Factors Influencing the Behavior of Consumer on Booking Hotel via Online Reservation System

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Abstract

This research paper is focused on the factors that influence customer's attitudes and purchasing behavior on online purchasing, information, price and convenience. In addition, the data is used in order to complete the objectives of the study. It provides quality and impactful research through the deeper exploitation of major data resources readily available from various sources. Many commentators in this field unanimously agreed that online purchasing significantly contributes to the prosperity of the hotel business as well as engaging customers to do repeat purchase. This is supported as various hotels are adopting online purchasing which can be seen in several industries too including retail shopping, supermarkets, transportation, telecommunication as well as food business. Factors that contribute to the growth of this online purchase comes from the potential of online purchasing as a powerful marketing weapon to attract customers with their purchasing behavior. Several avenues for future research are discussed at the end of the paper. The researcher conducted quantitative research with the use of online questionnaire survey to collect the data from 400 respondents who were consumers in Thailand. The independent variables included self-efficacy, perceived behavioral control, perceived benefit, perceived cost, anxiety and the dependent variable is hotel booking intention.

***Keywords**:* customers, online purchasing, price, information technology, decision-making, hotel and behavioral.

Introduction

Online purchasing is a current trend among various hotels worldwide (Casalo, Flavian, Guinaliu & Ekinci, 2015). Many hotels adopted online purchasing as part of their marketing strategies with the main focus to enhance customer retention and repeat business.

The development of online purchasing by hotel, customers who are interested in making an online hotel reservation is making by two different methods. They can reserve a hotel room via hotel official websites or through a third-party hotel website. For the hotel official website such as Hilton.com, Shangri-la.com and Starwoodhotel.com. On the other hand, third party hotel websites can be classified as Online Travel Agents (OTA). The popular and frequently used OTA are Trivago, Expedia, Agoda and Booking. (Wu, Chen, Chen & Cheng, 2014).

Online reservation is part of hotels' marketing strategy and provides a remarkable value on the hotel online purchasing that may boost the customer's loyalty with the hotel.

This research paper is focused on the factors that influence the behavior of consumer to booking hotel via online reservation system. In addition, this study will identify the five independent variables, perceived behavioral control, perceived benefits, perceived costs, anxiety, and self-efficacy.

Statement of Problem

The development of online travel agencies such as Expedia and the growing traveler use of accommodation-sharing services like Airbnb, hotel chains (big and small) are among innovation to steal customers hearts and mind and provide new experiences. In line with this tremendous development of technology, hotel online reservations can be seen as the most popular feature of hotels' marketing strategies.

Past studies show that hotel official websites were ineffective catered to customers' wants and needs for online transactions (Jeon & Jeong, 2016). Khatibi, Haque and Karim (2006) highlighted that customers were reluctant to use hotel online reservation because of delayed reply from the hotel, lack of trust, not familiar and not confident towards online and providing personal details.

This means that customers will cross-shop to find the best deals from various Online Travel Agents (OTA) rather than hotels. Bandara and Silva (2016) suggested that to be successful in the online travel agency market, the operators need to have an edge over their competitors. In doing so, they are required to understand the expectations and wants of travelers and are able to satisfy travelers better than their competitors. In other words, online travel agencies need to create satisfactory travelling experiences. Today ,travelers can use the online channels to access travel information, to make comparisons about destinations, packages, tourism products and services, real-time price and availability, as well as to undertake booking.

Research objectives

•To investigate the influence of motivators, including those of perceived behavioral control, and perceived benefit on hotel booking intention.

• To investigate the influence of inhibitors, including those of perceived cost, and anxiety on hotel booking intention.

Review of Literature

Perceived Behavioral Control (PBC)

Perceived behavioral control is an indicator that accompany with on predicting individual intention to perform a specific action, which is a part of theory named "the theory of planned behavior" (TPB) by Ajzen (1991).Perceived behavioral control refers to the "individual perception of the ease or difficulty of performing the behavior of interest"(Ajzen, 1991, p.183).

