Students Intention For Online Hotel Booking: An Application Of The Unified Theory Of Acceptance And Use Of Technology.

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INTRODUCTION

The hotel booking industry has experienced a notable transition in recent times, with a greater emphasis on online platforms due to technological improvements and evolving consumer tastes. Students constitute a distinct group within several demographic groupings, and their online hotel booking behaviours and intentions warrant special consideration. Students' desire to book hotels online not only demonstrates their connection with online channels for booking hotels but also represents their behavioural intention. It is essential to comprehend the elements affecting students' intents in this respect. (UTAUT) the model has grown as a very effective test in considering the factors that stand in the way of using or disusing technology-proven services to the UTAUT model developed by Venkatesh et al. (2003), the users' intentions towards technology are determined by the combination of excellent characteristics, for example, the performance expectancy, effort expectancy and the social effect and conditions such as facilitating conditions. This study investigates the students' intentions to book online hotels, which is one of the dimensions of a broader research field. This research endeavours to contribute to theoretical and practical knowledge through a systematic review and synthesis of existing literature. The findings of this study will not only advance our understanding of the factors driving students' intentions toward online hotel booking but also offer valuable insights and services to meet the needs and preferences of this important demographic segment. In summary, this study addresses a significant gap in the literature by applying the UTAUT model to explore students' intentions to book online Hotels. By leveraging insights from similar research papers, this research aims to shed light on the complex interplay of factors influencing students' adoption of online Hotel booking.

LITERATURE REVIEW

1) **Sharma et al., (2021)** tried to explore consumer purchase behaviour towards online travel. The data was collected from 911 respondents and confirmatory to analyse the data the results confirm that 620 respondents (310 from each country) were analysed. Performance Experience (PE) and effort expectancy (EE) significantly influence consumers' intention to buy travel online, with Perceived Trust (PT) having the most substantial impact on attitude and significant influence on intention. However, the direct relationships between performance Expectancy (PE), Social Influence (SI), Facilitated condition (FC), and The relationship between Electronic Environment (EE) and Behavioural Intention (BI) are significant in Fiji but not in the Solomon Islands and intention to purchase travel online were found to

be insignificant. The results confirmed that there is an impact of trust and attitude on consumer online purchase behaviour. There is no impact of performance expectancy and effort expectancy on consumer purchase behaviour.

2) **Rahi's (2019)** uses the (UTAUT) to investigate how Internet banking is adopted in Pakistan. The study employed a 395-person sample size and a quantitative research methodology to ensure convenience and reliability. According to the study's findings, consumers' intentions to use Internet banking are highly impacted by the extended UTAUT model with E-SQ. When compared to the original UTAUT, the integrated model was able to explain a larger variance in intention. As mediating variables, effort expectancy and performance expectancy were found. The implications for management advise emphasizing customer assurance and dependability to increase the uptake of Internet banking in Pakistan. Consumers' online purchasing behaviour was influenced by attitudes and trust, not performance or effort expectations.

3) **Kamboj (2021)** in their research paper, tried to explore factors influencing smartphone app use at tourism destinations utilizing the Unified Theory of Acceptance and Use of Technology (UTAUT). This study investigates the continued use of smartphone apps by tourists during their stay at tourist destinations, utilizing the UTAUT2 model. The factors considered include intrinsic user attributes (innovativeness), tourism destination aspects (aesthetic scope and social loneliness), and the key characteristics of mobile devices (portability). The sample comprises 357 smartphone users who travelled to tourist destinations and used mobile apps during their stay. The findings indicate that the UTAUT2 model effectively explains smartphone app usage at tourism destinations, highlighting the impact of user and mobile device characteristics on behavioural outcomes, including smartphone use, intention to reuse the app, satisfaction with the trip, and loyalty toward the app. This study contributes by focusing on smartphone app usage during the travel stay, complementing existing literature that often concentrates on prior stages like service booking.

4) **(Gupta, 2020))** While conducting their paper, the researcher(researchers) tried to explore the relationship between consumer intention to adopt a mobile payment system by using the Unified Theory of Acceptance model This paper investigates the effect of the key predictors of this research from the unified theory of acceptance and use of technology model -version2 on the behavioural intention to adopt and use mobile payment systems in the National Capital Region, India. The research presumes a quantitative character using the partial least square approach to analyse how the UTAUT2 antecedents (performance expectation, effort expectancy, social influence and facilitating conditions) are related to behavioural intention and subsequent usage behaviour. The results demonstrate that PIS, EES, routine, and adaptive secondary conditions operate as direct determinants of behavioural intention, which then serves as a direct predictor of behaviour. It is social influence and hedonic motivation, on the other hand, possess a weaker degree of predictability of behavioural intention. This analysis brings valuable information that will help mobile payment system users decide on the acceptance and usage of mobile payment platforms in the Indian context.

