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Digital Choices in Tourism: A UTAUT2 Extended Analysis of Online Hotel Booking Intentions in an Emerging Economy

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Research Article

Abstract

Purpose: *This study explores online hotel booking intentions among Bangladeshi tourists. The Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), the most widely used and cited IT adoption model, was employed in this investigation as the theoretical framework for analyzing customers' online hotel booking intentions. In the UTAUT2 paradigm, this work introduces three new concepts called service affordability, online reviews, and website trust.*

Methods: *The study targeted individuals in Bangladesh with prior experience in online hotel booking. Data were gathered from 400 participants via a self-administered online questionnaire in Google Forms, using convenience sampling, and responses were analyzed using partial least squares structural equation modeling (PLS-SEM).*

Results*: According to the findings, performance expectancy, social influence, habit, price value, service affordability, and website trust are the most critical determinants of behavioral intention to book hotels online. In contrast, online reviews, effort expectancy, facilitating conditions, and hedonic motivation do not affect customers' intention to book hotels online.*

Implications*: This study provides practical insights for legislators, marketers, and hospitality managers to improve users' trust, perceived affordability, and overall acceptance of online hotel booking platforms. The findings facilitate the formulation of more user-centric digital strategies in the hospitality sector by identifying key variables related to booking intention and usage.*

Originality: *This study represents a pioneering effort in Bangladesh by extending the UTAUT2 model to examine online hotel booking behavior. It introduces additional constructs, such as service affordability, online reviews, and website trust, thereby offering a more comprehensive framework for understanding technology adoption in emerging digital tourism markets.*

Keywords: Online Hotel Booking, UTAUT2, Service Affordability, Online Reviews, Website Trust.

1. Introduction

Information and Communication Technology (ICT) has experienced rapid advancement in recent years, significantly transforming how individuals engage with services and manage their daily activities (Nofadhila et al., 2018). A notable consequence of this digital transformation is the growing dominance of online hotel reservations, enabling consumers to compare options, read reviews, and make bookings with

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greater convenience and efficiency. Despite this growth, comparatively few studies have examined the factors that affect individual tourists' intentions to make hotel reservations online, particularly in emerging economies. Numerous studies have investigated the factors influencing online hotel reservations via the UTAUT2 model (Venkatesh et al., 2012), highlighting the roles of trust, perceived risk, age, gender, and experience as moderating variables (Yawised et al., 2022; Eneizan et al., 2019; Mohamed, 2024; Chang et al., 2019; Laradi et al., 2025).

The UTAUT2 offers a comprehensive framework for analyzing behavioral intentions related to technology adoption. UTAUT2 demonstrates a superior capacity to elucidate variance in technology usage intentions compared to alternative models, with specific research indicating an explanatory power of over 69%, whereas other models account for roughly 40% (Tamilmani et al., 2021; Venkatesh et al., 2012). This makes it especially valuable for studying online hotel booking behavior. Prior research has rarely used UTAUT2 in emerging countries like Bangladesh, where rising literacy rates, internet penetration, and smartphone use indicate a growing demand for digital tourist services.

Furthermore, the standard UTAUT2 framework may not fully encompass all relevant factors influencing the intention to book hotels online. Empirical evidence indicates that service affordability, website trust, and online reviews significantly influence consumers' behavioral intentions in online hotel booking (Khumalo-Ncube & Motala, 2021; Morosan & DeFranco, 2016). Incorporating these contextual factors with UTAUT2 facilitates a more comprehensive understanding of consumer behavior within the digital tourism environment. Despite the rapid growth of online hotel booking, empirical research on the behavioral intentions of individual tourists in Bangladesh remains limited, particularly within an extended UTAUT2 framework. Research suggests that factors such as trust, perceived risk, affordability, and social influence are significant for adoption; however, their effects in emerging economies have not been thoroughly examined (Baydeniz et al., 2024; Tran-Thi-My et al., 2025).

Bangladesh offers a compelling setting for examining the adoption of online hotel booking, given its rapid digitization and heightened consumer engagement with information and communication technology. This study seeks to enhance UTAUT2 by incorporating service affordability, online reviews, and website trust to offer a comprehensive understanding of the primary factors influencing online hotel booking intentions. This method aims to enhance the model's explanatory power and provide localized empirical insights into technology adoption in the tourism industry (Azdel et al., 2024; Rayun et al., 2025).

This study provides both theoretical insights and practical implications. Theoretically, it broadens the UTAUT2 framework to include contextual elements relevant to emerging economies, thereby improving its predictive validity for online hotel booking intentions. In practice, the findings will assist hoteliers, online travel agencies, and policymakers in developing more user-friendly, reliable, and cost-effective digital platforms and marketing strategies. Ultimately, the study offers practical suggestions to improve the adoption of online hotel reservations, thereby fostering the sustainable development of digital tourism in Bangladesh. (Morosan & DeFranco, 2016; Khumalo-Ncube & Motala, 2021).

2. Literature Review and Hypotheses Development

2.1 Online Hotel Booking

The rapid digitalization of the hospitality industry has fundamentally transformed how travelers search for accommodation, assess available options, and make reservations. Online hotel booking platforms such as Booking.com, Agoda, Expedia, and official hotel websites have become essential due to their comprehensive information, real-time pricing comparisons, customer reviews, and secure payment systems (Bilgihan & Bujisic, 2015). As these technologies continue to advance, academic interest in understanding the factors influencing consumers' online booking intentions has significantly increased.

A combination of functional, psychological, and experiential factors influences consumers' intention to book hotels online. Functionally, perceived utility and convenience consistently serve as primary predictors, as online platforms facilitate users in browsing hotels, verifying availability, and finalizing reservations at any time with minimal effort. Empirical research demonstrates that accessible navigation, intuitive interface

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design, and aesthetically pleasing layouts substantially increase consumers' propensity to utilize online booking systems (Tam et al., 2024).

