International Conference of Organizational Innovation 2024
Proceedings

ICOI
2024

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

Applying the S-O-R Framework in Online Hotel Bookings: Literature Review

Nguyen Hoang Thien[1*], Doan Minh Chau[2] & Ho Truc Vi[3]

[1,2,3]Institute of Graduate Studies and Leadership, Hoa Sen University

Email: thien.nh40310@sinhvien.hoasen.edu.vn

Abstract

This study aims to investigate the factors influencing customers' online hotel booking intentions in the post-COVID-19 pandemic context. Drawing on the Stimulus-Organism-Response (S-O-R) framework, the research proposes to measure three stages leading to behavioral intention: the stimulus stage, the organism stage, and the response stage. The findings are expected to provide valuable insights for the hospitality industry to better understand and respond to changing customer behavior in the post-pandemic recovery period. Base on reviewed previous research about S-O-R model and hotel booking intention, this article proposition five independent variables including information quality, perceived interactivity, safety and privacy, price and promotion and electronic word of mount (e-WOM) as stimulus stage. These stimuli are possible to effect to perceived value in organism stage and positive push up Online hotel booking intention. As this research mainly focus on conceptual framework propose, this framework need to be test in more specific context to prove the practical applicable in hospitality industry.

Keywords: S-O-R model; hotel booking; intention; online booking, e-commerce

1. Introduction

Vietnam is currently a country with strong tourism growth, and the tourism industry is one of the spearheads of the economy. According to statistics (Business Results of the Tourism Industry, 2023) of the General Statistics Office, the tourism industry contributes approximately 53.34% to the country's GDP. Currently, the transformation trend of e-commerce in general and in the tourism industry in particular is also developing extremely strongly, and it acts as a growth impetus from after the Covid-19 pandemic (Nguyen *et al.*, 2021; Tien Minh *et al.*, 2022; Vinh, 2022). Therefore, it can be seen that future development needs to be considered in terms of examining the online factor in business. According to a report by Mordor Intelligence (2024), specifically for the accommodation service, this market share on online platforms in Vietnam is valued at $9.2 billion, with an estimated compound annual growth rate of over 10% from now until 2029. This shows that the trend of shifting to online hotel booking behavior is an issue that accommodation businesses need to be extremely attentive to in the coming time in order to optimize business results and compete in the market.

Regarding the hospitality services sector specifically, there has not been extensive research on customer behavior in Vietnam. Recent research topics have primarily revolved around service quality through the application of the service quality model by Parasuraman *et al.* (1985), such as studies on service quality in Vietnamese accommodation establishments by (Hung, 2021), or

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

research by (Hue Minh *et al.*, 2015; Hung, 2021; Tuan & Linh, 2014); topics related to human resources as in the studies by (Nguyen & Loo, 2024; Phuong & Huy, 2022); and the increasingly popular topic of sustainable development, exemplified by the works of (Pham Phu *et al*., 2019; Trang *et al.*, 2019) among others. Regarding customer behavior research in an online context, most studies have focused on tourism destinations, using tourism destinations as the central point, such as the study by (Nguyen Huu *et al*., 2024) on revisit intention in Can Tho City. The limitation of these research methods is that they often study a very large and general customer structure, which may restrict the ability to develop targeted solutions to attract specific customer segments. Given the differences in culture and geography, this may lead to divergent customer behaviors.

To find a direction for accommodation establishments, the key issue to investigate is the factors influencing customers' online booking intention. To study behavioral intention, the S-O-R model is widely used, and there have been many recent studies in Vietnam applying this model (Dao *et al*., 2023; Huong, 2021; Phuong *et al*., 2023). However, there is still a lack of empirical evidence validating the model and applying it to the hospitality services sector in Vietnam.

In summary, given the evolving economic conditions and the emerging research directions in the study of consumer behavior, this research investigation will be conducted with the following research objective:factor influencing customer’s online hotel booking intention.