5) **San Martín (2012)** investigated the impact of psychological factors on online purchase intention in rural tourism using the UTAUT framework. This study looks into how new information technologies are adopted by users of rural tourist services, with a particular emphasis on the psychological aspects that impact intentions to book directly through rural accommodation websites. Based on the Unified Theory of Acceptance and Use of Technology (UTAUT), the theoretical model includes five explanatory variables: performance expectancy, effort expectancy, social influence, facilitating factors, and innovativeness. The empirical results, based on a sample of 1083 visitors who had previously visited several rural accommodation websites, demonstrate that perceived performance and effort expectancy significantly influence online purchase intentions.

6) **(Ahmad, 2021)** in their study work attempted to explore Modeling behavioural intention to utilize travel reservation apps employing the Unified Theory of Acceptance and Use of Technology (UTAUT). This study adds to the literature by creating and cross-culturally validating a conceptual framework in both American and Chinese cultural contexts. The framework builds on the Unified Theory of Acceptance and Use of Technology (UTAUT) by including user experience (UX) and perceived distrust in the original model.

7) **Assaker, G. (2020) et al.** attempted to investigate the factors impacting travellers' utilization of online travel reviews using a UTAUT2 framework, including trustworthiness and homophily as new variables. Data from 200 UK people was analysed, and it was discovered that homophily, public relations, and price-saving orientation all highly predict user-generated content (UGC) usage intentions. The habit was recognized as the most powerful predictor of actual UGC usage. Trustworthiness was determined to be nonsignificant. Data was acquired using an e-survey, which ensured that participants were familiar with travel review websites. Due to model complexity and sample size limits, PLS- SEM was used for the analysis, with findings demonstrating good scale reliability, convergent validity, and discriminant validity.

8) **Chakraborty, U., et al (2020)** conducted a study to investigate how online hotel reviews influence consumers' decisions to book hotels with a focus, on the role of brand image. They surveyed 1087 participants. Through the Unified theory of acceptance and use of technology (UTAUT) they examined the mediating effects. The results highlight the importance of brand image in shaping consumers' booking choices. The research identifies the brand image that mediates the impact of reviews on booking intentions offering valuable insights into how consumers perceive online feedback. The demographic data collected indicate that the sample is mostly male, with participants varying in age and educational backgrounds.

9) **Chang 2019** in their paper research that this method's prevalence among hotels is a significant issue to understand. The study applied an existing model (UTAUT2) and included factors like age, gender, and experience to find out what may be among the deciding factors that drive online booking intentions and actual behaviours. Using surveys of 488 users, they have determined that some of the influencing factors, for example, the good deals, positive reviews, and ease of use significantly influence users to book online. Incidentally, it also emerged that other factors like age and experience moderated the influence of social roles. for example, younger users paid more attention to the price, while older users rated the simplicity. According to the observations made, the study suggests strategies for the hotels, making user-friendly Websites, majoring on good reviews and providing competitive offers.

10) **Agag, G., et al (2016).** in their research paper, they try to explore how online hotel booking intentions are affected by factors through the blending of UTAUT (Unified Theory of Acceptance and Use of Technology). The study, involving data from 1,431 respondents,

that makes use of the structural equation modelling method, shows that commitment, trust, and attitude significantly affect booking intentions, particularly for low-habit customers. The study reveals the role of commitment, trust, and attitude in the development of online hotel bookings, and suggests strategies for suppliers to level up consumer loyalty.

11) **Rahi, S., (2019) et al.,** in their research paper tried to explore Internet banking adoption in Pakistan using the Unified Theory of Acceptance and Use of Technology (UTAUT) framework along with e-service quality (E-SQ) factors. It collected data from 398 customers of commercial banks and used structural equation modelling for analysis. The findings reveal that factors like performance expectancy, effort expectancy, website design, customer service, assurance, and reliability directly influence user intention to adopt Internet banking. The study also confirms the mediating role of performance

expectancy and effort expectancy among website design, customer service, and user intention. The implications include providing a base for integrated technology models for further research and guiding policymakers in designing and implementing effective Internet banking websites to boost adoption trends.