Trust represents another essential factor influencing online booking behavior. Because online reservations require travelers to submit personal and payment details, platforms that offer transparent pricing, secure transaction processes, and verified hotel information foster greater customer confidence. User-generated content, such as ratings and online reviews, serves as social proof, diminishing perceived risk and enhancing booking intentions (Kim & Mattila, 2011; Amaro & Duarte, 2015).

Recent empirical evidence reinforces this multifaceted comprehension of online booking behavior. Baydeniz et al. (2024) found that performance expectancy and effort expectancy greatly influence booking intentions among resort tourists, with facilitating factors also having a substantial impact. Anutarawaykin et al. (2023) indicated that trust from online reviews and perceived value are significant determinants of online booking intentions among individual tourists in Bangkok. Research on mobile hotel reservations reveals that reported satisfaction increases booking intention; yet, this correlation may diminish when perceived costs are elevated (Mohamad et al., 2023).

2.2 The Unified Theory of Acceptance and Use of Technology: UTAUT and UTAUT2

The tremendous advancement of information technology (IT) and information systems (IS) has prompted substantial research into user acceptance and utilization of technology. Researchers have formulated various models to elucidate and forecast technology adoption, including the Innovation Diffusion Theory (IDT) (Rogers, 2002), the Technology Acceptance Model (TAM) (Davis et al., 1989), the Theory of Planned Behavior (TPB) (Ajzen, 1991), the Decomposed Theory of Planned Behavior (DTPB) (Taylor & Todd, 1995), and the Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003).

The UTAUT model, developed by Venkatesh et al. (2003), synthesizes findings from eight preceding acceptance models. It delineates four principal aspects that affect behavioral intention and actual technology utilization: performance expectancy (PE), effort expectancy (EE), social influence (SI), and facilitating conditions (FC). PE denotes the degree to which technology use is believed to improve performance; EE signifies the perceived ease of use; SI illustrates the impact of strong social connections; and FC represents the perceived accessibility of resources and support for effective technology use. These factors shape behavioral intention, whereas actual usage is dictated by both behavioral intention and facilitating situations. The model also incorporates gender, age, experience, and voluntariness of use as moderating variables that influence the intensity of these correlations.

Although UTAUT was initially developed to elucidate technology adoption within organizational environments, it was subsequently adapted to encompass consumer contexts. UTAUT2, developed by Venkatesh et al. (2012), integrates three supplementary constructs: hedonic motivation (HM), price value (PV), and habit (HT), to more effectively represent individual technology adoption behaviors, especially in consumer-oriented applications such as mobile services. HM denotes the satisfaction obtained from using technology, PV represents the perceived advantages relative to cost, and HT signifies the extent to which technology use becomes habitual through prior experience. In this expanded model, PE, EE, SI, FC, HM, PV, and HT influence behavioral intention, while behavioral intention, FC, PV, and HT determine actual technology utilization. Age, gender, and experience continue to moderate.

UTAUT2 provides a more comprehensive framework than earlier models. Although previous models accounted for approximately 40% of the variance in technology adoption, UTAUT explained up to 69% of the variance in behavioral intention (Kijsanayotin et al., 2009). Therefore, UTAUT2 provides a comprehensive theoretical foundation for examining consumer adoption of technology, including contexts such as online hotel reservations. Based on this model, the current study formulates hypotheses to identify

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the key factors influencing users' intention to adopt and their actual adoption of online hotel booking platforms.

2.3 Performance Expectancy (PE) and Behavioral Intention (BI)

Performance expectancy refers to the degree to which consumers perceive that using a technology will help them accomplish tasks efficiently (Venkatesh et al., 2012). Within the hospitality industry, multiple studies affirm that performance expectancy pertains to the extent to which consumers believe that utilizing a technology will enable them to complete tasks effectively and efficiently (Venkatesh et al., 2012). Within the hospitality industry, multiple studies have found that performance expectancy significantly influences the intention to use online hotel platforms and mobile reservation systems (Chang et al., 2019; Ibrahim & Islam, 2024). Performance expectancy remains a prominent factor in extended UTAUT2 research on mobile applications for tourism and travel (Amalia, 2019; Morosan & DeFranco, 2016). For example, Gupta et al. (2018) demonstrated that perceived usefulness substantially enhances travelers' intentions to implement smartphone-based travel applications. Similarly, Bommer et al. (2024) demonstrated that performance expectancy remains a fundamental predictor of sharing-economy booking behaviors, including Airbnb utilization. Recent studies suggest that consumers place particular importance on performance-enhancing features, such as immediate booking confirmation, access to detailed hotel information, and increased control over the reservation process, which together enhance their propensity to utilize online platforms for bookings (Salameh et al., 2022). Consequently, performance expectancy is expected to affect consumers' intention to book hotels online.

H1: Performance expectancy significantly influences customers' intention to book hotels online.

2.4 Effort Expectancy (EE) and Behavioral Intention (BI)

Effort expectancy refers to the ease of using a particular system (Venkatesh et al., 2012). Previous research in hospitality suggests that users are more inclined to adopt hotel booking platforms and mobile reservation applications when the interfaces are straightforward, intuitive, and demand minimal cognitive effort (Khumalo-Ncube & Motala, 2021; Kim & Kim, 2004; Ismail et al., 2020). Furthermore, EE significantly impacts consumers' adoption of tourism technologies such as augmented reality systems and location-based applications (Çalışkan et al., 2025; Jhanji, 2023). Research extending UTAUT2 further indicates that decreased complexity improves user engagement in mobile hotel reservation applications (Ozturk et al., 2016; Ibrahim & Islam, 2024). Hence, ease of use is expected to influence online hotel booking intentions.