2. Literature Review

2.1 Stimulus-Organism-Response Model (Mehrabian-Russel Model)

The theoretical basis of this study is grounded in Mehrabian and Russell's (1974) theory on the impact of objective factors on the cognition and psychology of the subject, which in turn shapes the subject's actions or behavioral intentions. This is the Stimulus-Organism-Response (S-O-R) model, which posits that a person's intentions or behaviors (Response) are based on their evaluations (Organism) that are influenced by Stimulus. These external stimuli can be natural factors such as light and environment, sensations like pain, joy, and sadness, or social factors like community, friends, and family. The specific Stimulus (S) in the S-O-R model will depend on the research topic and the particular research context (Mehrabian & Russell, 1974).



Figure 1. S-O-R Model (Mehrabian & Russell, 1974)

The S-O-R model is extremely prevalent in the field of customer behavior and psychology research. This model helps people understand how cognition and emotion shape user behavioral responses. Therefore, this research study has identified the S-O-R framework as the overarching theoretical foundation for the project, given its pervasive application in the aspect being investigated.

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

2.2 Research concepts

Customer. There are many common definitions of a customer, such as the buyer of our goods, products or services; the person who signs the invoice; the reason the business exists; or even a negative definition, where the customer is considered as the subject that needs to be conquered in order to conduct business. Customers may also be defined as those who make requests based on their own needs. However, after exploring various definitions of customers, this research has arrived at a highly comprehensive definition: A customer is anyone who can interact with the business process and is the subject utilizing the company's products and services, but not necessarily the one carrying out the purchasing behavior (Blanding, 1989).

Behavioral intention. Behavioral intention is a psychological stage that has a close relationship and forms the basis for shaping human behavior. This definition is the synthesis of extensive research on behavior, such as the study by Mori *et al*. (2024) which surveyed 4,642 respondents and drew this conclusion. According to Ajzen (1991), intention is the factor that drives effort and commitment to perform a specific behavior.

Online booking intentions. Online booking intention is a more specific concept of behavioral intention, where this intention is limited to the intention to use online booking platforms to make reservations or transactions for accommodation services (Abdullah, 2016). This intention is the result of a series of factors, and this study will explore the relationship between these factors to enhance the rate of customers' booking intention.

The quality of information in this research topic revolves around the online booking platform. According to Grönroos (1984), information quality reflects the level of value that customers receive through marketing factors. Grönroos (1984) also states that content quality needs to be based on technical quality factors - such as image quality, ease of interactivity, and functional quality factors - such as content relevance to the product, including descriptions, images, and contact information. In 2000, a system for measuring information quality in e-commerce was also updated and issued in ISO 9001-2000. According to a summary by the author (Tan *et al*., 2003), the information quality on e-commerce platforms also needs to have clear product descriptions, images, and policies related to the product or service purchase and usage process.

The content elements that can be used to evaluate consistent and clear information quality include: the online website interface, accurate and clear content of the main links, accurate and useful core content, and consistent presentation of images and pricing (Wong & Law, 2005). According to the research by Tan (2015), clear and consistent information quality can help customers feel more satisfied and develop greater loyalty. Therefore, the following set of hypothesis are proposed:

Hypothesis 1: Information quality has a positive impact on perceived value

Perceived interaction is an extremely important factor in stimulating user engagement on online commerce platforms, driven by the development of a society centered around online interactions (Berger, 2005), and this interaction process will generate psychological perceptions (Wu, 2006). In this research, perceived interaction will be limited to the emotional feelings that

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

users and customers experience in the process of using online booking platforms.

The study by Wu (1999) indicates that online websites produce very different effects compared to traditional media, with the prominent feature being the way customers can interact with the online websites. Spending time on interaction will cause customers to invest emotionally in the content, and this investment will help increase trust in the product during the interaction process (Hamid *et al*., 2016).

Hypothesis 2: Perceived interaction has a positive impact on perceived value

Safety and privacy on online booking platforms refer to being protected from risks on these platforms (Abdullah, 2016). When customers make transactions on online booking platforms, they are often required to provide information such as name, age, address, gender, ID card information, passport, and even credit card details. Safety and privacy will be manifested through the security and privacy policies on the online booking platforms, which in turn help protect customer information.