In the relevant studies of the information system in a business, the perceived behavioral control might represent the perception of individual of the ease or difficulty of adopting the system. There are many studies argue the relationship between perceive behavioral control and intention to purchase in m-commerce scheme. Park and Huang (2017) state the perceived behavioral control in the online booking system of hotel is related to how traveler feel ease or difficult to obtain information about hotel and booking. Al-Swidi et al. (2012) indicates when individuals perceive technology easily manipulated, they will feel confidence for using a new technology and intend to buy products or service via a certain device. The study of m-commerce by Maity (2010) also discovered that consumers have a higher chance to book a hotel via online reservation system if they feel confidence to use a mobile device, as it represents the higher level of perceived behavioral control.

Perceived benefits (PB)

Buhalis and Law (2008) define the perceived benefit in online hotel booking system is relevant to how technology can improve the benefit for consumers to purchase a product or service. It might be helpful for an individual to complete the hotel-booking task, such as the system provide a location-based recommendation, price or discount to the consumers who search a useful information. Kim et al. (2008) indicate that benefit might include convenience of using the device for booking service by reducing time and cost. Akturan and Tezcan (2012) represent that online hotel reservation system allows the customer to search a relevant information for enhancing their purchase decision. There are many relevant studies that confirmed that the perceived benefits significantly impact online booking intention. Park and Huang (2017) discovered the consumers would book a hotel via smartphone if they perceived

benefits from using it. Liebermann and Stashevsky (2009) found the individual who perceived benefits of using the information technology will likely to purchase product or service from online channels.

Perceived Costs (PC)

The perceived costs refer to the trade-off between perceived benefits and costs that occurred during the buying decision Park and Huang (2017). Hauser and Wernerfelt (1990) also state that cost perceived by an individual could be monetary and nonmonetary aspects. In case of nonmonetary, sometime the difficulty of using the technological device is individually require person for take much effort to learn how to use it. The difficulty of use represents how technological device is difficult for people to obtain customized information and produces unsatisfied search results (Venkatesh and Davis, 2000). For example, it would explain that consumers might trade-off their effort and time using mobile device for booking a hotel (Parra-López et al., 2011). There are many studies confirmed on the information system which is ease to use can lead person to adopt the certain system. Maity (2010) explains that consumers intend to book hotel via online reservation system in mobile device when they perceived it is easy for use. The study of m-commerce by Park and Huang (2017) confirmed on that the less perceived cost of learning to use the system might increase the likelihood to book the hotel via mobile device.

Anxiety (A)

Çelik (2011) defined the anxiety in e-commerce is relevant to "a transitory unpleasant and negative emotions in cognitive states evoked in actual or imaginary interactions", which occurred in online shopping experiences. It consists of the feeling of fearful, worried, apprehensive and uneasy when try to adopt a new technology (Lazarus, 1991). Moreover, anxiety could arise from losing control if the online transaction is unsmooth or occurred some errors (Kuisma et al., 2007). For example, the online travelers may feel anxiety when they were request to provide their personal information, such as credit card or home address in the monetary transaction. From many related studies, it found that highly anxious and uncomfortable individuals toward technology intend avoid e-commerce. The study of mobile commerce by Lu and Su (2009) found negative relationship between intention to shop online and anxiety. If they feel nervous during a shopping, the likelihood to avoid e-commerce would occur. Beaudry and Pinsonneault (2010) found that persons who possessed the high level of

anxiety behave more cautiously during adoption of new technology compared to those who are less likely to be anxious.

Self-efficacy (S)

According to the social cognitive theory by Bandura (1994), self-efficacy represents the confidence level of person have for successful completion of a task within their ability. Park and Huang (2017) defined the self-efficacy in the context of mobile technology as a level of confidence in the capability to reserve a hotel via the smartphone. There are many relevant studies determine the impact of self-efficacy in technological experiences. Kim et al. (2011) studies the effect of factors affecting on using new mobile communication services, which found the positive correlation between self-efficacy and intention to adopt service. The empirical study of e-commerce by Pavlou and Chai (2002) states that the greater level of perceived self-efficacy significantly improves perceived ease of performing an action, thereby motivating individual to perform purchase decision in e-commerce via electronic device. In the opposite, the low degree of self-efficacy considers the technology to be a threat that improve the higher degree of stress and negative feeling, which finally lead into avoiding the adoption of technology. The empirical study of technological acceptance by Fagan et al. (2003) discovered that individual self-efficacy negatively influenced the intention to adopt new technology.