H2: Effort expectancy significantly influences customers' intention to book hotels online.

2.5 Social Influence (SI) and Behavioral Intention (BI)

Social influence is the extent to which individuals believe that important people in their lives expect them to use a specific technology (Venkatesh et al., 2012). Social influence (SI) has consistently been shown to be a substantial predictor of behavioral intention across travel, hotel reservations, and hospitality technologies (Gupta et al., 2018; Gao et al., 2018). Recent research on the adoption of tourism technology, including augmented reality applications (Çalışkan et al., 2025) and mobile travel applications (Yawised et al., 2022), further corroborates that peer influence, family recommendations, and social media endorsements significantly influence user intention. SI is especially pertinent in collectivist cultures where consumers prioritize the perspectives of their immediate social networks. When looking for hotel accommodations, most travelers first seek recommendations from friends and colleagues, followed by consulting online sources such as the brand's official website (Verma et al., 2012). Therefore, SI is expected to influence customers' intentions to book hotels online.

H3: Social influence significantly affects customers' intention to book hotels online.

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2.6 Facilitating Conditions (FC) and Behavioral Intention (BI)

Facilitating conditions represent the resources, support, and infrastructure available to perform a behavior (Venkatesh et al., 2012). FC has been recognized as a robust and substantial predictor across various UTAUT2 extensions in the tourism domain, including mobile hotel applications (Ismail et al., 2020), rural tourism booking platforms (Kraguljac et al., 2022), and mobile travel applications (Amalia, 2019). Reliable internet connectivity, prompt customer support, and secure payment methods bolster user confidence in online hotel reservation systems (Alalwan et al., 2018; Boonsiritomachai & Pitchayadejanant, 2019; Kim et al., 2011). With improved digital infrastructure and support, customers' booking intention is expected to increase.

H4: Facilitating conditions significantly influence customers' intention to book hotels online.

2.7 Hedonic Motivation (HM) and Behavioral Intention (BI)

Hedonic motivation refers to the pleasure or enjoyment derived from using technology (Venkatesh et al., 2012). Research indicates that HM is a crucial factor in the adoption of travel applications, hotel booking platforms, and tourism-related mobile technologies (Herrero et al., 2017; Ramirez et al., 2019). UTAUT2 tourism research, including augmented reality applications in tourism enterprises (Çalışkan et al., 2025) and technological integration in personalized hospitality systems (Ibrahim & Islam, 2024), indicates that pleasurable and immersive experiences positively influence behavioral intention. Bommer et al. (2024) also emphasized HM as a significant factor shaping sharing-economy booking behaviors. Therefore, enjoyable digital booking experiences are expected to influence intention.

H5: Hedonic motivation significantly influences customers' intention to book hotels online.

2.8 Price Value (PV) and Behavioral Intention (BI)

Price value is defined as consumers' cognitive trade-off between the perceived benefits of a technology and the monetary cost associated with its use (Venkatesh et al., 2012). In online hotel reservations, PV is particularly significant because consumers incur costs associated with using booking platforms. UTAUT2 research within tourism contexts, including Airbnb adoption (Bommer et al., 2024) and mobile travel applications (Yawised et al., 2022), demonstrates that attractive pricing, discounts, and value-for-money offerings substantially enhance user adoption. PV also affects consumers' intentions when reserving accommodations on rural tourism and innovative travel platforms (Kraguljac et al., 2022). Thus, PV is expected to shape hotel booking intentions.

H6: Price value significantly influences customers' intention to book hotels online.

2.9 Habit (HT) and Behavioral Intention (BI)

Habit refers to the extent to which people tend to perform behaviors automatically due to learning and repeated use (Limayem et al., 2007; Venkatesh et al., 2012). Previous research on tourism and hotel reservations indicates that consistent use of travel applications, booking platforms, and digital hotel services substantially increases users' intention to use (Morosan & DeFranco, 2016; Amalia, 2019). Habit has been shown to affect both the intention to use and the actual use of mobile hospitality services and restaurant applications (Palau-Saumell et al., 2019). Users who frequently rely on digital channels for travel planning develop automaticity in online hotel reservations. Thus, habit is expected to influence intention.

H7: Habit significantly influences customers' intention to book hotels online.

2.10 Service Affordability (SA) and Behavioral Intention (BI)

Service affordability refers to the perceived fairness and rationality of service charges (Chiang & Jang, 2007). In online hotel reservations, affordability significantly influences perceived value, which, in turn,

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affects booking intention (Dodds et al., 1991; Duman & Mittila, 2005). Research on tourism accommodation pricing indicates that competitive and transparent pricing enhances consumer satisfaction and the likelihood of purchase (Kim & Mattila, 2011; Shah et al., 2012). Recent studies also highlight that affordability influences online booking behavior in both urban and rural accommodation markets (Kraguljac et al., 2022). Therefore, SA is expected to influence customers' booking intentions.
H8: Service affordability significantly influences customers' intention to book hotels online.

2.11 Online Reviews (OR) and Behavioral Intention (BI)

Online reviews are peer-generated evaluations posted through digital platforms (Mudambi & Schuff, 2010). In the fields of tourism and hospitality, operational research (OR) is among the most influential predictors of booking decisions, offering validation, perceived quality, and risk mitigation (Yoo & Gretzel, 2008; Gretzel et al., 2010). Empirical research indicates that travelers predominantly rely on online reviews when choosing hotels, accommodations, and travel apps (Park et al., 2019; Gupta et al., 2018). With the increasing prevalence of digital recommendation platforms, reviews are progressively influencing consumer confidence and booking decisions. Thus, OR is expected to influence intention.
H9: Online reviews have a significant impact on customers' intention to book hotels online.