Safety and privacy are extremely sensitive issues for customers when conducting transactions on online platforms (Tan, 2015). Leakage of this information will expose customers to risks of fraud, hacker attacks to change information or misappropriate assets (Wong & Law, 2005). Therefore, the platform having security policies by a reputable online booking provider will have a positive impact on customer perceived value. Therefore, we have the following hypothesis:

Hypothesis 3: Safety and privacy have a positive impact on perceived value

Price and promotion are two closely related factors, where price refers to the monetary value that customers must pay to purchase, rent or use a service. Promotion refers to activities aimed at increasing product or brand awareness with the purpose of boosting sales and creating customer loyalty (Azila *et al*., 2015).

Simply being present on online platforms is not enough, pricing and promotions are also important factors that impact the perception leading to booking decisions (Wong & Law, 2005). Accommodation providers will use promotional tools to make customers perceive the product and service as reasonably priced, thereby increasing the likelihood of booking (Law & Chung, 2003). Therefore, customer perception is often positively related to the price they consider reasonable, from which we have the following hypothesis:

Hypothesis 4: Reasonable pricing and promotions have a positive influence on perceived value

e-WOM refers to the diffusion of positive or negative information about a product, company, or brand on online platforms (Hennig-Thurau *et al*., 2004). It can originate from potential customers, existing customers, friends, family, and even those who have not used the service, in the form of reviews, information exchange, or experiences about the product or service (Tsao *et al*., 2015).

The study by Tsao *et al*. (2015) found that positive online reviews have a stronger positive impact on booking intention compared to negative reviews. Sparks and Browning (2011) also

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

found that seeing positive online sharing about a product or service helps customers feel more confident in their booking decision and perceive the product or service as having greater value. A survey by PhoChus Wright mentioned in the study by Tsao *et al*. (2015) revealed that 80% of customers read product reviews before making a booking decision and 53% of customers would not book hotels without any reviews. Based on these findings, the hypothesis proposed is:

Hypothesis 5: Online e-WOM sharing has a positive impact on perceived value

Perceived value has been defined diversely in many studies (Abdullah, 2016). In this research, it will be based on the definition of (Zeithaml *et al*., 1996) that perceived value is the customer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given.

As one of the factors included by academics to understand behavioral intentions, perceived value has been incorporated into many research models and is still being further explored (Abdullah, 2016). This study is based on the principles of perceived value by (Zeithaml *et al*., 1996), which suggests that if customers have a positive perceived value, they will be more likely to make more bookings than customers with a negative perceived value. To test this issue, the proposed proposition is:

Hypothesis 6: Perceived value has an impact on online booking intention

3. Research Method

According to the author Buxbaum (2016), when conducting in-depth research on the S-O-R model, he also mentioned that Organism may include factors such as perception, emotion, judgment, cognition, and motivation, and the degree of correlation to lead to intention or behavior (Response) needs to be measured at multiple levels (Buxbaum, 2016). In this study, the proposed Stimulus factors include content quality, perceived interaction, security and privacy, price and promotions, online sharing (e-WOM); Organism will be determined through Perceived Value, and finally the Response is Online Booking Intention. Based on the above arguments, this study proposes the following research model:

