
RESEARCH ON FACTORS AFFECTING CUSTOMERS' INTENTION TO USE ACCOMMODATION SERVICES FOR HOTEL ENTERPRISE IN KIEN GIANG –VIETNAM

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ABSTRACT

In Vietnam, there has not been any research on behavior before using products and services - especially in the field of hotel services in the whole country as well as in Kien Giang province.

This study builds a theoretical model of the factors affecting the intention to use hotel services of customers based on the theory of spillover of innovation by Rogers (2003) (DIT) and the unified theory of customer satisfaction. technology adoption and use (UTAUT) by Venkatesh et al (2012). On that basis, the authors has built a model of factors affecting the intention to use hotel services of tourists in Kien Giang province, Vietnam, including factors: relative advantage, influence social, facilitation, hedonic motives, values, habits, customer innovation with 600 questionnaires.

Combined with empirical investigation, the paper helps hotel businesses in Kien Giang province and in nationwide to better perceive marketing activities and as well as making recommendations to enhance marketing capabilities, and attract more tourists to hotels in next time .

Keywords : Theory ; factors affecting the intention ; Diffusion of innovation; Acceptance and use of technology; Hotel services.

1. INTRODUCTION

The hospitality sector is undergoing changes due to the rapid development of information technology and digital services. Online booking service has profoundly changed the way hotels are organized and interact with their customers. When considering the number of downloaded travel related apps in app stores such as Google Play, Trivago, Traveloka show that travel services and hotel booking services are accepted and used by many individuals. It is this development that has had a significant impact on customers' intention to use hotel services in the current situation.

The current marketing theory has developed very strongly in the competitive era and many studies have been published in the field of tourism and hotel. Marketing theory in the digital age is gradually moving from 4P to 4C. Specifically, from product policy to creating needs, wants, values and solutions for customers, from price policy to cost for customers, from distribution policy to creating convenience. customer convenience and after-sales policy translates into customer communication. The development of science and technology, especially the development of the internet and mobile devices, has made the intention and decision to buy change rapidly, because customers no longer lose money, a lot of time, cost and effort to compare products and services with each other. In the study "Growth in mobile use for search and travel transactions of Vietnamese people" by Criteo Company. It shows that "Enterprises need to focus on investing in mobile strategies - sales the mobile travel industry had a compound annual growth rate of 58.1% between 2013-2016 and is expected to continue to grow rapidly" and "All respondents said they used Use a browser for online travel products because it saves time (72%) and makes it easier to compare products/services (69%)".

The theory of consumer behavior intention is now very diverse and rich, but research on behavioral intention to use hotel services has not yet had specific research. In order to study behavioral intention, many theories and models have been applied in previous studies such as Fishbein and Ajzen's Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) and later extended to the Theory of Behavioral Intention (TBI); Diffusion of innovation theory (DIT) by Rogers (2003); Rogers (1995) Unified Theory of Technology Adoption and Use (UTAUT) by Venkatesh., Morris, Davis, and Davis (2003); Venkatesh, Thong and Xu (2012).

Along with these theories, business managers worldwide recognize the strategic role of the internet in a company's viability and future competitiveness (Chen, Yeh, & Huan, 2014). In addition, the boom in the online travel industry has presented a major challenge for hotel businesses (Gupta & Dogra, 2017). The internet allows potential customers to inquire about facilities. hotels through Web sites and compare prices without interacting directly with a hotel representative.

2. THEORETICAL BASIS

2.1. Theoretical Foundations of Behavioral Intention

Sproles and Kendall (1986); Decrop and Snelders (2005) define the consumer decision-making process as "psychological orientation that is a characteristic for consumers to make choices" and consider it as an aspect of consumer decision making. the basis of the consumer's personality. Belch and Belch (2007) suggest that consumers perform information searches both internally and externally. These sources of information include personal experience, advertising, people around, and personal experience. Bargeman and Poel (2006) indicate that tourists seek information through four basic sources, such as intermediaries (tourist offices at the destination), business people (travel agencies, organizations). tour), social and free (friends, relatives, acquaintances) and advertising channels (brochures, radio, television, internet). Therefore, advertising is of great importance in informing and persuading, but also requires interpersonal interaction. Several studies have shown that informal, word-of-mouth communication can be much more effective than formal advertising in making consumer decisions (Liza, 2017). Before the purchase decision, ultimately, consumers rate alternatives differently based on the information received.

Furthermore, various factors can also influence the consumer decision-making process. These factors include demographics, behavioral characteristics, motivators and geographic factors (Lamb et al., 2002). For example, demographic factors include references from other people, family members, acquaintances, friends, etc. The variables in the demographic factor that affect the decision-making process are age, partners, gender, education, lifestyle, personality, and income (Venkatesh. et al., 2003). However, marketing managers recognize that marketing has a certain power and influence on decision-making. purchasing decision (Liza, 2017).

"The theory of innovation diffusion has been widely applied to research in different fields, types of products, services and ideas for both organizations and individuals" (Cheng, 2004). This theory has been applied by many researchers to research in the field of technology (Gupta & Dogra, 2017; Sok & Chan, 2011; Sulaiman, 2011).

Besides, combined with the unified theory of technology acceptance and use because the factors in Venkatesh et al. (2012) can be measured specifically and this is a new technology acceptance model most include the main effects

on consumers' technology adoption decisions and intentions (Satama, 2014). Theory presents a more synthetic and realistic model than the TAM (Technology Acceptance Model) and TPB (Theory of Planned Behavior) models (San Martín & Herrero, 2012). In addition, the predictive validity of the UTAUT2 model for consumer behavior is better than the previous ones because the variance is explained in both behavioral intention and usage behavior (Venkatesh et al., 2012).

a) Diffusion of Innovation Theory (DIT)

Rogers (2003) defined diffusion as "the process by which an innovation is communicated through certain channels over time among members of a social system". By definition, there are four main elements of the diffusion process: innovation, channels of communication, time, and the social system. Rogers' theory has described the innovative decision process as "the activity of seeking and processing information, whereby an individual is motivated by advantages to reduce uncertainty about the disadvantages of an innovation", the innovation decision process consists of five steps: knowledge, conviction, decision, implementation and validation. These stages usually develop over time.

Rogers (2003) described "An innovation is an idea, practice, or project that is perceived as new by the acceptance of an individual or organization". An innovation that may have been developed demonstrated some time ago but if individuals perceive it as new, it can still be seen as an innovation for them. DIT identifies many factors that influence the adoption of an innovation, these factors include: relative advantage; compatibility; complexity; the ability to experiment and the ability to observe. Based on these factors, innovations perceived by consumers as having more relative advantage, great compatibility, testability and easy observability, low complexity will be Consumers tend to accept other innovations more quickly. However, uncertainty is one of the major impediments to innovation, the consequences of which can create uncertainty in consumer use or non-use. "The consequence of change is the acceptance or rejection of an innovation by an individual or a social system" (Filieri & McLeay, 2014; Rogers, 2003). Adds Rogers also suggested that consequences can be classified as desirable or undesirable consequences, direct or indirect and foreseeable or unintended.

The second element of the diffusion process is the channel of communication, which, according to Rogers (2003) is "a process in which participants create and share information with each other for mutual understanding". Communication of information sources is done through channels. Rogers argues that "the source of information is an individual or an organization that produces a message. A channel is the means by which a message is received from the source to the receiver" (Filieri & McLeay, 2014) and diffusion is a distinct type of communication that includes components of innovation, acceptance by two individuals, or organizations, a communication channel. There are actually two types of communication channels, namely mass communication and interpersonal communication, mass communication channels include mass media such as television, radio or newspapers, and communication between Personalization includes two-way communication between two or more individuals. However, due to the strong development of information technology, wireless networks, smartphones, social networks (Facebook, Zalo, Twitter, ...) has led to the strong impact of communication channels on with users today, especially in forums where users share similar interests or views such as education, socioeconomic status, travel, hobbies, etc. As Rogers put it, "diffusion is a very social process involving interpersonal relationships", so interpersonal channels will be powerful to create or change. an individual's attitudes and intentions during the persuasive phase of the innovative decision-making process.