2.12 Website Trust (WT) and Behavioral Intention

Website trust refers to a user's willingness to rely on a website despite potential uncertainties (Mayer et al., 1995). Within the tourism industry, trust plays a crucial role in mitigating perceived risks related to payments, data confidentiality, and service reliability (Kim et al., 2012). Research examining hotel booking platforms, restaurant applications, and mobile travel services consistently demonstrates that trust markedly increases both the intention to book and actual usage (Ibrahim & Islam, 2024; Kim et al., 2011). A secure, well-designed website enhances credibility and fosters engagement in transactions. Therefore, WT is expected to shape online hotel booking intention.
H10: Website trust significantly influences customers' intention to book hotels online.

2.13 Booking Intention (BI) and Booking Usage (BU)

Booking intention refers to a customer's willingness or plan to reserve a hotel room online (Wei et al., 2014). Purchase intention is widely acknowledged as an outcome influenced by a range of cognitive, affective, and environmental factors (Shah et al., 2012). The intention to book hotels online is influenced by system quality, perceived value, and digital engagement (Lien et al., 2015). Firm behavioral intention has consistently been associated with actual booking activity across various tourism and hospitality platforms (Gupta et al., 2018; Ibrahim & Islam, 2024). Thus, BI is considered a key determinant of actual hotel booking behavior.
H11: Booking intention significantly influences customers' actual use of online hotel booking.

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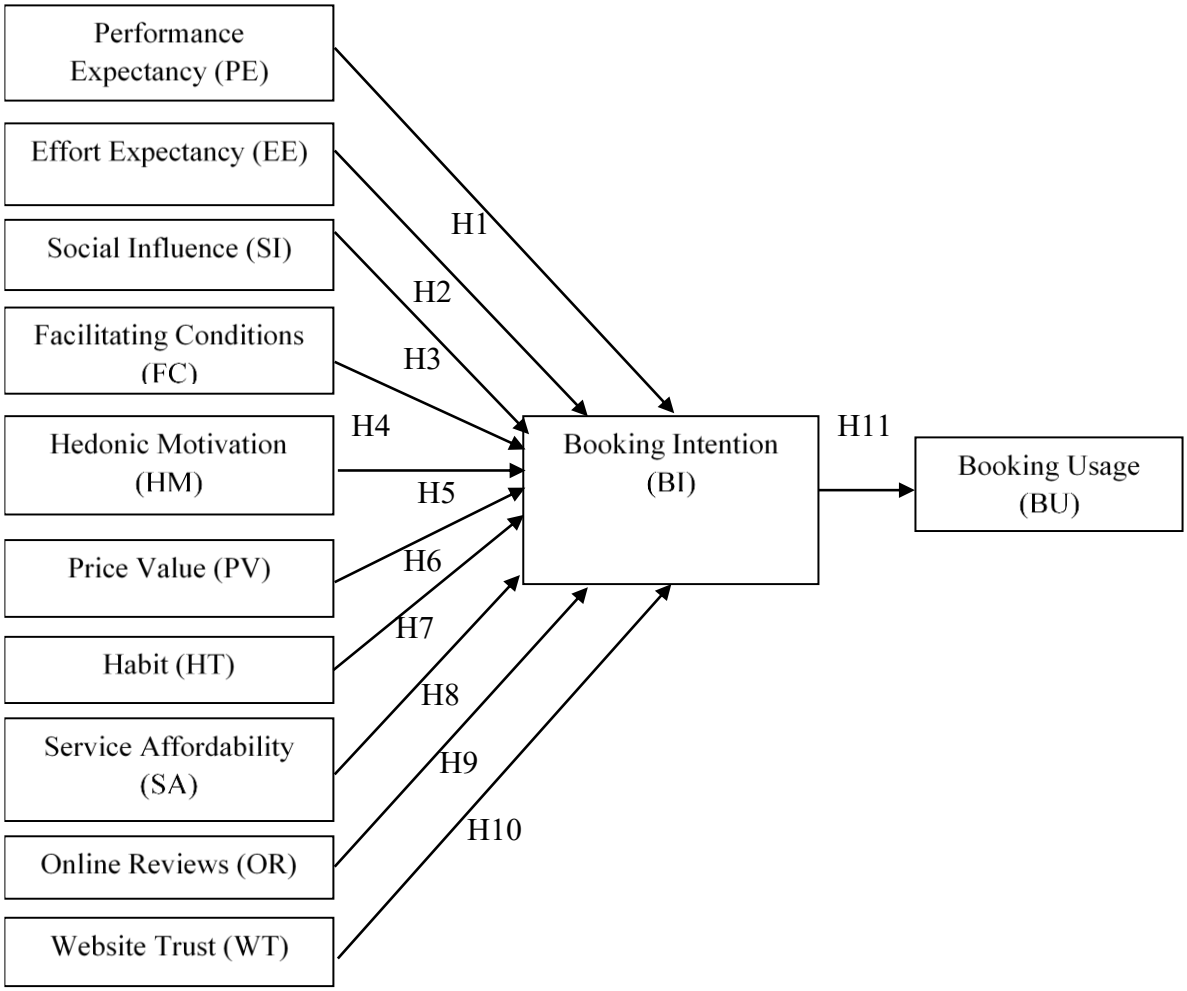

Fig.1: Research Model

3.0 Methodology

3.1 Research Design

This study employed a quantitative research design, which is effective for analyzing relationships among variables using statistical, logical, and objective methods. Quantitative methods enable systematic assessment of perceptions and behavioral patterns across larger populations, making them suitable for examining the adoption of online hotel booking platforms in Bangladesh.