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

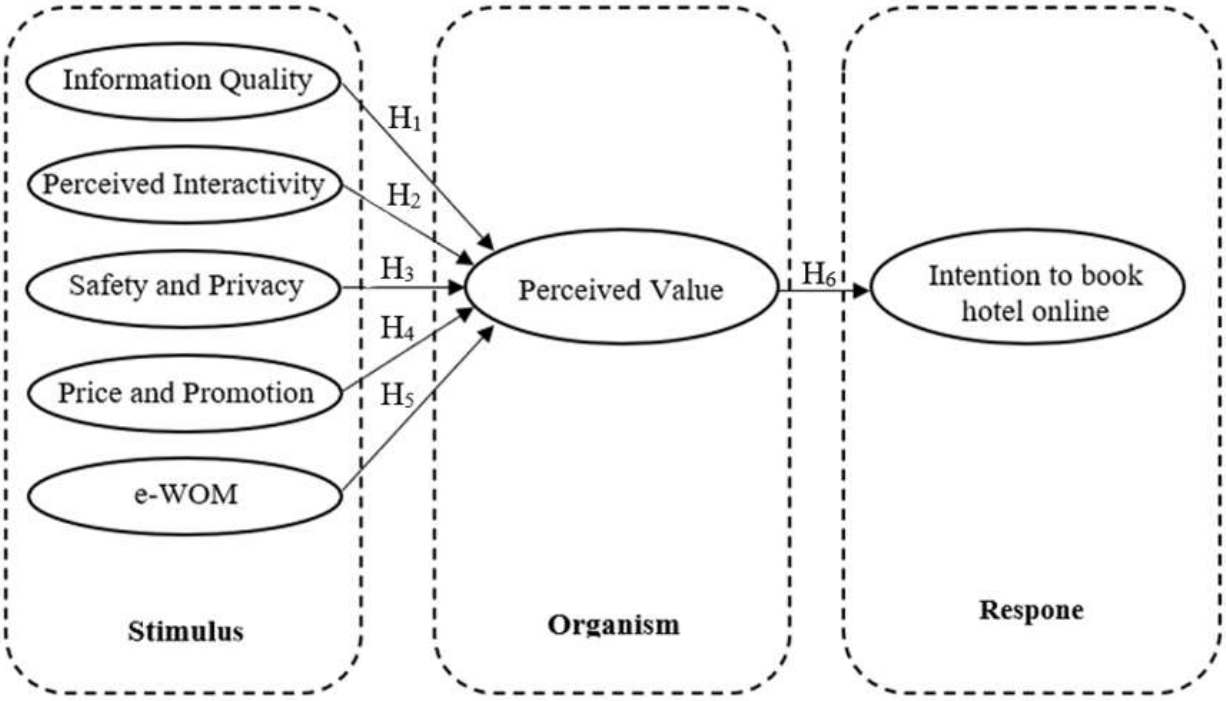


Figure 2. Conceptual Framework proposition

4. Finding and Discussion

The objective of this research is to investigate the factors influencing the intention to book hotel online. Therefore, an appropriate measurement method is necessary, and in this study, the scale is adapted from previous research, i.e., Information Quality (Wixom & Todd, 2005), Perceived Interactivity (Hsu *et al.*, 2012), Safety and Privacy (Wong & Law, 2005), Price and Promotion (Wong & Law, 2005), e-WOM (Tsao *et al.*, 2015), Perceived Value (Wixom & Todd, 2005) and Intention to book hotel Online (Chen & Barnes, 2007). All of these mersurment scales need to be translate from English to target research langue. The Likert scale used to measure the constructs in this study will employ a 7-point scale (with 1 = "strongly disagree" and 7 = "strongly agree") consistently throughout data collection.

Table 1: Measurement items and sources

Constructs/ dimensions	Item no.	Measurement items	Sources
Information Quality	QI1	The information about accommodation products and services on the online booking platform that you experience is updated with the latest status of the accommodation facility.	Wixom & Todd, (2005)
	QI2	The information on the online booking	

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

		platform provides all the information you are interested in.	
	QI3	The information provided on the online booking platform is accurate.	
	QI4	Overall, the online booking platform provides high quality informational content.	
Perceived Interactive	PI1	When using an online booking platform, I don't pay attention to the time that has passed.	Hsu *et al.*, (2012)
	PI2	When using the online booking platform, I pay no attention to distracting noises around me.	
	PI3	When using an online booking platform, I don't pay attention to the other things I'm doing.	
	PI4	When using the online booking platform, I felt completely captivated.	
	PI5	When using the online booking platform, I feel like time passes faster.	
	PI6	When using the online booking platform, I don't pay attention to other issues.	
Safety and Privacy	SP1	When using an online booking platform, I feel that the information I provide to the platform is securely protected.	Wong & Law (2005)
	SP2	When using the online booking platform, I feel there will be no financial risks.	
	SP3	When using the online booking platform, I feel the payment method is safe.	
	SP4	When using an online booking platform, I feel that the website is capable of preventing attacks from hackers.	
	SP5	When using an online booking platform, I feel that the website is capable of preventing attacks from hackers	
	SP6	When using the online booking platform, I am not asked for personal information unrelated to the online booking procedure.	
	SP7	When using the online booking platform, I feel that the information I provide is not used for other purposes.	
Price and Promotion	PP1	I tend to book online when I find a lower rate promotion on the platform.	Wong & Law (2005)