12) **Chao, C. M. (2019)** in their research paper tried to study develop and empirically test a model to predict factors affecting students' behavioural intentions towards using mobile learning (m-learning). It extended the Unified Theory of Acceptance and Use of Technology (UTAUT) model by including perceived enjoyment, mobile self-efficacy, satisfaction, trust, and perceived risk moderators. Data from 1,562 respondents were analysed using structural equation modelling, revealing significant positive influences of satisfaction, trust, performance expectancy, and effort expectancy on behavioural intention. Perceived enjoyment, performance expectancy, and effort expectancy also had positive associations with behavioural intention. Mobile self-efficacy positively affected perceived enjoyment, while perceived risk negatively moderated the relationship between performance expectancy and behavioural intention.

13) **Morosan, C. (2016).** in their research paper tried to explore This study investigates the factors influencing the intention to use Near Field Communication (NFC) mobile payments (NFC-MP) in hotels in the United States, particularly considering the October 2015 deadline for EMV payment acceptance by merchants. The research, based on a sample of 794 hotel consumers from the U.S. general population, applies the Unified Theory of Acceptance and Use of Technology (UTAUT2) to develop a comprehensive model.

14) **Chang, C. M. et al(2019).** in their research paper tried to explore factors affecting online hotel booking intentions and behaviours using the UTAUT2 framework and moderators like age, gender, and experience. Data from 488 participants in Taiwan's international hotels show that factors like performance expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit behaviours positively influence behavioural intention. Additionally, facilitating conditions and hedonic motivation positively impact use behaviour. Gender, age, and experience moderate various relationships. Overall, the findings offer insights for hotel managers into the complexities of online hotel booking behaviour.

RESEARCH METHODOLOGY AND OBJECTIVES

OBJECTIVES

- To investigate whether PE, EE, SI, FC, BI, T, PS, and P affect the student behavioural intention for Online Hotel booking.

- To identify which factors are more impacted by online hotel reservations and to assess the type and degree of the association between the variables.

- To make appropriate recommendations to the Hotel manager for the successful implementation of online Hotel booking services.

Data collection method:

- **Surveys:** An online survey was done using Google form the total data was collected from 262 students.

Variables:

- **Independent Variables:** Factors explaining student intentions, consisting of **"Performance expectancy", "Effort expectancy", "Social Influence", "Facilitating condition", "Privacy", "Trust", "Price saving orientation"** and **"Perceived security", are** based on the UTAUT II model.

- **Dependent Variables:** A "Behavioural intention" regarding channelling an online booking platform for hotels.

Sampling technique:

We used the Convenience sampling of 262 respondents. The survey link was distributed via Google Forms. Developing a questionnaire based on the UTAUT model which is crucial for data collection. The questionnaire includes items to measure variables such as Performance expectancy, Effort expectancy, Social influence, Facilitating conditions, Trust, Perceived security, Privacy, and Student intention related to online Hotel booking. Careful attention has been paid to the wording and format of questionnaire items to ensure clarity and validity.

H1: Using a mobile phone for online hotel booking helps me to make travel reservations more Quickly.

H2: My use of mobile devices to make online hotel reservations is transparent and easy to comprehend.

H3: Those who influence my behaviour believe that I should book a hotel online using my mobile phone.

H4: I have the means to book hotels using a mobile phone.

H5: My willingness to book hotel rooms from this website is high.

H6: I believe that using a mobile phone for online hotel booking is trustworthy

H7: Online hotel booking may not perform well and may result problems during the payment process