3.2 Measurement of Variables

The measurement items employed in this investigation were primarily adapted from the UTAUT2 model developed by Venkatesh et al. (2012). Several constructs were also derived from Alalwan et al. (2017), who previously validated UTAUT2 items within the context of technology adoption research. Minor adjustments were implemented to enhance contextual relevance to online hotel booking platforms. All items were

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initially created in English and assessed using a 5-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

“Performance expectancy” refers to the extent to which using online hotel booking platforms improves users' efficiency, convenience, and productivity. Three items measured performance expectancy, such as "Using hotel booking apps helps me accomplish tasks more quickly." “Effort expectancy” captures the perceived ease of use of online hotel booking platforms. Three items assessed effort expectancy, including "Learning how to use hotel booking apps is easy for me."

“Social influence” reflects the extent to which individuals perceive important people encouraging the use of hotel booking applications. Three items measured social influence, including "People who are important to me think that I should use hotel booking apps." “Facilitating conditions” refer to users' access to the resources, knowledge, and technical support required to make online reservations. Three items were used to assess facilitating conditions, including "I have the resources necessary to use hotel booking apps."

“Hedonic motivation” refers to the enjoyment or pleasure derived from using hotel booking platforms. Hedonic motivation was measured using three items, including “Using hotel booking apps is entertaining.” “Habit” assesses the extent to which the use of online hotel booking platforms has become automatic or routine for users through repeated experience. Three items were used to measure habit, including “The use of hotel booking apps has become a habit for me.” “Service affordability” reflects users' perceptions of the fairness and appropriateness of hotel pricing. Three items adapted from Biswas (2023) measured service affordability, including "The price charged by the hotel is appropriate."

“Online reviews” represent the influence of user-generated ratings, comments, and testimonials on booking decisions. Three items were adapted from Augustine and Adnan (2020) to measure online reviews, including “I like to read many reviews about a hotel before making a booking.” “Website trust” measures users' confidence in an online booking platform's ability to protect personal and financial information. Three items adapted from Augustine and Adnan (2020) were used to evaluate website trust, such as "I tend to book hotels from websites that are trustworthy and believable."

“Booking Intention” refers to users’ willingness and intention to continue using online hotel booking services. Three items were employed to assess booking intention, including “I will always try to use hotel booking apps in my daily life.” “Booking usage” was measured using three items adapted from Augustine and Adnan (2020), including "I prefer online booking because it saves time."

Control Variables: This study accounted for clients' age, gender, occupation, and educational attainment. Age was categorized into three groups: 1 = 16–24 years, 2 = 25–41 years, and 3 = 42 years and older. Gender was classified as follows: 1 = male and 2 = female. Four education levels were distinguished: undergraduate, graduate, postgraduate, and diploma. Five sectors of occupations were identified: 1 = student, 2 = businessman, 3 = service holder, 4 = housewife, and 5 = others.

3.3 Sampling, Data Collection, and Data Analysis

The population consisted of individuals in Bangladesh who had prior experience using online platforms to book hotel accommodations. Due to the rapid growth of digital hotel reservation platforms in the country, this group was deemed suitable for studying online booking intentions. The target sample size was 500 respondents, all of whom had experience in ordering hotels through online platforms.

Data were collected using a self-administered online questionnaire created through Google Forms. The survey link was disseminated through email and Facebook Messenger. A total of 500 users were invited to participate, and 400 completed responses were obtained, resulting in an 80% response rate that reflects significant engagement from the target population. Participants were assured of confidentiality and informed that the data would be used exclusively for academic purposes.

A non-probability convenience sampling approach was used owing to practical limitations in time, accessibility, and budget. Participants were selected based on their availability and willingness to respond.

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Although this method may introduce selection bias and limit generalizability, it is widely recognized in technology adoption research and was suitable for achieving the study's objectives.
SmartPLS 4 was utilized to analyze the data within a structural equation modeling (SEM) framework. PLS-SEM is a second-generation multivariate analysis technique used to examine complex cause-and-effect relationships in management research. The SmartPLS 4 software assesses measurement model properties, including demographic profiles, internal consistency reliability, and convergent and discriminant validity. Additionally, the software conducts structural model analysis, including hypothesis testing.

4.0 Results

4.1 Respondents' Demographics

According to Table 1, of the 400 respondents, 177 were male (44.3%), and 223 were female (55.8%), indicating that females represent a higher proportion than males among users of online booking services. The majority of customers who booked hotels online (51.9%) were in the 25 to 41 age group, followed by those aged 16 to 24 (41.7%). Most online hotel bookers had academic qualifications: 42.5% were undergraduates, 26.8% held bachelor's degrees, 26.5% were postgraduates, and 4.2% had completed diplomas. Additionally, 28.5% of customers who booked hotels online were students, 7.3% were businesspeople, 12% were employed in service roles, 38.8% were homemakers, and 13.5% fell into other categories.

Table 1: Respondents' Demographics

Demographic Information	Category	Frequency (N=400)	%
Gender	Male	177	55.8%
	Female	223	44.3%
Age	16-24 Years	167	41.75%
	25-41 Tears	204	51.9%
	42 and more	25	6.2%
Educational Qualifications	Under Graduate	170	42.5%
	Graduate	107	26.8%
	Post Graduate	106	26.5%
	Diploma	17	4.2%
Occupation	Student	114	28.5%
	Businessman	29	7.3%
	Service holder	48	12%
	Housewife	155	38.8%
	Others	54	13.5%

4.2 Measurement Model

The analysis of the measurement model examined the internal consistency (reliability), convergent, and discriminant validity of 36 items across 12 latent variables. The cut-off value for composite dependability must be greater than 70 to ensure internal consistency of the reliabilities (Gefen et al., 2000; Hair et al., 2017). The desired composite reliability values exceeded the minimum cut-off value of 0.70, as shown in Table 2. (Fornell & Larcker, 1981), confirming the statistical significance of the items. The threshold value of Average Variance Extracted (AVE) should be at least .50, and cut-off values of each indicator should be greater than .70 (Fornell & Larcker, 1981); however, occasionally they can be between 0.50 and 0.60 to evaluate convergent validity (Chin, 1998; Hair et al., 2019). Table 2 shows that the AVE scores for all

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constructs are more than the anticipated threshold value of 0.50 and that the indicator loadings for all items are higher than 0.60. This demonstrates the data's correctness and convergent validity.