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

	PP2	I tend to research prices on online platforms before booking.	
e-WOM	EW1	I tend to choose accommodations that have positive reviews on platforms that allow accommodations to be received and reviewed.	Tsao et al., (2015)
	EW2	I tend to choose accommodations that have positive recommendations on platforms that allow accommodations to be received and reviewed.	
	EW3	I tend to consult with friends or family before deciding on an accommodation facility.	
Perceived Value	PV1	Overall, I feel satisfied using the online booking platform.	Wixom & Todd (2005)
	PV2	Overall, my experience using the online booking platform was good.	
	PV3	Overall, I enjoyed using the online booking platform.	
Intention to book hotel Online	IB1	I will use the online platform to book accommodation in the future.	Chen & Barnes (2007)
	IB2	If given the opportunity, I will continue to use the facility's website or the online travel agency to continue booking accommodation services in the future.	

Notes: Answer scale choose from 1 to 7 level with (1=strongly disagree to 7 = strongly agree)

5. Conclusion

The S-O-R (Stimulus-Organism-Response) model presents a promising theoretical framework for understanding intention behaviors in the context of online booking environments, particularly in the post-COVID-19 era and the growing e-commerce trend. The propositions outlined in the paper suggest that key factors such as information quality, perceived interactivity, safety and privacy, price and promotion, e-WOM, and perceived value can significantly influence an individual's intention to engage in online booking.

From a practical perspective, online travel agencies (OTAs), as well as businesses with their own websites or e-commerce platforms, should focus on optimizing their channel setups to attract and retain customers. Enhancing the informational content, interactivity, and overall user experience on these platforms can help build trust and perceived value, leading to increased booking intentions and revenue. Implementing robust security measures and offering competitive pricing and promotional strategies can further strengthen the appeal of the online booking environment.

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

To empirically validate the proposed S-O-R model, future research should conduct comprehensive studies across diverse settings and contexts. This would help assess the model's relevance and applicability, allowing for a deeper understanding of the complex interplay between the various factors influencing online booking intentions. By bridging the theoretical and practical aspects, such research can provide valuable insights to guide the development of effective strategies for online booking platforms, ultimately enhancing customer engagement and revenue generation in the post-COVID-19 and e-commerce-driven landscape.

References

Abdullah, D. (2016). Factors influencing online hotel booking intention: A conceptual framework from stimulus-organism-response perspective. In *International Academic Research Journal of Business and Technology* (Vol. 2, Issue 2, pp. 129–134).

Ajzen, I. (1991), "The theory of planned behavior", *Organizational behavior and human decision processes*, 50(2), 179-211.

Blanding, W. (1989). What is a Customer?. In: Practical Handbook of CUSTOMER SERVICE OPERATIONS. *Springer, Boston, MA*. https://doi.org/10.1007/978-1-4613-1645-9_2

Buxbaum, O. (2016). The S-O-R-Model. In *Key Insights into Basic Mechanisms of Mental Activity* (pp. 7–9). Springer International Publishing. https://doi.org/10.1007/978-3-319-29467-4_2

Chen, Y., & Barnes, S. (2007). Initial trust and online buyer behaviour. *Industrial Management & Data Systems*, *107*(1), 21–36. https://doi.org/10.1108/02635570710719034

Đào, T. T. X., Vinh, T., & Anh, L. N. T. (2023). Hành vi thanh toán kỹ thuật số của khách hàng việt Nam - Áp dụng mô hình S-O-R. *Kinh Tế và Dự Báo*, *18*.

Grönroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing. 18 (4), p.36-44.*

Hamid, A. A., Razak, F. Z. A., Bakar, A. A., & Abdullah, W. S. W. (2016). The Effects of Perceived Usefulness and Perceived Ease of Use on Continuance Intention to Use E-Government. *Procedia Economics and Finance*, *35*, 644–649. https://doi.org/10.1016/S2212-5671(16)00079-4

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, *18*(1), 38–52. https://doi.org/10.1002/dir.10073

Hsu, C.-L., Chang, K.-C., & Chen, M.-C. (2012). The impact of website quality on customer satisfaction and purchase intention: perceived playfulness and perceived flow as mediators. *Information Systems and E-Business Management*, *10*(4), 549–570. https://doi.org/10.1007/s10257-011-0181-5

Hue Minh, N., Thu Ha, N., Chi Anh, P., & Matsui, Y. (2015). Service Quality and Customer Satisfaction: A Case Study of Hotel Industry in Vietnam. *Asian Social Science*, *11*(10).

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

https://doi.org/10.5539/ass.v11n10p73

Hung, N. P. (2021). A Fuzzy Analytic Hierarchy Process (FAHP) Based on SERVQUAL for Hotel Service Quality Management: Evidence from Vietnam. *Journal of Asian Finance, Economics and Business*, *8*(2), 1101–1109. https://doi.org/10.13106/jafeb.2021.vol8.no2.1101

Hương, C. T. M. (2021). Ảnh hưởng của chất lượng thông tin tới hành vi mua hàng ngẫu hứng trên sàn thương mại điện tử tại Việt Nam. *Trường Đại Học Kinh Tế Tp. Hồ Chí Minh*.

Kết quả kinh doanh của ngành du lịch. (2023). TỔNG CỤC THỐNG KÊ. https://www.gso.gov.vn/

Ly, V. (2023). *OTA nội địa xoay xở tìm cách sống cạnh các 'ông lớn.'* Kinh Tế Sài Gòn. https://thesaigontimes.vn/ota-noi-dia-xoay-xo-tim-cach-song-canh-cac-ong-lon/

Mori, Yasuhiro & Nakamata, Tomoko & Kuwayama, Risa & Yuki, Shintaro & Ohnuma, Susumu. (2024). Developing the littering behavior model focusing on implementation intention: a challenge to anti-environmental behavior. *Journal of Material Cycles and Waste Management*. 26. 10.1007/s10163-024-01909-7.

Ngành Du lịch Trực tuyến Việt Nam - Phân tích Quy mô Thị phần - Xu hướng Dự báo Tăng trưởng (2024 - 2029). (2024). *Mordor Intelligence*. https://www.mordorintelligence.com/

Nguyen Huu, T., Nguyen Ngoc, H., Nguyen Dai, L., Nguyen Thi Thu, D., Truc, L. N., & Nguyen Trong, L. (2024). Effect of tourist satisfaction on revisit intention in Can Tho City, Vietnam. *Cogent Business & Management*, *11*(1). https://doi.org/10.1080/23311975.2024.2322779

Nguyen, M. H., Armoogum, J., & Nguyen Thi, B. (2021). Factors Affecting the Growth of E-Shopping over the COVID-19 Era in Hanoi, Vietnam. *Sustainability*, *13*(16), 9205. https://doi.org/10.3390/su13169205

Nguyen, T. H., & Loo, P. T. (2024). "Boss, I am gonna to quit!!!" The resignation experiences of hotel employees in Vietnam. *International Journal of Hospitality Management*, *119*, 103726. https://doi.org/10.1016/j.ijhm.2024.103726

Pham Phu, S. T., Fujiwara, T., Hoang, M. G., Pham, V. D., & Tran, M. T. (2019). Waste separation at source and recycling potential of the hotel industry in Hoi An city, Vietnam. *Journal of Material Cycles and Waste Management*, *21*(1), 23–34. https://doi.org/10.1007/s10163-018-0807-5