Behavioral Intention

Behavioral intention is defined as the chance of consumers to perform specific action or behavior in the future (Kim and Ko, 2010). Shah et al. (2012) also states that intention of consumers could be change by a particular stimulus, which can be either internal or external factor. In order to examine consumer's intention to adopt new technology in the hospitality area, it would need a useful measurement for understanding how consumers perceive and behave toward subjects. There is the notable theoretical framework that commonly applied in study in technological adoption, which named Technological Acceptance Model (TAM) by Davis (1989). The measurement of constructs from TAM model is widely applied to explain how intention of person to adopt new technology can be influence by perceiving a usefulness and ease of use from the system (Davis, 1989). The perceived usefulness refers to the level of individual perception toward the system would be effective for their performance, while perceived ease of use is the belief of individual think how the system is easy to use without any effort (Davis, 1989). By the way, the current study emphasized Thai consumer's

intention to book hotel via online reservation system after they perceived any value from using the actual system as well as the trade-off of cost and anxiety.

Conceptual Framework

The conceptual framework of this study (Figure 1) is adopted from the theoretical framework of the study of Park and Huang (2017) which identify the motivators and inhibitors in booking a hotel via smartphone. The results of the adopted research indicated that the self-efficacy, perceived benefit significantly positively influenced consumer's intention to book a hotel via smartphone. Whereas the anxiety and perceived cost significantly negatively influenced the intention of the consumer to book a hotel via smartphone.