Table 2: Construct Reliability and Validity

Constructs	Indicators	Indicator Loadings	Composite Reliability (rho-c)	AVE
Behavioral Intention (BI)	BI1	0.807	0.881	0.713
	BI2	0.882		
	BI3	0.842		
Service Affordability (SA)	SA1	0.709	0.848	0.652
	SA2	0.857		
	SA3	0.847		
Website Trust (WT)	WT1	0.847	0.899	0.748
	WT2	0.870		
	WT3	0.878		
Facilitating Condition (FC)	FC1	0.849	0.885	0.719
	FC2	0.874		
	FC3	0.819		
Hedonic Motivation (HM)	HM1	0.851	0.905	0.761
	HM2	0.895		
	HM3	0.870		
Habit (HT)	HT1	0.842	0.869	0.689
	HT2	0.819		
	HT3	0.830		
Performance Expectancy (PE)	PE1	0.769	0.865	0.682
	PE2	0.861		
	PE3	0.845		
Price Value (PV)	PV1	0.857	0.880	0.710
	PV2	0.872		
	PV3	0.796		
Effort Expectancy (EE)	EE1	0.636	0.839	0.639
	EE2	0.864		
	EE3	0.874		
Social Influence (SI)	SI1	0.832	0.891	0.732
	SI2	0.854		
	SI3	0.880		
Online Reviews (OR)	OR1	0.567	0.751	0.510
	OR2	0.660		
	OR3	0.879		
Booking Usage (BU)	BU1	0.889	0.873	0.699
	BU2	0.895		
	BU3	0.711		

4.3 Discriminant Validity: Fornell-Larcker Criterion

The most commonly used technique is the Fornell–Larcker criterion. This method compares the square root of the average variance extracted (AVE) for each construct (diagonal elements) with the correlations between latent variables (off-diagonal elements) in the corresponding rows and columns. A variable must provide a better explanation for the variation of its indicators than do other latent variables. A measure of discriminant validity known as the Fornell-Larcker criterion states that a factor's AVE must be larger than its squared correlations with all other factors included in the model (Henseler, 2017; Fornell, & Larcker,

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1981; Voorhees et at., 2016) adding that the square root of the AVE values is compared with the correlations of the latent variables using the Fornell-Larcker criterion. In particular, each construct's square root should be larger than its highest reliability with any other construct (Mahmud et al., 2021). Each construct in Table 3 satisfies the requirements.

Table 3: Discriminant Validity Fornell-Larcker Criterion Table

	BI	WT	EE	FC	HM	HT	OR	PE	PV	SA	SI	BU
BI	0.844											
WT	0.740	0.865										
EE	0.637	0.599	0.799									
FC	0.663	0.611	0.672	0.848								
HM	0.637	0.610	0.586	0.690	0.872							
HT	0.753	0.664	0.600	0.667	0.642	0.830						
OR	0.602	0.572	0.523	0.598	0.509	0.561	0.714					
PE	0.679	0.601	0.682	0.655	0.547	0.680	0.546	0.826				
PV	0.747	0.710	0.624	0.740	0.690	0.755	0.637	0.660	0.842			
SA	0.679	0.602	0.558	0.644	0.611	0.709	0.567	0.593	0.655	0.807		
SI	0.668	0.609	0.662	0.700	0.622	0.641	0.512	0.636	0.618	0.574	0.856	
BU	0.720	0.666	0.570	0.635	0.532	0.659	0.631	0.605	0.674	0.606	0.576	0.836