The third factor in the diffusion of new ideas is time, which Rogers (2003) argues has been overlooked in most behavioral studies. He argues that the time factor is one of the important factors affecting the diffusion process and he refers to two time periods, that is, the period from the knowledge stage to the decision stage, and the time interval from the knowledge stage to the decision stage. time from renewal decision to validation. The first time period from the introduction of the new idea to the consumer to the consumer's decision to accept or reject the new idea, consists of three stages: the knowledge stage, the persuasion stage and the decision stage. The second period is the period of

“latency” expressed by the degree to which an individual or organization accepts a new idea sooner or later than other members of a social system.

The social system is the final factor in the diffusion process. Rogers (2003) defined a social system as "a set of related units engaged in common problem solving to accomplish a common goal". The diffusion of innovations is a process that takes place in the social system, and is therefore influenced by the social structure and the individuals and organizations in the society, "in a standard social system". The attitudes of the leaders and the advice of the agents will have different effects on the diffusion process” (Minishi-Majanja & Kiplang'at, 2005). Rogers argues that the nature of the social system will influence individual innovation, which is the main criterion for classifying adopters. Rogers (2003) divided five types of adopters into two main groups, namely, early adopters and late adopters. Early adopters include Innovators, Early adopters, and Majority early and early adopters. Late adopters include Mostly Late, Latecomers. The main differences between these two groups are socioeconomic status, individual personality and communication behavior, which are often positively related to innovation. However, Rogers has not mentioned the relation of age to pre- or post-acceptance and he argues that "there is no significant difference between the ages of the first adopters and the later adopters. ". According to Rogers, “the adoption rate is the relative rate of innovation by an individual relative to the acceptance of innovation by members of a social system”.

b) Unified Theory of Acceptance and Use of Technology (UTAUT)

The unified theory of technology adoption and use was developed by Venkatesh et al. (2012). By 2012, Venkatesh et al had developed the UTAUT model to explain consumer acceptance and use of technology, primarily focusing on identifying employee adoption and use of technology. This development has added three new components to the model, hedonic, price, and habit motives to the original UTAUT model to determine the behavioral intentions and usage behavior of consumers.

According to Venkatesh et al. (2012) defined the factors serving their theory as performance expectations as "the degree of benefit that consumers using technology have in performing activities certain”, performance expectations have been shown to be a strong influence on consumer acceptance of travel in the era of e-commerce; Effort expectations are defined as “the ease or effort associated with consumer use of technology” (Sean, 2010) many studies have demonstrated that technology is easier to use the higher the intention to use it and vice versa;

Social influence is described as “the degree to which an individual perceives that significant others believe they should use the new system” (Sean, 2010) social influence emphasizing the role and opinions of important people such as family, friends and colleagues will influence consumer behavioral intentions (Al-Maghrabi, Dennis, & Vaux, 2011). Social influence is also an important factor in online product purchases (Al-Maghrabi et al., 2011) as online consumers seek advice from these social circles (Venkatesh & Davis, 2000). Therefore, it is important to determine how social influence affects users' commitment to the use of information systems. More precisely, social circle is an underlying factor that has a larger impact on online purchasing behavior (Venkatesh & Davis, 2000). For example, when searching for a hotel to stay, most travelers first ask friends and colleagues for recommendations, and then go to online sources, such as the brand's website (Verma, 2012).

Facilitation is described as “a consumer's perception of the resources and support available to perform a behavior” (Sean, 2010) the user's perception of moderately favorable conditions. directly and indirectly affect the acceptance of technology use through behavioral intentions, it is understood as financial ability, time conditions, etc. will encourage or limit the use of consumers.

Hedonic motivation is considered as “the pleasure or enjoyment derived from the use of a technology” (Sean, 2010) which is an important predictor of technology intention and use. Consumer's decision and behavior to use technology will increase if the perceived enjoyment of the consumer is high, the enjoyment here is considered the entertainment value received by the consumer.

Customer value is becoming an important factor in business success. From the customer's point of view, value is defined as "The value created by a company's products or services when perceived by customers accept" (Maas & Graf, 2008). Customer value can be divided into two categories; Customer perceived value and customer desired value (Maas & Graf, 2008). Customer perceived value is defined as the balance between benefits and know-how related to product or product performance (Gale, 1994). Value is the quality received for the price paid and the final size is related to what the customer consulted and how much they paid. Perceived value is considered to be one-way in the past. In other words, value is the monetary cost associated with the intention and behavior of consumers in using technology. But actually each person has their own perception of value. Since consumers are often price sensitive, this is also a factor affecting consumers' intention and decision to use. Perceived value has a positive relationship with behavioral intention (Sweeney & Soutar, 2001).

Habit is defined as "the extent to which people automatically tend to perform behavior based on learning" (Limayem, Hirt, & Cheung, 2007; Venkatesh et al., 2012) also agree and say that "habit manifests the results of past behavior or experience", many previous studies have demonstrated that habit is a necessary factor affecting affect the acceptance of technology; As well as the factor of favorable conditions, habits both directly affect the use behavior and indirectly through behavioral intentions.

In general, the unified theory of technology adoption and use is a synthesis of previous theories such as TRA, TPB, TAM, TAM II, diffusion theory of innovation (IDT), etc. adding censorship variables to the model. The addition of performance expectations, effort expectations, and social influence to better explain behavioral intentions and corresponding moderating variables with these relationships is the advantage of the theoretical model, to emphasize the fact that the relationship between behavioral intention and use behavior is the result of the influence of antecedent factors.

3. RESEARCH METHODS

3.1. Research Models

On the basis of Diffusion of Innovation Theory and Unified Theory of Acceptance and Use of Technology. The study applies the UTAUT model as the main model but with adjustments to provide a theoretical research model. The study replaces the two factors "performance expectation" and "effort expectation" in the UTAUT model with the factor "relative advantage" because Rogers argues that relative advantage can be understood as "strength" of the reward." That reward can be the level of economic benefit, low cost of use, reduced discomfort, saving time and effort, quick response. Meanwhile, the content of Vankatesh's "performance expectation" and "effort expectation" also includes these contents. In addition, there have been many studies demonstrating the positive influence of relative advantage on consumer intention and behavior (Chang, Jang, & Chen, 2015; Eze & Okoye, 2013; J. Lu, Mao, Wang, & Hu, 2015; Nwakanma, Ubani, Asiegbu, & Nwokonkwo, 2014). In addition, the study adds the customer's innovation factor to the theoretical model. Because "customer innovation has a positive influence on online tour purchase intention" according to San Martín and Herrero (2012) and in innovation diffusion theory, Rogers asserted "innovation" is one of four factors affecting the intention to choose new products and services.

Based on a theoretical model, the author interviewed 18 managers at 18 large hotels in Phu Quoc about the factors affecting customers' choice of hotel services. Based on the content of the relative advantage factor according to the theory of Rogers (2003) and the opinions of experts, the relative advantage factor is separated into four factors to measure, including: Value received by the customer, the hotel's preferences for the customer, the convenience for the customer (e.g. location of the hotel, the hotel's confirmation process and time), and the perceived benefit of the guest. row. At the same time, the factor of favorable conditions and the motivation for enjoyment have overlap while the factor analysis of 30 test samples, along with the consultation of experts, these two factors will be grouped into one. Factor group is the incentive for enjoyment because it is an important predictor of intention and technology use in the UTAUT model of Venkatesh et al. (2012).