H8: I can save more money by using mobile online hotel booking

UTAUT MODEL
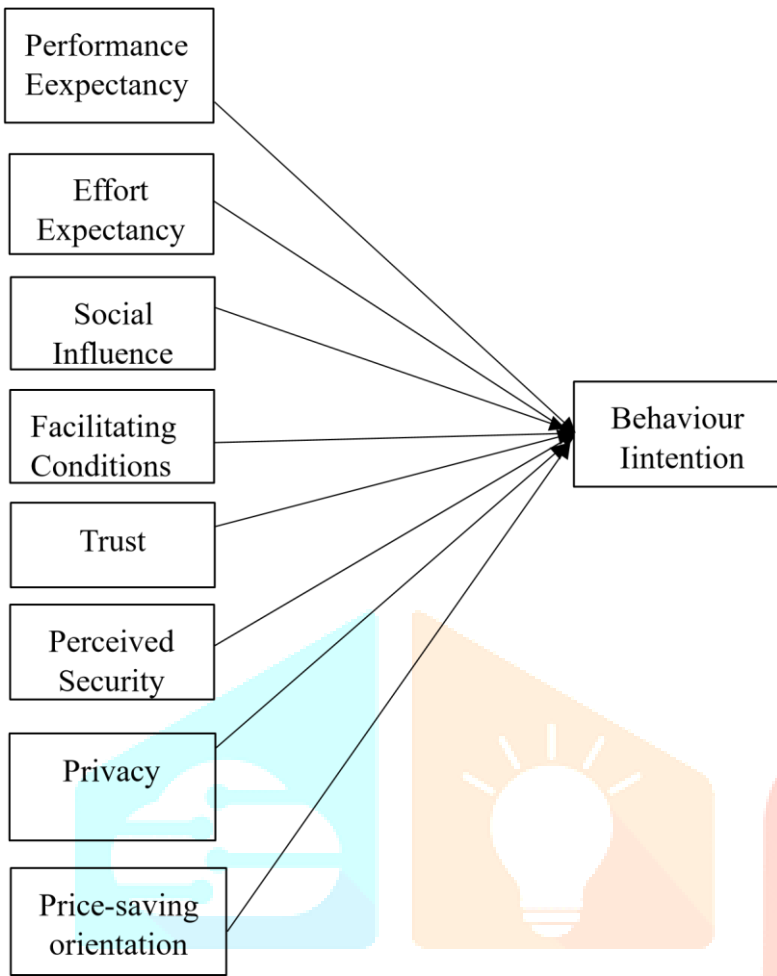
DATA ANALYSIS AND   INTERPRETATION

RESULTS AND INTERPRETATION

In this case, behavioural intention is BI, perceived security is PS, privacy is P, social influence is SI, performance expectancy is PE, effort expectancy is EE, and the enabling condition is FI. The dependent variable among them is BI, whereas the independent variables are the remaining PE, EE, SI, FC, T, PS, and P. The methods of performance expectancy PE, effort expectancy, social influence, enabling condition, behavioural intention, trust, perceived security, and privacy are also represented by PE5, EE5, SI5, FC5, PS4, T4, and P5.

ANOVA

Model	Sum of Squares	def.	Mean squares	F	Sig.
1) Regression	170.552	8	21.319	59.373	.000
Residual	90.844	253	.359		
Total	261.396	261			

a. Dependent Variable: BI4

b. Predictors (Constant), PS4, PSO4, T4, EE5, SI5, P5, FC5, PE5

ANOVA Results:

• **Variance Explained:** In the model the R2 value has been estimated 65.25%. This is a strong measure and shows that the model explains 65.25% of the variance in the dependent variable. This depicts that the factors which have been predicted in the model have a tremendous effect on the outcome variable.

Coefficient

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficient Beta	t	Sig.
1	(Constant)	.031	.183		.168	.867
	PE5	.120	.069	.117	1.736	.084
	EE5	-.090	.062	-.086	-1.446	.150
	SI5	.061	.068	.054	.888	.376
	FC5	.291	.065	.275	4.478	.000
	T4	.025	.061	.021	.441	.681
	P5	.391	.061	.325	5.257	.000
	PSO4	.180	.063	.156	2.854	.005
	PS4	.068	.054	.074	1.267	.206

a. Dependent Variable: BI4

Regression Coefficients:

1) PE5(Performance expectancy):

- The **PE5** coefficient is **0.031** with a standard error of **0.183.**

- **PE5** is not statistically significant **(p-value = 0.864**, greater than the conventional threshold of **0.05).**

- **PE5** represents performance expectancy, which refers to students' expectations about the system's performance.

2) EE5(Effort expectancy):

- The coefficient of **EE5** is **-0.090** with a standard error of **0.062.**

- **EE5** is also not statistically significant **(p-value = 0.370).**

- **EE5** represents effort expectancy, reflecting students' perceptions of the ease of using the online hotel booking system. The negative coefficient implies that higher perceived effort expectancy might negatively influence students' intentions, but this result lacks statistical reliability.

3) SI5(Social influence):

- The coefficient for **SI5** is **-0.061** and its standard error is **0.068**.

- **SI5** is not statistically significant **(p-value = 0.156).**

- **SI5** captures social influence, which considers the impact of others' opinions on students' intentions. Although there is a small positive association, it is not statistically reliable.

4) FC4(Facilitating conditions):

- The coefficient for **FC4** is **0.291 (SE = 0.065).**

- **FC4** is statistically significant **(p-value < 0.001),** suggesting it has a meaningful positive effect on students' intentions.

- **FC4** represents facilitating conditions, such as technical support and resources available to students. As **FC4** increases, students' intentions to book hotels online also increase significantly.