Phương, H. N., An, N. T., & Huyền, K. N. (2023). Ứng dụng mô hình SOR nghiên cứu các yếu tố ảnh hưởng hành vi né tránh quảng cáo của người dùng Youtube tại thành phố Cần Thơ. *TẠP CHÍ KHOA HỌC ĐẠI HỌC MỞ THÀNH PHỐ HỒ CHÍ MINH - KINH TẾ VÀ QUẢN TRỊ KINH DOANH*, *18*(5), 73–84. https://doi.org/10.46223/HCMCOUJS.econ.vi.18.5.2246.2023

PHUONG, V. H., & HUY, H. T. (2022). EFFECTS OF TEAMWORK ON EMPLOYEE PERFORMANCE: A CASE STUDY OF THE HOTEL SECTOR IN CAN THO CITY, VIETNAM. *GeoJournal of Tourism and Geosites*, *41*(2), 472–476.

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

https://doi.org/10.30892/gtg.41218-852

Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism Management*, *32*(6), 1310–1323. https://doi.org/10.1016/j.tourman.2010.12.011

Tan, C. (2015). The Impact of Hotel Website Quality on Customer Reservation. *UNLV Theses, Dissertations, Professional Papers, and Capstones*, 5–6. https://digitalscholarship.unlv.edu/thesesdissertations/2600

Tien Minh, N., Thi Thu Ha, N., & Duc Duong, N. (2022). Developing E-Commerce In Vietnam. In *Journal of Positive School Psychology* (Vol. 2022, Issue 8, pp. 5839–5848). http://journalppw.com

Trang, H. L. T., Lee, J.-S., & Han, H. (2019). How do green attributes elicit pro-environmental behaviors in guests? The case of green hotels in Vietnam. *Journal of Travel & Tourism Marketing*, *36*(1), 14–28. https://doi.org/10.1080/10548408.2018.1486782

Tsao, W.-C., Hsieh, M.-T., Shih, L.-W., & Lin, T. M. Y. (2015). Compliance with eWOM: The influence of hotel reviews on booking intention from the perspective of consumer conformity. *International Journal of Hospitality Management*, *46*, 99–111. https://doi.org/10.1016/j.ijhm.2015.01.008

Tuan, N. P., & Linh, N. T. H. (2014). IMPACT OF SERVICE QUALITY PERFORMANCE ON CUSTOMER SATISFACTION: A CASE STUDY OF VIETNAM's FIVE STAR HOTEL. *ABAC JOURNAL*, *34*(3), 53–70. http://www.assumptionjournal.au.edu/index.php/abacjournal/article/view/568

Vinh, H. (2022). *Cú huých Covid-19 và hai làn sóng thương mại điện tử của Việt Nam*. Tạp Chí Kinh Tế Việt Nam. https://vneconomy.vn/cu-huych-covid-19-va-hai-lan-song-thuong-mai-dien-tu-cua-viet-nam.htm

Wang, H., Meng, Y., & Wang, W. (2013). The role of perceived interactivity in virtual communities: building trust and increasing stickiness. *Connection Science*, *25*(1), 55–73. https://doi.org/10.1080/09540091.2013.824407

Wixom, B. H., & Todd, P. A. (2005). A Theoretical Integration of User Satisfaction and Technology Acceptance. *Information Systems Research*, *16*(1), 85–102. https://doi.org/10.1287/isre.1050.0042

Wong, J., & Law, R. (2005). Analysing the intention to purchase on hotel websites: a study of travellers to Hong Kong. *International Journal of Hospitality Management*, *24*(3), 311–329. https://doi.org/10.1016/j.ijhm.2004.08.002

Wu, G. (1999). *Perceived Interactivity and Attitude toward Website*. 254–262. https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=c1f977e07ff306ca9ceb9b5ede8622bec2ac6cbe

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

Service Quality. *Journal of Marketing*, *60*(2), 31. https://doi.org/10.2307/1251929

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (http://creativecommons.org/licenses/by/4.0/)