In addition, the aspect of social influence is described by Venkatesh et al. (2012) as "the degree to which an individual perceives that significant others believe they should use the new system". Social influence emphasizes on

the roles and opinions of those who are important to the individual such as friends, family and colleagues (Chong, 2013; H. P. Lu & Su, 2009; Yang, 2010). However, the social influence factor according to Venkatesh et al. (2012) has not deeply mentioned the influence of word of mouth factor through the network, especially in the context of the current development of information technology, in the daily life.. Besides, the internet platform is the most popular channel to exchange information about travel experiences, reviews, opinions or knowledge, positive or negative comments on the internet with has a great influence on tourists' intention to purchase products online and negative comments will reduce customer intention (Tsao, Han, Haitz, & Pattison, 2015). While Sparks and Browning. (2011) argue that word of mouth Being active online increases seller reputation, builds buyer confidence, and influences intention to book hotel; Ladhari and Michaud (2015) suggest that when a hotel receives many good customer reviews, the hotel will sell more products, but if there are many bad reviews, customers will reduce the intention to use, as the client tries to reduce uncertainty and risk. Together with the agreement of experts, the study adds negative word of mouth component online as a new factor affecting the intention to use hotel services of customers in the empirical research model.

Through the preliminary research step, the author proposes an empirical research model and hypotheses affecting the intention to use hotel services of customers. The case study is for hotel businesses in Kien Giang province (see figure 1)

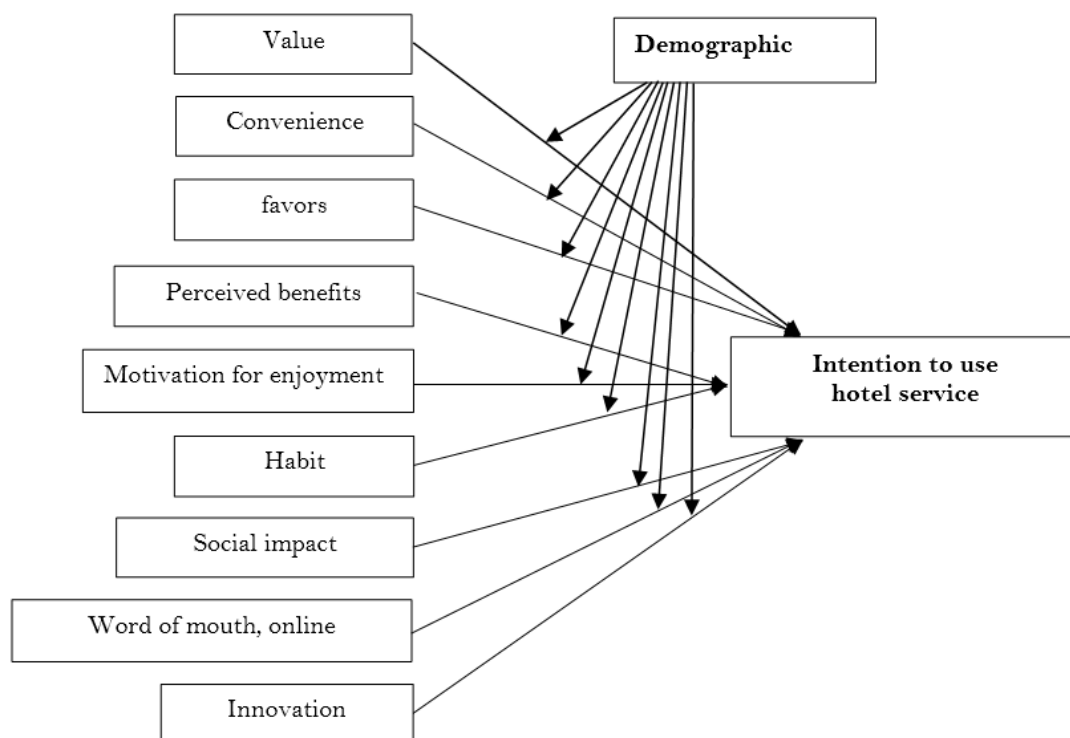


Figure 1. Proposing empirical research models and hypotheses affecting customers' intention to use hotel services.

Hypothesis H1: Value has a positive influence on the intention to use the hotel.

Hypothesis H2: Convenience has a positive influence on the intention to use the hotel.

Hypothesis H3: Incentives have a positive and negative influence on the intention to use the hotel.

Hypothesis H4: Perceived benefits have a positive influence on the intention to use the hotel.

Hypothesis H5: Hedonic motivation has a positive influence on the intention to use the hotel.

Hypothesis H6: Habit has a positive influence and influence on the intention to use the hotel.

Hypothesis H7: Social impact has a positive influence on the intention to use the hotel.

Hypothesis H8: Negative word of mouth online has a negative influence on the intention to use the hotel.

Hypothesis H9: Innovation has a positive influence on the intention to use the hotel.

Hypothesis H10: Test the difference in intention to use hotel services of customers according to the characteristics of the sample.

3.2. Survey Tool

The empirical research model includes ten concepts. Value is measured by three observed variables (from CP1 to CP3). Convenience is measured by four observed variables (from TT1 to TT4). Incentives are measured using three observed variables (from UD1 to UD3). Perceived benefit was measured using four observed variables (from LI1 to LI4). Hedonic motivation is measured by three observed variables (from DCHT1 to DCHT3). Habit is measured by three observed variables (from TQ1 to TQ3). Social impact is measured by three observed variables (from TDXH1 to TDXH3). Word-of-mouth was measured using three observed variables (from TMQM1 to TMQM3). Innovation is measured by five observed variables (from TDM1 to TDM5) and Intention to use hotel services is measured by three observed variables (from YD1 to YD3).

3.3. Collect Samples and Data

After building the scale, the research proceeds to build the survey form. The survey is divided into two parts. Part one asks about the respondents' information. Part two includes 34 questions to assess the factors affecting the intention to use the hotel's services. All observed variables were measured using a five-level Likert scale ranging from strongly disagree (=1) to strongly agree (=5).

In fact, hotel businesses in Kien Giang province are mainly concentrated in Rach Gia city and Phu Quoc city. There are also a few in Ha Tien and Kien Luong, so the authors focus on studying tourists to these localities. Data collection time in Kien Giang is from October 2020 to December 2020. The study has 34 observed variables, the minimum sample size is 340 observations, so the study is expected to interview 500 tourists in Kien Giang province.

According to statistics of the tourism management department under the Kien Giang Department of Tourism, the total number of tourists staying until November 2019 in Kien Giang reached 3,493,336 visitors. Specifically:

+ Guests staying in Rach Gia city are 716,134 times (87,820 international visitors, the study collected 15 international and 108 domestic samples).

+ Guests staying in Kien Luong are 174,667 (there are 5,065 international visitors, the study collected 1 international sample and 29 domestic guests).

+ Guests staying in Ha Tien were 551,947 (with 49,123 international visitors, the study collected 9 international and 86 domestic samples).

+ Guests staying in Phu Quoc city are 2,050,588 turns (with 269,857 international visitors, the study collected 46 international and 306 domestic samples).

However, in order to prevent errors and invalid votes, the authors plan to collect 400 interview samples for domestic guests and 200 interview samples for international guests. The study collected 360 questionnaires. domestic guests and 188 international guest tickets. Thus, the total number of samples collected to meet the requirements for analysis was 548 samples, achieving the 91% vote recovery rate as originally expected.