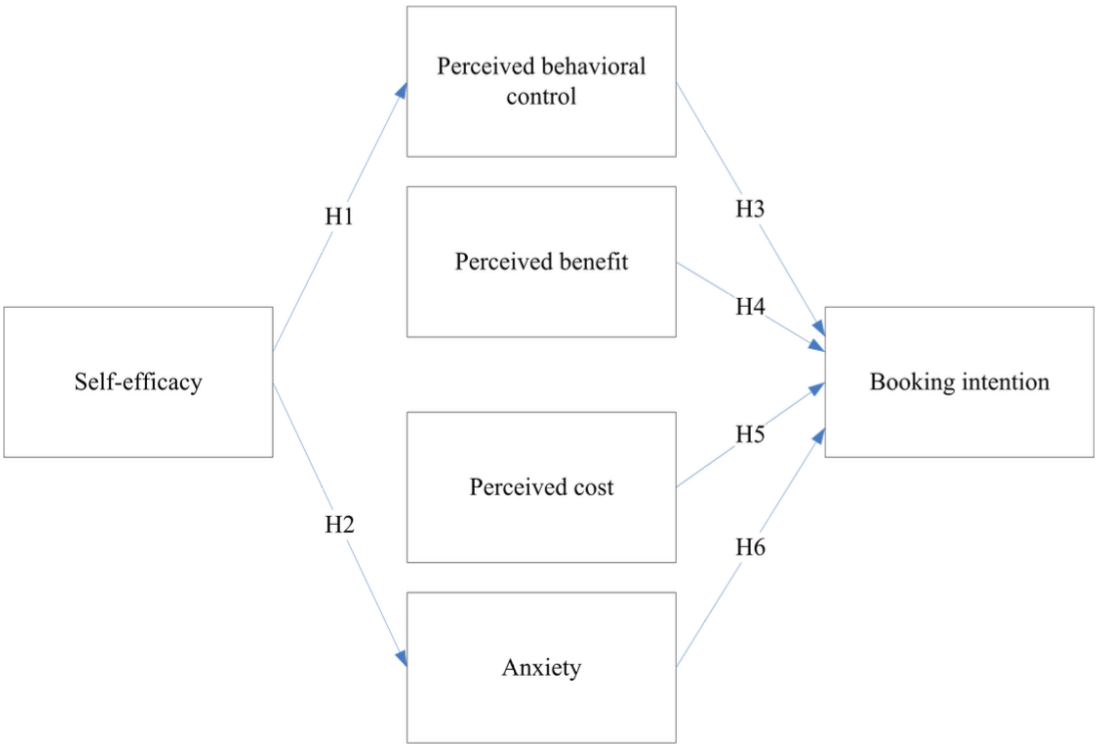

Figure 1: Conceptual Framework

Hypotheses

H1	Self-efficacy has a significant influence on perceived behavioral control.
H2	Self-efficacy has a significant influence on anxiety.
H3	Perceived behavioral control have a significant influence on booking intention via online reservation service.

H4	Perceived benefit control has a significant influence on booking intention via online reservation service.
H5	Perceived cost has a significant influence on booking intention via online reservation service.
H6	Anxiety has a significant influence on booking intention via online reservation service.

Research Methodology

Research Design

This study employed a quantitative analysis to examine the factors influence the booking intention of Thai consumers via online reservation system. The data collection data applied a non-probability sampling included a convenience sampling snowball system from the respondents to Thai consumers aged over 18. Quantitative data analysis is the most appropriate way for achieving the goal of study because it can utilize the outcome from a large scale of Thai consumers. Besides, the numerical data is appropriate for test hypotheses with statistical analysis. In the case of collect data, the author chooses the survey and questionnaire as a research instrument for gathering data from a large scale of participants. The questionnaire was developed to collect information from respondents and consisted of questions relevant to demographics and perception toward the online reservation system of hotel booking.

Population and Sampling Procedures

From the research topic, the targeted population is Thai consumers aged over 18, who have been book the hotel via an online reservation system. This study applies non-probability sampling. The respondents were chosen by convenience sampling technique by distributing the link of online questionnaires online to list in researcher's contact on social media platforms such as Facebook and LINE. Snowball sampling was applied by asking respondents to forward the questionnaires to whom they know. Since the population of Thai consumers are unknown. To determine the sample size, the author defined the sample size based on the proportion technique to estimate the unknown population

From the calculation, the sample size is equal to 385. However, the researcher rounded up the samples to 400.

Research Instruments

The questionnaire is the main instrument used for collecting raw data. The research instrument was designed in English and was translated back into Thai. The questionnaire has one screening question asking the respondent about the experience of adopting the hotel booking via online channels. There are two sections. The first section is the demographic information. This part consists of four questions in the form of multiple choices. The questions asked about the respondent's personal information, including gender, age, education and monthly income. The second section is the measurement of variables. There is a total of five independent variables, consist of perceived behavioral control, anxiety, perceived benefit, perceived cost, and self-efficacy, and one dependent variable is online booking intention. There are 24 items of questions included in the section. All of questions were adopted Likert-type scale, Likert scale with five level of rating: Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5.

Pilot Test

The pilot test was initially conducted before actual distribution. The questionnaires were distributed to 30 respondents and the result was tested for reliability analysis. In order to perform a reliability test, Cronbach's Alpha Coefficient was applied for identifying the internal consistency a group of items in the questionnaire. Cronbach's alpha must be greater than 0.70 for acceptable internal consistency (Nunnally and Bernstein, 1994). Table 1 shows the results of the Cronbach reliability test, which found all tested variables have alpha coefficients greater than 0.70. Hence, reliability was confirmed to all variables.

