

## SUMMARY OF THE DISSERTATION

**Dissertation title:** Research on factors affecting customers' intention to use accommodation services in hotel enterprises in Kien Giang province

**Major:** Business Administration

**Code:** 9340101

**PhD candidate:** Nguyen Hong Giang

**Course:** K4.DBA

**Academic supervisors:**

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**Institution:** Duy Tan University

### 1. The main results of the study

In general, the study has systematized the theoretical basis of customer's consumption behavior, thereby proposing new points in the correlation relationship among the factors influencing customer's behavioral intention. Specifically, the thesis identifies nine factors affecting customers' intention of using accommodation services with 31 observed variables, and builds hypotheses in the research as well. The results are utilized to examine the scale of factors and measure the influence of factors on the intention of using accommodation services of customers in Kien Giang province. The finding identified six factors affecting reliability, five of which with positive influence and one factor with negative influence, it is shown that there is a difference in the relationships when analyzing the multigroup to test the difference according to the characteristics of the sample. Thanks to the findings, a number of management implications have been proposed to enhance the ability to market, meet customer needs and attract customers for hotel businesses and local authorities.

### 2. New contributions of the dissertation

The thesis makes an additional contribution to the field of research on customer behavior, specifically customers in the hotel sector in Kien Giang province. The research model is based on the integration of the UTAUT (Venkatesh, 2012), the DIT (Roger, 2003), to research antecedents leading to customer behavioral intentions.

Theoretically, the thesis has identified the gap in behavioral intention, from which, a theoretical research model with nine factors including perceived benefits, convenience, social influence, goodwill, hedonic motivation, perceived cost, habits, bad electronic work of mouth, and innovativeness that affect customer's intention to use

accommodation service with 31 observed variables, on the basis of inheritance and further development of previously published works.

Concerning the practical side, firstly, the thesis surveyed 18 experts, interviewed 558 survey samples with 548 valid samples used to study the factors of the theoretical model. In addition, the thesis assesses the reliability and influence of the factors on the intention to use accommodation services of customers: The results of the scale of Intention to use accommodation services meet the requirements of reliability and validity. The scale including nine factors and 31 observed variables; nine latent variables explained 73% of the total variation in customer's intention to use accommodation services in Kien Giang hotel businesses. As a result, the study determines that there are six reliable factors, in which there are five positive factors, but bad electronic work of mouth, has a negative effect on the intention of using accommodation service.

Finally, according to the characteristics of the sample, the study has shown that there is a difference in the relationships when analyzing a range of group samples. As for the intention of using accommodation service of customers, the relationship between the factors and the customer's intention shows the difference between the kind of economy hotels (from 1 to 3 stars) and that of the high class hotels (from 4 to 5 stars).

### **3. Implications**

The findings contribute to support hotel businesses in Kien Giang province to improve the marketing ability of hotels to customers in the current context. In addition, the thesis can be used as a reference source for tourism management units in general, especially the Kien Giang Department of Tourism when they make policies to develop local accommodation services. Moreover, the thesis content provides marketing knowledge in the hotel field for students studying economics.

### **4. Suggestions for further research**

The research results show that the relationship between convenience, goodwill and habit with customers' intention of using accommodation services is not clearly. Therefore, continuing to test the research model in other tourism development localities to confirm the relationship between the factors and the customer's intention of using accommodation services is a further research direction.



## LIST OF ARTICLES BY AUTHOR

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2. Nguyen Hong Giang, Doan Hong Le, Tran Van Trang, Doan Huynh Giang (2022), “Research on factors affecting customers’ intention to use accommodation services for hotel enterprise in Kien Giang – Viet Nam”, *Journal of Contemporary Issues in Business and Government*, 2022, Volume 28, Issue 4, p. 1667-1687. DOI: 10.47750/cibg.2022.28.04.133.
3. Nguyen Hong Giang (2021), “Factors effecting the intention of customers to use hotel services provided by hotels in Kien Giang province”, *Viet Nam trade and industry review*, No 18, p.209-214.
4. Nguyen Hong Giang, Ho Van Nhan, Doan Hong Le (2020), “Factors effecting the intention of customers in using hotel services: A conceptual framework”, *Viet Nam trade and industry review*, No 29+30, p.220-229.
5. Nguyen Thi Hoang Quyen, Trinh Minh Tan, Nguyen Hong Giang (2017), “Existing situation and solutions for human resources on the “pearl island” Phu Quoc”, *Viet Nam trade and industry review*, No 11, p.202-206.
6. Nguyen Thi Hoang Quyen, Nguyen Hong Giang (2017), *Forecasting and proposing measures to train and supply labor to meet the human resource structure of Phu Quoc district in the 2016 – 2020 period*, Scientific research project of Kien Giang Province.
7. Luu Thanh Duc Hai, Nguyen Hong Giang (2011), “Analyze factors effecting to tourist’s satisfaction with service quality in Kien Giang province”, *Can Tho University Journal of Science*, Vol 19b, p.85-96.

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