4. RESEARCH RESULTS

4.1. Description of the Study Sample

The results of descriptive statistical analysis show that the guests participating in the survey are fairly evenly distributed between men and women, in the total survey sample, there are 257 men and 291 women, accounting for 46.9% and 46.9 percent respectively. 53.1%. (see table 1) The age of surveyed guests ranged from 18 years old and above, of which the age group from 24 to 39 years old was 288 guests with the highest rate, accounting for 52.6% of the total sample. Therefore, most of the surveyed samples have stable jobs with current jobs as office workers: 287 guests or self-employed: 99 guests (accounting for 70.4%). When asked about family size, there were 223 single observations (40.7%), 95 married but no children (17.3%) and 230 observed were married and had children (accounting for 42%). The education level of the observed sample is fully distributed at all levels of education, of

which the highest is university level with 253 people (accounting for 46.2%), followed by college/university level intermediate level with 105 observations (accounting for 19.2%).

Of the 548 observed samples, 447 guests (accounting for 81.6%) came to stay at the hotel in Kien Giang from 1 to 3 times a year, of which 234 guests came once (accounting for 42.7%), 146 guests came 2 times (accounting for 26.6%), 67 guests came 3 times (accounting for 12.3%). The purpose of using hotel services of the observed sample is also quite diverse, traveling with 369 guests (accounting for 67.3%); Traveling with work 95 guests (accounting for 17.4%); Visiting relatives 18 guests (accounting for 3.3%) and only going to work 66 guests (accounting for 12%). Frequency of using hotel services by guests, for tourism purposes, most customers use hotel services from 1 to 2 times a year (more than 80.2% observed) but for the purpose of only going to work The number of times using hotel services from 4 times or more accounts for a high rate with more than 35.8%.

Guests using hotel services have a choice from 1-star hotels to 5-star hotels, but the majority of guests choose 4-star hotels with 263 guests, equivalent to 48%, followed by 1-star hotels. star hotel with 93 guests (accounting for 17%), then a 5-star hotel with 81 guests (accounting for 14.8%). Guests who choose 2-star and 3-star hotels have a relatively equal ratio with 55 and 56 guests (accounting for 10% and 10.2%). The social position of the observed sample is quite widely distributed in most positions, most of which are staff/specialist positions in enterprises and administrative and non-business units with 215 and 108 guests (accounting for the proportion of employees). 40.1% and 20.2%), self-employed/self-employed with 94 guests (accounting for 17.5%), in the position of manager, director/deputy director, department head/head of department in enterprises and administrative units is 119 guests (accounting for 22.2%). The trend of choosing hotels corresponds to the social position of the observed sample, most of the guests working in management positions tend to choose hotels from 3 to 5 stars. Staff positions tend to choose hotels from 1-star to 4-star, 190 employees/specialists in enterprises and 104 employees/specialists in administrative and non-business units all choose hotels from 1-star. to 4 stars (corresponding to the rate of 88.4% and 96.3%). For self-employed / self-employed, most guests choose 1-star, 4-star and 5-star hotel services, but few choose 2-star and 3-star hotel services, there are 26 guests who choose hotels 1 star (accounting for 27.7%) and 59 guests choose 4-star to 5-star hotels (accounting for 62.8%). From here we can see the relationship between social position and choice of hotel services to use in the observed sample.

Regarding the monthly collection characteristics of the observed sample, there are 366 guests with income of 18 million/month or less (accounting for 66.8%), 182 guests with income over 18 million/month (accounting for 33.2 rate). %), common income levels in the observed sample range from over 5 million/month to 10 million/month (accounting for 37.2%).

Table 1 Presenting characteristics of research subjects

Variable	Classify	Frequency	Percent (%)
Sex	Male	257	46,9%
	Femaile	291	53,1%
Age	18-23 years old	72	13,1%
	24-39 years old	288	52,6%
	40-55 years old	132	24,1%
	>55 years old	56	10,2%
Current job	Staff	287	52,4%
	Doctor/lawyer	23	4,2%
	Production worker	21	3,8%
	Officials/Teachers	98	17,9%
	Student	12	2,2%
	Self-employed	99	18,0%
	Unemployment	2	0,4%
	Housewife	6	1,1%
Current family status	Single	223	40,7%
	Have a family without children	95	17,3%
	Have a family with children	230	42,0%

Academic level	Post -University	74	13,5%
	University	253	46,2%
	Not graduated from university	63	11,5%
	Graduated from high college	105	19,2%
	High school graduation	33	6,0%
	Not graduated from high school	20	3,6%
Number of times using the hotel in a year	1 time	234	42,7%
	2 times	146	26,6%
	3 times	67	12,3%
	4 times	39	7,1%
	> 4 times	62	11,3%
Purpose of using the hotel	Traveling	369	67,3%
	Travel combines work	95	17,4%
	Visited relatives	18	3,3%
	Go to work	66	12,0%
Number of hotel stars	1 star	93	17,0%
	2 stars	55	10,0%
	3 stars	56	10,2%
	4 stars	263	48,0%
	5 stars	81	14,8%
Current social position	Director / Deputy Director	18	3,4%
	Head of Depart. of company	60	11,2%
	Employees in enterprises	215	40,1%
	Director / Deputy of Service	6	1,1%
	Head of Department of service	35	6,5%
	Administrative staff	108	20,2%
	Self-employed	94	17,5%
Personal income per month	≤ 5 million	70	12,8%
	> 5 million to 10 million	204	37,2%
	> 10 million to 18 million	92	16,8%
	> 18 million to 32 million	65	11,8%
	> 32 million to 52 million	40	7,3%
	> 52 million to 80 million	54	9,9%
	> 80 million	23	4,2%
Fees for hotel services	Average value: 5537.96 Minimum value: 300; Maximum value: 69,000 VND		

Source: Authoring base on survey samples

4.2. Testing the Research Model

4.2.1. Reliability Test

Cronbach's Alpha coefficient of the factors is greater than 0.6, the correlation coefficient of the sum of the variables is greater than 0.5, showing that the scale meets the testing standard. (see table 2) Particularly, variables TT1 and UD3 have coefficients less than 0.5 but still greater than 0.4; Therefore, these variables are suitable and reliable to measure in the study.

Table 2 Presenting Cronbach Alpha test components of intention to use hotel services.

Variable observe	Average of scale if variable type	Scale variance if variable type	Variable-total correlation	Alpha if this variable type
Value (GTRI): alpha = 0.853				
CP1	60.96	20.865	0.738	0.781
CP2	70.04	20.701	0.749	0.769
CP3	70.01	20.896	0.685	0.830
Convenience (TT): alpha = 0.792				
TT1	100.72	60.702	0.452	0.816
TT2	100.84	60.274	0.629	0.728
TT3	100.66	60.267	0.657	0.715