Table 1

Reliability test (n = 30)

Variables	Cronbach's Alpha	No. of Items
Perceived benefit	.766	3
Perceived cost	.854	4
Perceived behavioral control	.762	5
Self-efficacy	.766	3
Anxiety	.879	3

Online booking intention	.752	3

Statistical tool used for data analysis

In order to analyze the data, the author chose software called IBM SPSS 23.0 (Statistical Package for Social Sciences). Two major statistical techniques were applied for data analysis, descriptive and inferential statistics. Firstly, descriptive statistics is the chosen method for summarizing primary data collected by questionnaire. Frequency and percentage were applied to summarize demographic information of respondents. Besides, mean and standard deviation (S.D) was applied for assessing respondent's perception and intention to book a hotel via an online reservation system. For the inferential statistics, simple and multiple linear regression were applied to examine the association between independent variables and dependent variable. In order to reject the null hypothesis (Ho) and accept the alternative hypothesis (Ha), the significant level (p-value) should be below than 0.05.

Results and Discussion

Descriptive Analysis

The questionnaire was launched from 3rd to 17th July 2019. There were 400 valid questionnaires that were returned. According to the results, the majority of respondents were female (69.8%) and aged 21-25 years old (56.8%). From the socio-economic background, they held the highest educational level at Bachelor's Degree (63%) and earned a THB 15,001-20,000 per month (37%). Furthermore, most of them are office worker (63.5%).

Table 2.

Demographic Information

		Frequency	**Percent**
Gender	Male	121	30.3
	Female	279	69.8
Age	21-25 years old	227	56.8
	26-30 years old	147	36.8

	31-35 years old	13	3.3
	36-40 years old	13	3.3
Education Level	Below Bachelor's Degree	13	3.3
	Bachelor's Degree	252	63.0
	Master's Degree	135	33.8
		Frequency	**Percent**
Monthly income	Less than THB 15,000	39	9.8
	THB 15,001-20,000	148	37.0
	THB 20,001-30,000	92	23.0
	THB 30,001-40,000	41	10.3
	THB 40,001-50,000	80	20.0
Occupation	Student	92	23.0
	Freelance	14	3.5
	Government Worker	13	3.3
	Office worker	254	63.5
	Business owner	27	6.8

Reliability and Validity of Constructs

Cronbach's alpha and confirmatory factor analysis (CFA) are the chosen techniques for examining the reliability and validity of each construct measurement, respectively. In order to achieve reliability, the alpha coefficient level should be greater than 0.70 for representing sufficient internal consistency (Nunnally and Bernstein, 1994). For the validity, two statistical

indicators applied for assessing which are composite reliability (CR) and the average variance extracted (AVE). Fornell and Larcker (1981) suggested the rule of thumb for AVE is higher than 0.50, and CR is higher than 0.70.

It was found Cronbach's alpha coefficient of six variables is 0.769, 0.856, 0.764, 0.767, 0.879, and 0.754, which are higher than the rule of thumb of 0.70. Hence, the result implies six constructs have a sufficient internal consistency, which confirmed the reliability. The result of CFA shows CR is higher than the threshold of 0.70. Moreover, the average variance extracted (AVE) which are calculated from the standardized factor loading is equal to 0.535, 0.605, 0.516, 0.554, 0.721, and 0.512 which are higher than 0.50. Therefore, the validity of the construct was confirmed due to the AVE and CR is surpassed by the rule of thumb.

Table 3

Reliability and validity analysis

Variable		**Factor loading**	**Cronbach's alpha**	**CR**	**AVE**
Perceived benefit	pb1	0.629	0.769	0.774	0.535
	pb2	0.780			
	pb3	0.775			
Perceived cost	pc1	0.734	0.856	0.859	0.605
	pc2	0.812			
	pc3	0.832			
	pc4	0.728			
Perceived behavioral control	c1	0.619	0.764	0.778	0.516
	c2	0.750			
	c3	0.520			
	c4	0.799			
	c5	0.659			
Self-efficacy	se1	0.594	0.767	0.785	0.554
	se2	0.822			
	se3	0.796			

Anxiety	a1	0.782	0.879	0.886	0.721
	a2	0.861			
	a3	0.901			
Online booking intention	oi1	0.649	0.754	0.759	0.512
	oi2	0.756			
	oi3	0.711			

Remark : CR = Composite Reliability, AVE = Average Variance Extracted
**** = Significant at the 0.05 significant levels (p<0.05)*