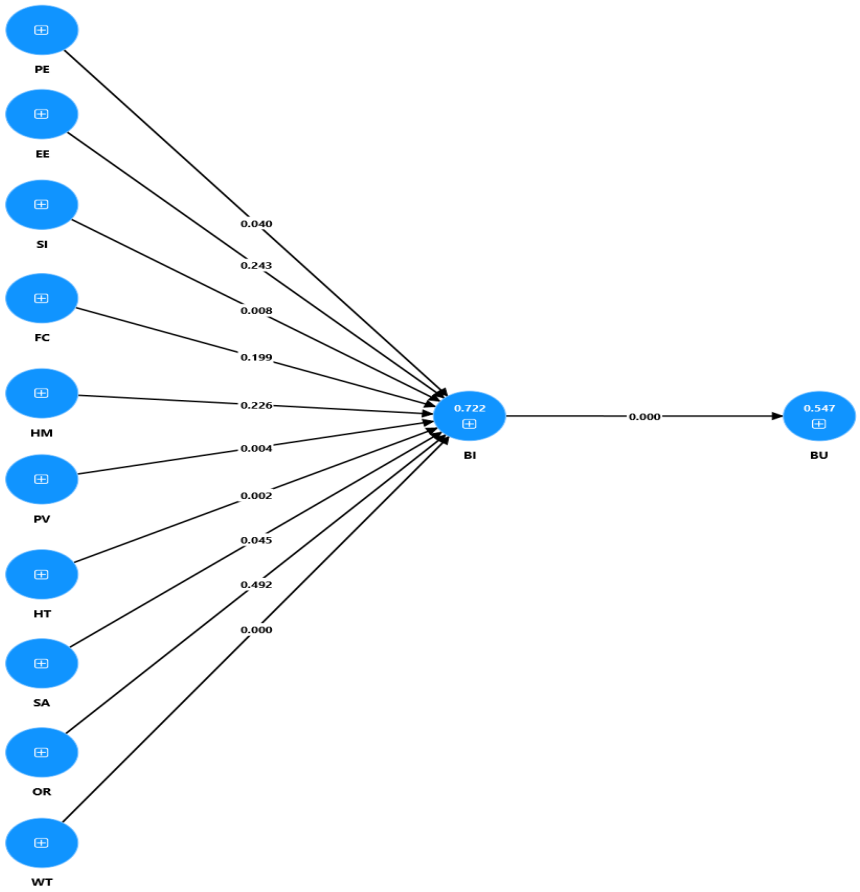

Fig. 2: Validation of the Structural Model

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Table 4: Hypotheses Results

Hypothesis	Relationships	Standard Deviation (STDEV)	T statistics	P values	Decision
H1	PE -> BI	0.047	2.052	0.040	Supported
H2	EE -> BI	0.048	1.168	0.243	Not Supported
H3	SI -> BI	0.050	2.661	0.008	Supported
H4	FC -> BI	0.059	1.284	0.199	Not Supported
H5	HM -> BI	0.053	1.212	0.226	Not Supported
H6	HT -> BI	0.061	3.072	0.002	Supported
H7	PV -> BI	0.065	2.905	0.004	Supported
H8	SA -> BI	0.054	2.009	0.045	Supported
H9	OR -> BI	0.046	0.687	0.492	Not Supported
H10	WT -> BI	0.056	4.105	0.000	Supported
H11	BI -> BU	0.027	26.903	0.000	Supported

5. Discussion and Implications

5.1. Discussion

This study's main goal was to broaden the UTAUT2 framework by adding three new constructs (service affordability, online reviews, and website trust) to analyze the variables influencing customers' intention to book hotels through an online platform. Eleven hypotheses were put forth for this study, of which seven were supported, and four were not supported.

The hypothetical relation between performance expectancy, social influence, habit, and price value had a significant positive effect on behavioral intention. These findings are consistent with the earlier study by Venkatesh et al. (2012). Additionally, we discovered that the newly added constructs service affordability and website trust significantly improved behavioral intention. It demonstrates how customers consider security when evaluating the effectiveness of internet services. Customers also consider the cancellation procedure when booking hotels online. Sometimes they might cancel their booking or ask for a refund. Unexpectedly, we discovered that online reviews did not significantly influence behavioral intention. According to this survey, some consumers place greater value on features, availability, and price than on ratings. If people are familiar with the brand or service, they prioritize these factors over reading reviews. Online reviews, therefore, are not a determining factor. This study reveals that performance expectancy, social influence, habit, price value, service affordability, and website trust positively influence customers' online booking behavior.

5.2.Theoretical Implications

This study provides significant theoretical insights by extending the UTAUT2 model with additional factors relevant to online hotel booking behavior.

First, this research expands the UTAUT2 model by incorporating service affordability, online reviews, and website trust as supplementary antecedents influencing online hotel booking intentions. In doing so, it aligns with the expanding body of literature suggesting that UTAUT2's explanatory power can be improved by incorporating contextual variables, such as trust and perceived risk, particularly in consumer environments (Amnas et al., 2023). This theoretical enhancement addresses a gap in UTAUT2 research. It provides a deeper understanding of how value perceptions (affordability), social proof (reviews), and trust collectively influence technology adoption in the hospitality sector.

Second, the findings enhance the discourse regarding the generalizability and validity of UTAUT2 across various contexts. Meta-analytic research has highlighted that many UTAUT2 studies neglect essential constructs such as trust, perceived risk, and online reviews, despite their significance (Venkatesh et al., 2012; Tamilmani et al., 2021). By validating an extended UTAUT2 within the specific domain of online

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hotel reservations, this study demonstrates that the fundamental UTAUT2 model can be effectively adapted to hospitality environments, thereby supporting the need for additional contextual extensions.
Third, this study offers empirical validation for trust theory within the UTAUT2 paradigm. The integration of website trust aligns with findings in other technology adoption sectors (e.g., financial technology), where trust serves as a pivotal factor influencing behavioral intention (Amnas et al., 2023). Consequently, the research simultaneously validates and enhances theoretical models by demonstrating that trust serves not merely as a peripheral moderator but as a fundamental factor in the hotel booking context.
Fourth, by analyzing service affordability, this study advances the theoretical discourse on price value (PV) within the UTAUT2 framework. Although price value is a well-established concept, affordability captures consumers' sensitivity to price in relation to their income and perceived benefits. This aspect is particularly significant in less developed markets and among budget-conscious customers. This theoretical insight can guide future UTAUT2 research across various service industries, prompting scholars to decompose price perceptions into more detailed, context-specific constructs.
Overall, the results advance theoretical understanding of technology adoption and substantiate the importance of extending UTAUT2 to emergent digital service environments.