TT4	100.78	50.661	0.688	0.695
Favors (UD): alpha = 0.76				
UD1	70.35	20.437	0.622	0.641
UD2	70.20	20.454	0.668	0.589
UD3	60.99	20.885	0.489	0.786
Perceived benefits (LI): alpha = 0.891				
LI1	110.86	50.603	0.669	0.897
LI2	110.73	50.543	0.824	0.835
LI3	110.66	50.677	0.797	0.846
LI4	110.66	50.666	0.762	0.858
Motivation for enjoyment (DCHT): alpha = 0.885				
DCHT1	140.47	100.381	0.690	0.768
DCHT2	140.45	110.238	0.585	0.798
DCHT3	140.59	100.194	0.690	0.767
Habit (TQ): alpha = 0.85				
TQ1	70.55	20.829	0.717	0.794
TQ2	70.53	30.080	0.694	0.815
TQ3	70.68	20.640	0.754	0.758
Social impact (TDXH): alpha = 0.825				
TDXH1	70.45	30.100	0.763	0.677
TDXH2	70.34	30.305	0.767	0.685
TDXH3	70.68	30.252	0.546	0.912
Negative word of mouth online (EWOM): alpha = 0.823				
TMQM1	70.00	30.000	0.679	0.755
TMQM2	70.16	20.815	0.714	0.718
TMQM3	70.03	30.001	0.641	0.792
Innovation (INNO): alpha = 0.911				
TDM1	160.04	80.722	0.714	0.903
TDM2	160.20	80.125	0.800	0.886
TDM3	160.14	80.204	0.804	0.885
TDM4	160.35	70.679	0.773	0.893
TDM5	160.21	80.075	0.790	0.888
Intention to use hotel services (YDINH): alpha = 0.883				
YD ₁	80.03	20.416	0.778	0.829
YD ₂	70.99	20.433	0.822	0.795
YD ₃	70.97	20.275	0.728	0.881

Source: Authoring base on survey samples

4.2.2. Exploratory Factor Analysis

With the method of factor extraction principal component Analysis (PCA) and perpendicular rotation varimax. The results have drawn a group of factors affecting the intention to use hotel services of customers, extracted at eigenvalues by 2,445 and the total variance extracted is 81.5%, showing that 81.5% of the total variation in intention to use hotel services is explained by three observed variables according to the original scale (See table 3) . The results of Bartlett's test have KMO of 0.728, greater than 0.6, and Bartlett's test has statistical significance (Sig. = 0.000 < α = 0.05), the factor loading coefficients of the observed variables are all greater than 0 ,5, so the variables are reliable and statistically significant.

Table 3 Presenting Matrix of intention to use hotel services.

Observed variables	□ Coefficient loading factor
	1
YD1	0.906
YD2	0.927
YD3	0.874
KMO = 0.728	
Sig. = 0.000	
Total variance extracted = 81.5%	

Source: Authoring base on survey samples

The results of EFA analysis show that there are nine groups of factors affecting the intention to use hotel services in Kien Giang, which are extracted at eigenvalues by 1.05; Factor extraction by PAF method, the total variance extracted is 65.5%; The study cited PAF because this method reflects the research data structure more accurately than PCA (Anderson & Gerbing, 1988). The total variance extracted at 65.5% tells us that 65.5% of the total variation in customer intention to use hotel services is explained by the above nine components. Bartlett test results have KMO equal to 0.884 greater than 0.6 and Bartlett test has statistical significance (Sig. = 0.000 < α = 0.05); Factor loading coefficients of most of the observed variables are greater than 0.3, so the variables are reliable and have statistical practical significance. The results of the factor matrix after rotation identify nine groups of factors and these factors have no disturbance between the components, remaining the same compared to the original study.

Table 4 Present factor matrix after rotation of nine components.

Observed variables	Factor loading factor								
	1	2	3	4	5	6	7	8	9
TDM1	0.713								
TDM2	0.870								
TDM3	0.882								
TDM4	0.756								
TDM5	0.836								
LI1		0.774							
LI2		0.902							
LI3		0.834							
LI4		0.699							
TT1			0.343						
TT2			0.732						
TT3			0.844						
TT4			0.766						
TDXH1				0.942					
TDXH2				0.929					
TDXH3				0.483					
TQ1					0.837				
TQ2					0.737				
TQ3					0.833				
TMQM1						0.767			
TMQM2						0.838			
TMQM3						0.753			
CP1							0.853		
CP2							0.852		
CP3							0.679		
DCHT1								0.880	
DCHT2								0.896	
DCHT3								0.661	
UD1									0.775
UD2									0.864
UD3									0.527
KMO = 0.884									
Sig. = 0.000									
Total variance extracted = 65.5%									

Source: Authoring base on survey sample calculation

4.2.3. Testing the Experimental Research Model

The empirical research model of customer intention to use hotel services has ten research variables, of which there are nine independent variables and one dependent variable. The estimated results of the linear structural model

have 481 degrees of freedom, Chi-square = 1,057.93 with $p = 0.000$ and Chi-square/df = 2.19. Other indicators show that this model is consistent with market data: GFI = 0.90; TLI = 0.94; CFI = 0.95 and RMSEA = ,047. However, the relationship between the three variables Habit, Convenience and Incentives with the intention to use hotel services is not statistically significant with 95% confidence; That is, the study rejects the hypotheses H2 (Convenience has a positive influence and influence on the intention to use the hotel), H3 (Incentives have a positive influence and influence on the intention to use the hotel). hotel) and H6 (Habit has a positive influence and influence on intention to use the hotel). After removing the linear structural model variables, the customer's intention to use hotel services has six independent variable and a dependent variable. The estimated results of the linear structural model have 229 degrees of freedom, Chi-squared = 610.14 with $p = 0.000$ and Chi-square/df = 2.66<3. Other indicators show that this model is consistent with market data: GFI = 0.92>0.9; TLI = 0.95>0.9; CFI = 0.96>0.9 and RMSEA = 0.055 <0.06.

Based on the coefficients of estimates, the variables Innovation (INNO), Perceived benefit (LI) and Motivation to enjoy (DCHT) have $P_value < 0.01$, so these variables affect the intention to use the service. customer service at 99% confidence. The variables Negative word of mouth online (EWOM) and Perceived value have $P_value \leq 0.05$, so they affect customers' intention to use hotel services at 95% confidence. The variable Social Impact (social credit) has a $P_value < 0.1$, so this variable affects the intention to use hotel services of customers at the 90% confidence level. This leads to the conclusion that the measures of the concepts in the model have theoretical relevance because “each measure is related to the other measures as theoretically expected” (Churchill, 1995). (See Figure 2, Table 5).