Inferential Analysis

Once the reliability and validity of the measurement scale were confirmed, the researcher used two structural equation modelling (SEM) to examine the relationship between constructs for the motivators and inhibitors in booking a hotel via smartphone. However, there are some issues that needed to be considered. Firstly, the tested variables should have no multicollinearity with each other. Secondly, the model fit is important because it could effective to reproduce the outcome when the model has a good-fitting measurement. For the fit indices, many statistics apply for explaining how well the structural model fit the dataset. In this study, the author would rely on fit indices, consists of the chi-square to df ratio ($\chi 2$/df), CFI, NFI, TLI, RMSEA, and SRMR. The last section is the path coefficient analysis and hypothesis testing.

Correlation Coefficient Analysis

The result of the Pearson product-moment correlation coefficient test shows multicollinearity detection. The problem of having predictors with a very high inter-relationship may cause a problem in the accuracy of the prediction model. The benchmark is suggested the correlation coefficient is to not larger than 0.90 (George and Mallery, 2010). The matrix (table 4) shows that the correlation coefficient values varies from 0.035 to 0.764 and 0.546, which are lower than the threshold of 0.90. Thus, there is no multicollinearity among variables.

Table 4

Correlation coefficient matrix

	Perceived benefit	Perceived cost	Perceived behavioral control	Self-efficacy	Anxiety	Online booking intention
Perceived benefit						
Perceived cost	.424**					
Perceived behavioral control	-.288**	.035				
Self-efficacy	-.328**	-.185**	.764**			
Anxiety	.489**	.514**	-.098*	-.159**		
Online booking intention	.484**	.406**	-.373**	-.231**	.689**	

***p < 0.01, *p < 0.05*

Model Fit

In this study, the author describes the model fit of the structural equation model by applying many indices shows in Table 5. Many researchers recommend the value for each indicator for confirming the model fitting. Kenny (2003) mentions chi-square to df ratio should not greater than 5. Bollen and Long (1993) recommended the acceptance of CFI, TLI, and NFI when it valued over 0.90. Nevertheless, the values of 0.95 will represent the more fit of the model. MacCallum et al. (1996) suggest RMSEA should less than 0.08, as well as it will better fit at 0.05. Hu and Bentler (1999) suggest the RMR is less than 0.10.

Table 5 shows that the chi-square to df ratio, CFI, TFI, NFI, RMSEA, and SRMR met the acceptable criterion. Therefore, the modified model has good fitting.

Table 5

Modified model fit indices

Index	Criteria	Result
CMIN/DF	< 3.00	1.817
GFI	> 0.90	0.997

AGFI	> 0.90	0.968
NFI	> 0.90	0.997
CFI	> 0.90	0.998
TLI	> 0.90	0.989
RMSEA	< 0.08	0.045
RMR	< 0.05	0.004

Remark : CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, TLI = Tucker-Lewis index, CFI = comparative fit index, RMSEA = root mean square error of approximation, and RMR = root mean square residual

Structural Equation Model

According to Table 6, the modified SEM found self-efficacy was positively and significantly related to perceived behavioral control ($\beta = 0.654$, $p < 0.01$), while it has negatively impacted on anxiety ($\beta = -0.110$, $p < 0.01$). Hence, H1 and H2 were supported. H3 was supported as it represents the negative relationship between perceived behavioral control and online booking intention ($\beta = -0.089$, $p < 0.05$). Furthermore, H5 was supported as there were significant and positive associated between perceived benefit and online booking intention ($\beta = 0.140$, $p < 0.01$). Moreover, H6 was supported due to the anxiety has a positive and significant impacted online booking intention ($\beta = 0.586$, $p < 0.01$). Nevertheless, it reveals perceived cost has no influence on online booking intention, which made H5 was not supported ($p > 0.05$).