5) T4 (Trust):

- The coefficient of **T4** is **.025** with a standard error of **.061**.

- Trust is statistically significant **(p-value < 0.001),** indicating its importance in influencing students' intentions to book hotels online.

- Trust is a factor in technology adoption. In this context, trusting online hotel booking means students feel comfortable about the security, credibility, and reliability of the online booking system.

6) P5(Privacy):

- The coefficient of **PS5** is **0.319** with a standard error of **0.061**.

- **PS5** is statistically significant **(p-value < 0.001),** indicating it strongly influences students' intention towards online hotel booking.

- **P5** has the highest positive coefficient among all variables. It represents perceived support, emphasizing the role of external support (e.g., from peers, family, or institutions). As **P5** increases by one unit, students' intentions also increase by **0.319** units, holding other variables constant.

7) PSO4(Price saving orientation)

- The coefficient of **T4** is **.180** with a standard error of **.063**.

- **PSO4** is statistically significant **(p-value = 0.006**), suggesting that students with a price-saving orientation are more likely to intend to book hotels online.

- Price Price-saving orientation reflects students' inclination towards cost-effective options. In the result of online hotel booking, it represents their preference for deals, discounts, and economical choices.

8) PS4(Perceived security):

- **PS4's** coefficient is **0.168** and the standard error is **0.053**.

- **PS4** shows some level of significance **(p-value = 0.206),** although it is close to the conventional cutoff for statistical significance.

- **PS4**, like **P5**, contributes positively to students' intentions. Although its effect is smaller, it remains statistically significant.

Model Significance: All this denotes that the P-value is 0.000; hence, it is less than the customary alpha level which is 0.05. This implies that the R-square of the whole regression model is significant, and we can refuse the null hypothesis based on which there is no variability in the dependent variable explained by the model.

The numbers presented in the table (BI5, BE5, S15, B15, L4, I5, E14, I4) are the coefficients of the predictors, their standard error, t-value, and significance level are also included. One the PE5 could be mentioned. Therefore, PE5 has a 0.120 coefficient while its t-value is 1.736 and the level of significance is 0.084

Residual Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.0048	4.9008	3.2952	.80837	262
Residuals	-1.84480	2.01051	.00000	.58997	262
Std. Predicted Value	-2.833	1.986	.000	1.000	262
Std. Residuals	-3.079	3.355	.000	.985	262

a. Dependent Variable: BI4 **Residual Statistics:**

• **F-Statistic:** The observed F value is considerably greater than 1 (59.373) thereby demonstrating that the significant amount of the variance in the dependent variable is explained by the model. The outcome exactly demonstrates that the dummy variable is the statistically significant one.

• The min and the max predicted values are 1.0048 and 4.9008 accordingly and the mean is 3.2952 with the standard deviation 0.80837, so the norm is 3.2952 which is slightly smaller than the value 3.8.

• The small and big repro-units are -1.84480 and 2.01051 respectively, with the mean equalling to 0.00000 and standard deviation being 0.58997.

The meaning of the predictors and the dependent variable would be the context of the analysis, and based on these factors, interpreting the results would be the end goal of the process. To sum that up what we learned from the given data is that the model has statistical significance and the predictors FC5, P5, and PSO4 are the significant predictors of the dependent variable.

Thus, from ANOVA it was concluded that the regression model explained the variance of the dependent variable well and that the included predictors as a group were significant.

CONCLUSION

In conclusion, our study on student intentions towards online hotel booking using the UTAUT model sheds light on critical factors influencing technology adoption.

PE5, EE5, PS4, and T4 significantly impact students' intention to book hotels online. Trust (T4) significantly impacts students' intentions. Building trust in online booking platforms through transparent policies, secure transactions, and reliable customer reviews is crucial. Price Saving Orientation (PSO4) and Privacy P5 play a vital role. Students who prioritize cost savings are more likely to adopt online booking. Service providers should emphasize competitive pricing and discounts.

LIMITATION

1. The study was conducted in Punjab other states were not covered during the research.
2. The study is conducted for youth only.
3. The responses of other Age groups are not included in this study

FUTURE STUDY

The integration of the UTAUT model in other industry, such as online Hotel booking domains, may be the subject of future research. There is much space for improvement in this study, even if it expanded the UTAUT to include trust, perceived security, and privacy in addition to other aspects influencing the actual use of online Hotel booking services. As this study was done on students' intention toward online Hotel booking similarly it can be applied to groups of people with different demographics.

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