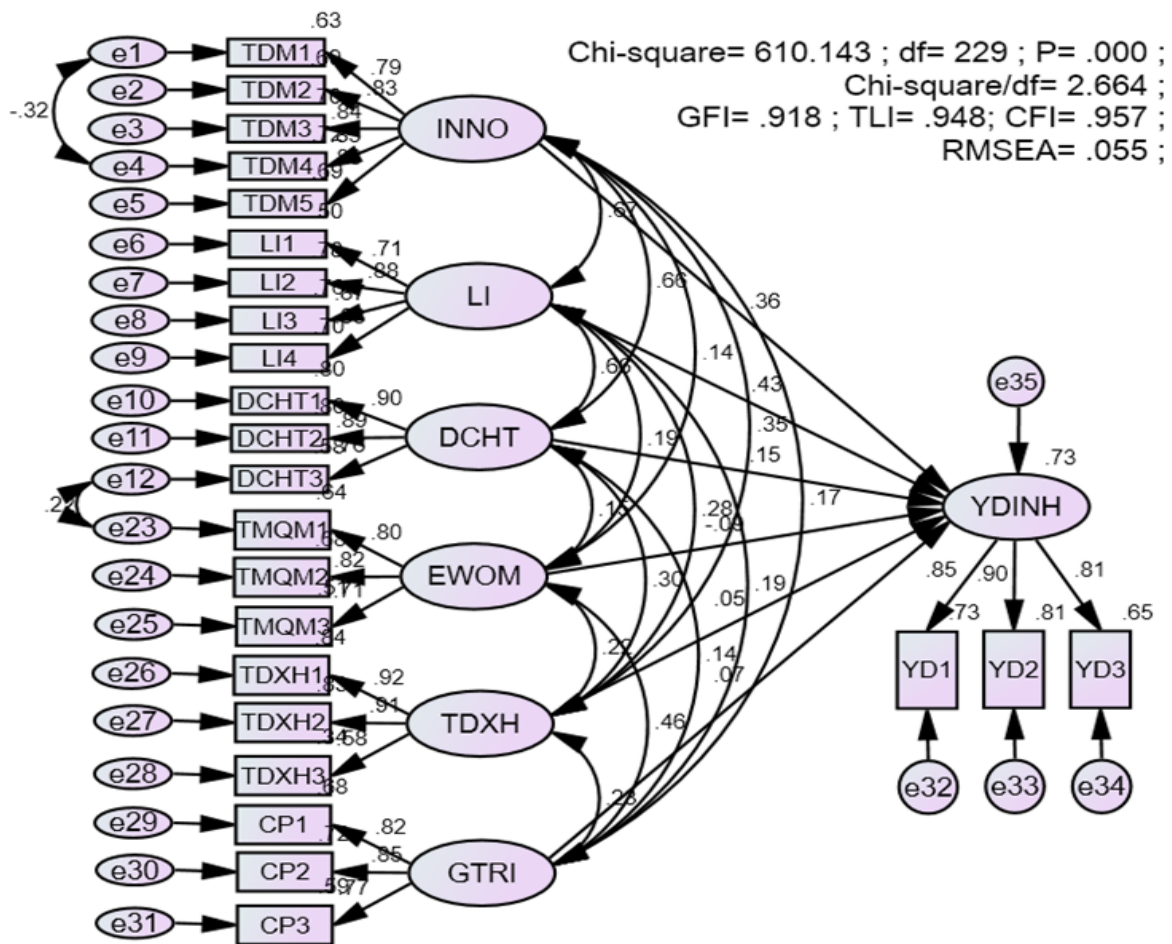


Figure 2. Linear structural model after removing variables.

The study uses the bootstrap method with the number of repeated samples $N = 1,000$. The results of the bootstrap estimation show that the bias appears but is not large, the absolute values of the bias (bias) are small and the

absolute values of CR are all ≤ 2 , so the biases are not statistically significant, so we can conclude that the estimates in the model can be trusted.

Table 5. Presenting Relationship between concepts in the research model, estimated by Bootstrap with N = 1,000.

Relationship	Estimate	SE	Mean	Bias	CR	P	Hypothesistesting
INNO → YDINH	0.360	0.058	0.364	0.004	2	0.000*	Accept
LI → YDINH	0.427	0.070	0.423	0.004	-2	0.000*	Accept
DCHT → YDINH	0.146	0.055	0.145	-0.001	-0.5	0.001*	Accept
EWOM → YDINH	-0.093	0.038	-0.092	0.001	1	0.011**	Accept
TDXH → YDINH	0.054	0.035	0.053	-0.001	-1	0.093***	Accept
GTRI → YDINH	0.069	0.037	0.069	0.000	0	0.054**	Accept

Notes: *: 99% confidence; **: 95% confidence level; ***: 90% confidence

Source: SEM analysis results of 548 samples in 2019-2020.

Table 6. Presenting Regression weight group (Group number 1 - Default model).

Hypothesis	Estimate	S.E.	C.R.	P
YDINH<--- INNO	.379	.051	7.473	***
YDINH <--- LI	.420	.048	8.692	***
YDINH <--- DCHT	.119	.037	3.205	.001
YDINH <--- EWOM	-.097	.038	-2.544	.011
YDINH <--- TDXH	.061	.037	1.680	.093
YDINH <--- GTRI	.070	.037	1.923	.054
TDM5 <--- INNO	1.000			
TDM4 <--- INNO	1.134	.048	23.803	***
TDM3 <--- INNO	.961	.041	23.721	***
TDM2 <--- INNO	.980	.042	23.588	***
TDM1 <--- INNO	.870	.040	21.488	***
LI4 <--- LI	1.000			
LI3 <--- LI	1.010	.040	25.014	***
LI2 <--- LI	1.038	.041	25.510	***
LI1 <--- LI	.938	.051	18.503	***
DCHT3 <--- DCHT	.869	.039	22.237	***
DCHT2 <--- DCHT	.994	.035	28.200	***
DCHT1 <--- DCHT	1.000			
TMQM3 <--- EWOM	1.000			
TMQM2 <--- EWOM	1.162	.072	16.122	***
TMQM1 <--- EWOM	1.084	.068	16.016	***
TDXH3 <--- TDXH	1.000			
TDXH2 <--- TDXH	1.291	.088	14.696	***
TDXH1 <--- TDXH	1.390	.095	14.684	***
CP3 <--- GTRI	1.000			
CP2 <--- GTRI	1.130	.060	18.814	***
CP1 <--- GTRI	1.044	.056	18.560	***
YD2 <--- YDINH	.973	.040	24.398	***
YD1 <--- YDINH	.960	.042	22.826	***
YD3 <--- YDINH	1.000			

Source: Authoring base on SEM analysis results

Table 6 shows all the results of the calibrated SEM model related to the model's fit. There are many parameters, but we will only pay attention to the important values including CR, P and SE as analyzed above.

Table 7. Presenting Correlation (Group number 1 - Default model).

Hypothesis	Estimate
INNO <--> LI	0.666
INNO <--> DCHT	0.660
INNO <--> EWOM	0.139
INNO <--> TDXH	0.349
INNO <--> GTRI	0.167
LI <--> DCHT	0.656
LI <--> EWOM	0.185
LI <--> TDXH	0.282
LI <--> GTRI	0.191
DCHT <--> EWOM	0.151
DCHT <--> TDXH	0.297
DCHT <--> GTRI	0.137
EWOM <--> TDXH	0.216
EWOM <--> GTRI	0.460
TDXH <--> GTRI	0.228
e4 <--> e1	-0.319
e12 <--> e23	0.223

Source: CFA analysis results of 548 survey samples and the author's own calculation

The standardized regression weight is also used as a value to evaluate the contribution of the observed variable to the latent variable. The observed variable with the larger standardized regression weight will contribute more to the parent variable.

As a result in the above example, all observed variables have standardized regression weight greater than 0.5, even greater than 0.7. Thus, the observed variables all have a high degree of agreement

The normalized weights of the variables Perceived Benefit, Innovation, Hedonic Motivation, Perceived Value and Social Impact in the model all have positive signs, showing that these variables have a proportional influence on intention to use hotel services. Specifically, these variables affect a corresponding amount of 0.427 : 0.360 : 0.146 : 0.069 : 0.054 on the intention to use hotel services in Kien Giang. The weight of the variable Negative word of mouth online shows that this variable negatively affects the intention to use hotel services by an amount of -0.093. That is, the more negative word-of-mouth online, the lower the customer's intention to use hotel services, and the less negative word-of-mouth online, the lower the customer's intention to use the hotel service. customers increase. Thereby, perceived benefit is the most important factor affecting the intention to use hotel services in Kien Giang province, followed by the innovation factor of customers.

4.2.4. Estimating the Research Model Using Bootstrap

The analysis data from Table 4 shows that, the bootstrap estimation results show that the bias appears but is not large, the absolute values of bias are small and the absolute values of CR are 2. Therefore, the biases are not statistically significant, so we can conclude that the estimates in the model can be trusted.