Table 6

Path coefficients and hypotheses testing

			Estimate	T-value	p	Hypothesis	Results
Self-efficacy	-->	Perceived behavioral control	0.654	23.621	***	H1	Supported
Self-efficacy	-->	Anxiety	-0.110	-3.222	0.001	H2	Supported

Perceived behavioral control	-->	Online booking intention	-0.089	-2.491	0.013	H3	Supported
Perceived benefit	-->	Online booking intention	0.140	3.088	0.002	H4	Supported
Perceived cost	-->	Online booking intention	0.051	1.164	0.245	H5	Not support
Anxiety	-->	Online booking intention	0.586	15.564	***	H6	Supported

Table 7

Direct, Indirect, and Total Effects of Relationships

Dependent Variables	**Independent variables**					
	Effect	Perceived benefit	Perceived cost	Perceived behavioral control	Anxiety	Self-efficacy
Online booking intention	DE	0.140*	0.051	-0.089*	0.586*	-0.123*
	IE	-	-	-	-	-0.123*
	TE	0.140*	0.051	-0.089*	0.586*	-0.123*
	R^2	0.555				
Perceived behavioral control	DE	-	-	-	-	0.654*
	IE	-	-	-	-	-
	TE	-	-	-	-	0.654*
	R^2	0.583				
Anxiety	DE	-	-	-	-	-0.110*
	IE	-	-	-	-	-
	TE	-	-	-	-	-0.110*
	R^2	0.025				

*Remark : DE = Direct Effect, IE = Indirect Effect, TE = Total Effect (DE+IE), *=p <0.05*

The author represents the analysis of direct, indirect and total effect in table 7. For the anxiety, the significant direct effect of self-efficacy on anxiety was -0.110. In case of perceived behavioral control, the significant direct effect of self-efficacy on attitude was 0.654.

For the online booking intention, it found the insignificant direct effect of perceived cost was 0.051. Self-efficacy has significant indirect effect on online booking intention was -0.123.

Perceived benefit has significant direct effect on online booking intention was 0.140. Perceived behavioral control has significant direct effect on online booking intention was -0.089. Besides, the significant direct effect of anxiety on online booking intention was 0.586. In term of total effect, anxiety is the most important variable that significantly impacted on online booking intention.

Recommendation and Limitation

In light of contributions of this research paper, it is hope to benefit academicians and researchers on the body of knowledge in customers' online attitudes and purchasing behavior literatures. This is good for researchers that would like to explore on customers' online purchasing field as this study will give better understanding on customers' online attitudes and customers' online purchasing behavior in the future. Moreover, this research paper assists the hotel managers to better understand customers' online attitudes towards hotel reservations that may affect customers' purchasing behavior.

Factors that contribute to the growth of this online purchase generally comes from the potential of online purchasing as a powerful marketing weapon to attract customers with their purchasing behavior. For example, other factors such as Web experience, that influence customers' attitude towards online hotel reservation should be explored in an effort to better understand and manage hotel online purchasing (Chang *et al*, 2016). Web experience can be defined as customer's overall perception on the online organization and its products. This experience occurs when customers search, browse, find, select, compare and purchase online. In other words, research on the local hotel operators and customer will help to determine the same pattern and scenario exist in overseas. Lastly, this study can be simulated to other types of hotels as well as covering large sampling and population with regards to online purchasing matters.

Additionally, this study focuses on the influence of perceived behavioral control, perceived benefit, perceived cost, anxiety, and self-efficacy on the intention to reserve hotel accommodations via online reservation system, in which the definition and attitude towards these variables can be changed over time in regards to the aggregation of information obtained. Thus, the future researches should also review any possible updated definitions and concepts. Also, the researcher intended to investigate self-efficacy, perceived behavioral control,

perceived benefit, perceived cost, and anxiety, in which there might be other factors affecting the hotel booking intention via online reservation system. such as brand image, social influence, and other factors. Further, the individual factors such as gender, age, income, education, and occupation should be investigated for the differences on the intention to reserve hotel accommodations via Online reservation system.

Future research is recommended to apply qualitative research or even the mixed methods of both quantitative and qualitative approaches as to avoid the limitations encountered with quantitative research.

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