5.3. **Practical Implications**

The practical implications of this study offer valuable guidance for hotel platforms, managers, and policymakers seeking to enhance online booking engagement.
First, for hotel managers, online travel agencies (OTAs), and platform designers, integrating service affordability into the model underscores the importance of effective pricing strategies. Competitive pricing, when aligned with perceived value, can considerably enhance consumers' propensity to make online bookings. Service providers should evaluate implementing flexible pricing strategies, promotions, or loyalty programs that improve perceived affordability while maintaining profitability.
Secondly, considering the demonstrated significance of online reviews, hotel establishments should proactively oversee their review ecosystems. Encouraging verified guests to leave reviews, responding promptly to their feedback, and showcasing positive testimonials can strengthen social proof and build confidence among prospective guests.
Third, it is essential to enhance the website's credibility. Platforms ought to allocate resources towards implementing secure payment infrastructures, establishing transparent privacy policies, and ensuring professional web design to cultivate trust. Trust-enhancing mechanisms such as trust seals, customer support chatbots or live chat, and visible security indicators (SSL, encryption) can enhance user confidence and diminish perceived risk.
Fourth, it is essential to focus on habit formation and user experience to ensure sustained long-term adoption. Booking platforms should develop user-friendly interfaces, tailor content to individual preferences, and employ reminders or incentives to promote customer retention. Developing smooth, engaging reservation workflows reinforces habitual behavior, thereby fostering long-term commitment.
Fifth, the technical infrastructure and enabling conditions must be resilient and well-established. Providers must guarantee that their platforms are accessible, efficient, and user-friendly across a range of devices, including desktops and mobile devices. Support systems such as FAQs, in-app assistance, and 24/7 customer service should be easily accessible to minimize user frustration and promote adoption.
In summary, the findings emphasize critical areas such as affordability, trust, and platform efficiency that practitioners must improve to bolster consumer booking intentions.

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6. Conclusion

This research investigated the primary factors influencing visitors' intention to utilize online hotel booking services through an extended UTAUT2 framework. The findings indicate that performance expectancy, social influence, habit, price value, service affordability, and website trust significantly affect booking intention, whereas effort expectancy, facilitating conditions, hedonic motivation, and online reviews do not. These findings offer a more comprehensive understanding of the determinants influencing online booking adoption within an emergent economy context and highlight the importance of extending the UTAUT2 model with supplementary constructs. The study makes a theoretical contribution by validating an enhanced UTAUT2 framework and provides practical insights for hotel managers, policymakers, and digital platform developers. Fostering trust, increasing perceived value, and enhancing functional performance will be crucial for promoting broader adoption of online hotel booking services. Overall, this study provides a valuable contribution to the expanding body of research on technology acceptability in the tourism and hospitality industry.

7. Limitations and Future Research Directions

Although this study provides valuable insights into travelers' intentions regarding online hotel bookings, several limitations present opportunities for additional research.

Firstly, the sample size remains relatively small compared to the total number of visitors who regularly use online booking platforms. Future research should incorporate larger and more diverse samples to enhance the generalizability of the results. Secondly, the study employed a purely quantitative methodology, which limits insights into the deeper psychological and experiential factors that shape visitors' decision-making processes. Future research could incorporate qualitative methods, such as interviews or focus groups, to better understand why travelers may prefer online booking over traditional offline options.

Thirdly, the study was conducted within a single developing country, which may limit the generalizability of the findings to other cultural or economic contexts. Future research should examine travelers from both developed and developing economies to validate the applicability of the extended UTAUT2 framework across different regions. Fourthly, this study did not investigate the moderating effects of demographic variables such as age, gender, income, or prior experience, despite evidence of their influence in UTAUT2-based research. Future researchers might integrate these moderators to enhance the understanding of variations in visitors' behavioral intentions.

Fifthly, although this study expanded the UTAUT2 model by incorporating service affordability, online reviews, and website trust, other significant factors may continue to impact tourists' online booking behavior. Future research may incorporate supplementary variables, including digital literacy, perceived risk, individual innovativeness, mobile application usability, and trust in technology.

In conclusion, overcoming these limitations will enhance theoretical understanding of online reservation behavior and support researchers and industry professionals in developing more efficient, user-centric digital tourism solutions.

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Appendix
Questionnaire

Constructs	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Performance Expectancy (PE)					
PE 1: Using hotel-booking apps helps me accomplish tasks more quickly					
PE 2: Using hotel-booking apps increases my productivity					
PE 3: I can save time when booking a hotel form online					
Effort Expectancy (EE)					
EE 1: Learning how to use hotel booking apps is easy for me					
EE 2: My interaction with this website is clear and understandable					
EE 3: It is easy to book a hotel online					
Social Influence (SI)					
SI 1: People who are important to me think that I should use hotel booking apps					
SI 2: People who have influence on my behavior believe that I have to use hotel booking apps					
SI 3: People whose opinions esteem prefer that I use hotel booking apps					
Facilitating Conditions (FC)					
FC 1: I have the resources necessary to use hotel booking apps					
FC 2: I have the knowledge needed to use hotel booking apps					
FC 3: The technology used is compatible with online hotel booking					
Hedonic Motivation (HM)					
HM 1: Using hotel booking apps is entertaining					
HM 2: Using hotel booking apps is enjoyable					
HM 3: Using hotel booking apps is fun					
Price Value (PV)					
PV 1: Hotel booking apps offer good value for money					
PV 2: I can save money by online hotel booking					
PV 3: I look for hotels with a reasonable price when making online booking intentions					
Habit (HT)					
HT 1: The use of hotel booking apps has become a habit for me					
HT 2: I must book a hotel online					
HT3: Booking a hotel online has become natural for me					
Service Affordability (SA)					
SA 1: The price charged by the hotel is appropriate					

SA 2: The price charged by the hotel is affordable					
SA 3: The price charged by the hotel is reasonable					
Online Reviews (OR)					
OR 1: I like to read many reviews about a hotel before making a booking					
OR 2: It is important to me that reviews are up to date					
OR 3: The more reviews are available, the higher the hotel booking intention					
Website Trust (WT)					
WT 1: I tend to book hotels from websites that are trusted and believable					
WT 2: The websites provide the right and sufficient amount of content					
WT 3: I believe that online hotel booking websites are trustworthy					
Booking Intention (BI)					
BI 1: I will always try to use hotel booking apps in my daily life					
BI 2: I intend to book a hotel online in the next few months					
BI 3: My intention to book hotel rooms will increase in the near future					
Booking Usage (BU)					
BU 1: I prefer online booking because it is easy to use					
BU 2: I prefer online booking because it is cheaper than offline					
BU3: I prefer online booking because it saves time					