4.2.5. Test for Differences According to the Characteristics of the Sample

a) Structure Analysis of Multiple Sex Groups

In multi-sex structural analysis, the research sample was divided into two groups: Male group with n = 257 and female group with n = 291. Results of multi-group test of the variable model and six invariant models each. section (invariant INNO, LI, DCHT, EWOM, TDXH, GTRI) for six expectations (KV1 - KV6, showing the relationship between the independent variables and Intent to use hotel services with differences between men and women). and female). Through the Chi-square test results, four expectations (KV1 - KV4) are rejected because all p-values are

greater than 0.05. Along with that, there is no difference in the influence of Change. new (P-value = 0.438), Perceived benefit (P-value = 0.484), Hedonic motivation (P-value = 0.847) and Word of mouth (P-value = 0.465) to the intention to use the service hotel service between male and female customers at the 95% confidence level. KV5 and KV6 are accepted with 90% confidence, that is, there is a difference in the influence of Social Impact (P-value = 0.08) and Perceived Value (P-value = 0.10) Intention to use hotel services between male and female customers. For the male group, the Social Impact factor affects the intention to use hotel services (P-value = 0.027 < 0.05). But for the female group, the Social Impact factor did not affect Intention (P-value = 0.976 > 0.05). In contrast, the factor Perceived Value of female customers affects Intent (P-value = 0.019 < 0.05), but Perceived Value of male customers does not affect Intention (P-value = 0.895 > 0.05).

b) Structure Analysis of Multiple Age Groups

In the multi-age structure analysis, the study sample was divided into two groups: the group under 39 years old with n = 360 and the group over 39 years old with n = 188. Results of multi-group test of the variable model and six models. Partly invariant model (invariant INNO, LI, DCHT, EWOM, TDXH, GTRI) for six expectations (KV7 □ KV12, showing the relationship between independent variables and Intent to use hotel services with difference between the two age groups). Through the Chi-square test results, four expectations KV7 (P-value = 0.43), KV9 (P-value = 0.854), KV10 (P-value = 0.189), KV11 (P-value = 0.599) are rejected at the 95% confidence level because all p-values are greater than 0.05. However, KV8 (P-value = 0.018) is accepted with 95% confidence, KV12 (P-value = 0.07) is accepted with 90% confidence. This means there is a difference. in the influence of perceived benefits and perceived value on intention to use hotel services between customers under 39 years old and customers over 39 years old. Specifically, the influence of perceived benefits on the intention to use hotel services of the group of customers over 39 years old is stronger than that of customers under 39 years old, due to the normalized regression weight of the group of customers over 39 years old. is 0.573 larger than the normalized regression weight of the group of customers under 39 years old is 0.343 and both of these effects in the two age groups have 99% confidence (p-value = 0.000). In contrast, there is no effect of Perceived Value on the intention to use hotel services of the group of customers over 39 years old. But with the group of customers under 39 years old, perceived value affects the intention to use hotel services with 95% confidence (p-value = 0.015).

c) Structure Analysis of Multiple Income Groups

In the analysis of the multi-income group structure, the research sample is divided into two groups: the income group under 10 million with n = 274 and the group with the income over 10 million with n = 274. variable and six partially invariant models (invariant INNO, LI, DCHT, EWOM, TDXH, GTRI) for six expectations (KV13 □ KV18, showing the relationship between independent variables and Service Intent hotels have a difference between the two income groups). Through the chi-square test results, six expectations KV13 (P-value = 0.899), KV14 (P-value = 0.434), KV15 (P-value = 0.331), KV16 (P-value = 0.549), KV17 (P-value = 0.818), KV18 (P-value = 0.379) were all rejected at 95% confidence because the p-value was all greater than 0.05. This means that there is no difference in the effects of Innovation, Perceived Benefit, Hedonic Motivation, Negative Word of Mouth, Social Impact and Perceived Value on Intention to Use hotel services between customers with income under 10 million and customers with income over 10 million.

d) Structure Analysis of Multi-Group Hotel Type

In the multi-group structural analysis of hotel types, the research sample was divided into two groups: 1 to 3 star hotels with n = 204 and 4 to 5 star hotels with n = 344. Test results multivariable model groups and six partial invariant models (INNO, LI, DCHT, EWOM, TDXH, GTRI invariant) for six expectations (KV19 □ KV24, representing the relationship between independent variables and Italy). intention to use hotel services is different between the two groups of hotels). Through the chi-square test results, four expectations KV21(P-value = 0.275), KV22 (P-value = 0.63), KV23 (P-value = 0.759), KV24 (P-value = 0.37) are all rejected at 95% confidence because

all p-values are greater than 0.05. This means that there is no difference in the influence of Hedonic Motivation, Negative Word of Mouth, Social Impact and Perceived Value on Intent to use hotel services from 1 to 5 stars. However, KV19 (P-value = 0.074) is accepted with 90% confidence, that is, there is a difference in the influence of Innovation on Intent to use hotel services from 1 to 3 stars and 4 to 5 star hotels. Besides, KV20 (P-value = 0.0078) is accepted with 99% confidence. That is, there is a difference in the influence of perceived benefits on the intention to use hotel services from 1 to 3 stars and hotels from 4 to 5 stars.

Specifically, the influence of Innovation on Intention to use 4- to 5-star hotel services is stronger than that of Intent to use 1- to 3-star hotel services, due to the normalized regression weight of 4 to 5 star hotel group is 0.433 which is larger than the normalized regression weight of 1 to 3 star hotel group is 0.228 and both these effects in two types of hotels have 99% confidence (p-value = 0.00). On the contrary, for the effect of Perceived Benefits on Intention to use hotel services from 4 to 5 stars weaker than Intent to use hotel services from 1 to 3 stars, due to regression weights The standardization of the 4- to 5-star hotel group is 0.304 which is smaller than the normalized regression weight of the 1- to 3-star hotel group of 0.536, and both these effects in the two types of hotels have 99% confidence (p-value = 0.000).

e) Analyze the Structure of Multi-National Customer Groups

In the multi-national structure analysis of customers, the research sample is divided into two groups: Domestic customers with n = 360 and international customers with n = 188. Results of multi-group test of the variable model and six partial invariant models (invariant INNO, LI, DCHT, EWOM, TDXH, GTRI) for six expectations (KV25 □ KV30 represents the relationship between independent variables and Intent to use hotel services) there is a difference between the two groups of customers). Through the Chi-square test results, six expectations KV25 (P-value = 0.719), KV26 (P-value = 0.726), KV27 (P-value = 0.55), KV28 (P-value = 0.693) , KV29 (P-value = 0.86), KV30 (P-value = 0.779) are all rejected at 95% confidence because p-value is all greater than 0.05, meaning there is no difference in the influence of factors on the intention to use hotel services of domestic and international customers.

4.3. Discuss Research Results and Conclusions

The results of the analysis of the linear structural model show that the research model achieves reliability and compatibility with market data, seven out of ten hypotheses about the relationship between concepts in the research model are accepted. receive. In general, nine latent variables explain 73% of the total variation in customer intention to use hotel services for Kien Giang hotel businesses. However, the relationship between the three variables Habit, Convenience and Incentives with intention to use hotel services is not statistically significant with 95% confidence.

The remaining variables include Innovation, Perceived Benefits and Hedonic Motivation all affect customers' intention to use hotel services at the 99% confidence level; Negative word of mouth online and Perceived Value affect customers' intention to use hotel services at the 95% confidence level; Social impact affects customers' intention to use hotel services at the 90% confidence level. This result is consistent with DIT theory (Rogers, 2003) and the results of previous studies such as Agarwal and Prasad (1998); Davis (1989); Taylor and Todd (1995) in the field of technology and application of technology in tourism and hotel.

