, Hostelworld, Gobibo, and Travelanium are among the top revenue-generating channels in Thailand, as listed in A Hotelier's Guide to Top Distribution Channels (n.d.).

Secondly, the variety of online booking channels may have an impact on the quantity of online reviews. While this study focused on specific online booking channels and OTAs, it is important to recognize that online hotel booking channels encompass more than just customer reviews. Social media platforms such as Facebook, Instagram, Twitter, and blogs allow individuals to share their hotel experiences through comments, posts, and images, contributing to electronic word-of-mouth (eWOM). Therefore, future research should consider exploring the influence of social media reviews, as they may outnumber reviews on online booking channels. Sa'ait et al. (2016) demonstrated the impact of customer reviews on purchasing intentions in the context of eWOM.

Additionally, online reviews, despite lacking trust, may still have an influence on hotel bookings due to consumers' inherent beliefs. Emam and Mohammed Abdelaal (2021) observed that consumers utilize online reviews when making hotel bookings. Online hotel star ratings also enable users to rate their experiences. Consequently, future studies on hotel booking behavior should take online reviews into account, both textual and numerical.

By considering these research areas, future investigations can provide a more comprehensive understanding of the role and impact of online reviews in the hotel booking process.

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