In the multigroup analysis with the demographic control variable, the results showed that the research models in the multigroup analysis were consistent with the market data. In the gender multigroup analysis, KV5 and KV6 were accepted with 90% confidence. That is, there is a difference in the influence of Social Impact and Perceived Value on Intention to use hotel services between male and female customers. In multi-age analysis. , KV8 is accepted with 95% confidence and KV12 is accepted with 90% confidence, that is, there is a difference in the influence of Perceived Benefit and Perceived Value on Customer Service Intent hotel between customers under 39 years old and customers over 39 years old. In the hotel type multigroup analysis, KV19 is accepted with 90% confidence and KV20 is accepted with 99% confidence, meaning there is a difference in the influence of Innovation and Perceived Benefit on Intent to use hotel services from 1 to 3 stars and hotels from 4 to 5 stars. Thus, hypothesis H10 (Testing the difference

in customer intention to use hotel services according to the characteristics of the sample) is accepted and has statistical significance.

5. SOME IMPLICATIONS AND POLICIES

Factor Perceived benefit has the strongest impact on intention to use hotel services (weight 0.427). When perceived benefit increases or decreases by 1 unit, it will increase or decrease customer's intention to use 42.7%. Hotel businesses in Kien Giang need to create real and comparable benefits for customers to influence customers' intention to use hotel services and create advantages for guest businesses. hotel yourself. Those perceived benefits can be the cost customers spend or the image, brand, and service quality of the hotel that customers can observe. In particular, hotel businesses also need to pay attention to the age of customers, the perception of benefits of customers over 39 years old is stronger than that of customers under 39 years old, so when creating perceived benefits the group of customers over 39 years old will have a higher intention to use hotel services than the group of customers under 39 years old. By extension, management agencies in the tourism sector in Kien Giang also need to create, maintain and promote practical benefits when customers come to stay locally, such as building good facilities. tourism infrastructure, investment in transport systems, means of tourism, tourism stimulus programs. In addition, perceived benefits of customers who intend to use economy hotels from 1 to 3 stars are higher than those of customers who intend to use luxury hotels from 4 to 5 stars. In the general customer segment, increasing perceived benefits for customers will increase the intention to use hotel services more for the economy hotel group, because customers intend to choose economy hotels. will be concerned about the greater perceived benefit. This is also a remarkable point for 1 to 3 star hotel businesses in Kien Giang, increasing perceived benefits is one of the key factors to help popular hotel businesses attract customers. target customers.

Similarly, the innovation factor strongly influences the intention to use hotel services with weight 0.36; When Innovation is changed by 1 unit, it will increase or decrease customer's intention to use by 36%. Therefore, hotel businesses in Kien Giang need to build their hotel services close to the different innovations of customers, from which to orient service and marketing activities closer to the innovation of customers. out new features and characteristics for the hotel compared to accommodation establishments in other localities; those new features and characteristics can be built from local characteristics and culture. Tourism management agencies in Kien Giang need to develop a long-term promotion strategy, with the development of technology. Currently, the application of internet tools is one of the effective tools. Another finding in the study is that customers who intend to use high-end hotel services are more innovative than those customers intend to use economy hotel services in Kien Giang. This has suggested to high-class hotel businesses that they need to regularly change, improve and refresh their services to better suit the needs of customers. high-end customer segment. Customers will tend to choose high-class hotel services provided that these hotel services have an innovation compared to their previous experiences, thereby satisfying the needs of customers. the "self-expression" needs of this customer group in society. Therefore, service innovation and effective communication are one of the important factors that help high-end hotel businesses attract target customers.

Factor hedonic motivation affects the intention to use hotel services with a weight of 0.146, that is, the intention to use hotel services of customers increases or decreases by 14.6% when this factor changes by 1 unit. taste. Motivation for enjoyment can be generated by internal influences such as having enough material and time resources, wanting to stay at a hotel, wanting to experience a new hotel service. Therefore, hotel businesses in Kien Giang need to regularly research and survey customer needs in order to understand customer needs in a timely manner. for hotel businesses in Kien Giang to find out the enjoyment motivation of customers.

The factor of negative word of mouth online affects the intention to use hotel services with a weight of -0.093. This is a negative effect, that is, the more negative word of mouth online, the lower the customer's intention to use the hotel service, because the customer always tries to reduce the uncertainty. and risks when intending to consume a product or service. Especially in the current information technology boom, an increase or decrease of 1 unit in EWOM will make the intention to use decrease or increase by 9.3%. Therefore, hotel businesses in particular and tourism management agencies in general in Kien Giang need to pay more attention to the issue of information

management on the internet. Currently, most hotel businesses in Kien Giang have built websites and social networking sites for their hotels and allow users to evaluate after experiencing the service at the hotel. However, negative reviews will reduce the intention of potential customers to use the hotel service when reading those reviews. Therefore, building word of mouth online is important, but more importantly hotel businesses need to manage word of mouth channels online; It is necessary to screen, check and control untrue information, negative information spreading quickly will affect customers' intention to use hotel services. Professional management agencies need to coordinate with hotel businesses, build a specialized department with adequate quality of human resources to check and control negative and untrue information in the locality. timely correct and handle negative information transmitted by word of mouth online.

Factor Perceived value affects the intention to use hotel services with a weight of 0.069. Perceived value increased or decreased by 1 unit will increase or decrease the intention to use by 6.9%. The elements of Perceived Value reflect the comparison between the costs that customers spend with the services customers receive when using the hotel. In other words, it is the relationship between price and quality of hotel services, so hotel businesses in Kien Giang need to build their service quality to match the selling price. for customers because customers only intend to buy and accept to buy quality hotel services corresponding to the costs they pay. Therefore, the management of service quality in the hotel of hotel businesses needs to be focused and improved better from facilities, employee image, staff attitude and service process. In addition to hotel businesses, local tourism management agencies also need to focus on and improve the quality of public services for tourism such as public transport, transport infrastructure, tourism policies, etc. tourism, especially the price management mechanism in tourism. Based on the difference in multi-group analysis, hotel businesses also need to consider the gender and age of customers in creating customer perceived value, thereby building marketing strategies. tailored to the characteristics of each customer group. Perceived value of female customers will positively affect the intention to use hotel services, so hotel businesses in Kien Giang need to develop a marketing strategy focusing on female customers. Through the media that creates perceived value for them, it will create a "selective bias" and motivate the intention to use hotel services of this customer group. For the group of customers under the age of 39, the intention to use hotel services is also greatly influenced by Perceived Value; Therefore, the marketing strategy of hotel businesses should focus more on the customer group under 39 years old, this customer group has easy access to the internet and digital marketing means. Digital marketing will help hotel businesses in Kien Giang , Vietnam reach faster and more effectively to this customer group.

The social impact factor affects the intention to use hotel services with a weight of 0.054; When Social Impact increases or decreases by 1 unit, the intention to use increases or decreases by 5.4%. In addition to customer-focused marketing strategies, hotel businesses also need to care about the people who matter to their customers. They can be family-oriented including the consumer's mother and father; The consumer's own family, i.e. spouse and children or friends, neighbours, co-workers; These people will have a relative influence on the customer's intention to use hotel services. Therefore, hotel businesses need to try to identify important groups of target customers, because consumer behavior is partly influenced by "herd mentality". According to the analysis results, the intention to use hotel services. of male customers who are influenced by people around them such as family and close friends; Therefore, in addition to a marketing strategy that focuses on the intention and decision of choosing hotel services of this customer group, hotel businesses need to influence those around them such as parents, wives, children or parents. best friends; Therefore, studying the demographics of male customers will help hotel businesses in Kien Giang Vietnam have a detailed view and build a more accurate marketing strategy to drive the intention and decision to use the service. their hotel service.

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