

**MINISTRY OF EDUCATION AND TRAINING**  
**DUY TAN UNIVERSITY**

**NGUYEN HONG GIANG**

**RESEARCH ON FACTORS AFFECTING  
CUSTOMERS' INTENTION TO USE  
ACCOMMODATION SERVICES IN HOTEL  
ENTERPRISES IN KIEN GIANG PROVINCE**

Major: Business Administration

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**SUMMARY OF THE THESIS OF BUSINESS  
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Supervisors:

**1. Dr. HO VAN NHAN**

**2. Assoc. Prof. DOAN HONG LE**

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Reviewer 2: .....

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## **INTRODUCTORY**

### **1. RESEARCH BACKGROUND**

With the 4th industrial revolution and the influence of digital technology, the demand for services of customers today is influenced by many factors and tends to change greatly in information search to intention to use the service.

Not out of the trend, the hotel sector is also undergoing changes due to the rapid development of information technology and digital services. It is this development that has had a significant impact on customers' intention to use hotel services in the current situation. The products of 4th industrial such as: communication, marketing activities, customer attraction programs, payment methods, ... are increasingly intuitive, vivid and strongly influence service discovery, searching information, filter information, form intention to use the service.

Hotel services, which specifically in this thesis focuses on accommodation services, occupies an important part in the tourism industry. If hotel managers in Kien Giang province clearly understand the wishes and intentions of customers when choosing a hotel to stay, then achieving business goals is completely possible. Hotel business managers and operators, researchers have also been aware of this problem from a very early age and have constantly studied the factors affecting the choice of accommodation services in order to make recommendations, strategies and solutions to improve the ability to attract customers to their accommodation. However, customers have the right to choose the hotel service they love based on the customer's initial impression, which significantly affects the intention and behavior of choosing accommodation service during their trip.

In fact, most of the research in the field of hotel services in Kien Giang mainly focuses on service quality, service value, customer satisfaction and loyalty - that is, focusing on customer service behaviour after using the product or service - without many focused studies on the intention to use the product or service - that is, studying the behavior before using the product or service. In the current conditions, the development of accommodation services in Phu Quoc city in Kien Giang

province is expected to bring a new face, creating a breakthrough for the tourism industry in Kien Giang particularly and the general tourism industry in Vietnam. Therefore, the thesis conducts a comprehensive study of the factors affecting the customer's intention to use accommodation services in hotel enterprises, in the case of the study in Kien Giang, is really necessary for theoretically and practically.

## **2. AIM AND OBJECTIVES OF THE THESIS**

### **2.1. Aim**

Research on factors affecting customers' intention to use accommodation services in hotel enterprises in Kien Giang.

### **2.2. Objectives**

Review of theoretical and finding the gaps in previous research, thereby determining the factors affecting customer's intention to use accommodation services; test the scale of factors and measure the influence of the factors on the intention to use the accommodation service of customers; base on the result, suggesting some implications.

## **3. RESEARCH QUESTIONS**

Including: What factors influence?; How are the factors affected?; Management implications?

## **4. RESEARCH SUBJECT**

In terms of content, the research subjects of the thesis is the factors affecting customer's intention to use accommodation services.

## **5. RESEARCH SCOPE**

The thesis focuses on individuals stay in hotels where were range stars on Kien Giang province, such as Rach Gia city, Phu Quoc city, Ha Tien city and Kien Luong district. It is divided into two phase: preliminary research and formal research.

Research period: The thesis is conducted to survey form October, 2019 to December, 2020.

## **6. RESEARCH METHODOLOGY**

The research approach of the thesis includes both qualitative and quantitative research. All of us be done in Kien Giang province.

## **7. RESEARCH CONTRIBUTIONS**

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 in the thesis 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 including nine factors 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.

On the practical side: Firstly, the thesis has 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 affect 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).

## **8. THE STRUCTURE OF THE THESIS**

Chapter 1: Literature Review

Chapter 2: Theoretical and Model Research into customer's intention to use services

Chapter 3: Research Design

Chapter 4: Results and Findings

Chapter 5: Conclusion and Implication

## **CHAPTER 1**

### **LITERATURE REVIEW**

#### **1.1. Review of domestic and international research**

##### **1.1.1. International research**

With international research, there are many research models into customer's intention to use and adopt services. These research usually apply TRA, TAM, TBP model to explain customer's consumption behavior. Nearly, some research used UTAUT, DIT theory to test customer's intention to use model of technological into tourist and hotel.

##### **1.1.2. Domestic research**

With domestic research, almost research usually apply TRA, TAM theory to explain customer's intention to use and adopt.

After review of domestic and international research, there are many factors effecting customer's intention to use products or services by TRA, TAM, TBP theory. The main research methodology of those is quantitative research to measure effecting of factors.

#### **1.2. Literature Gaps**

Although there have been many models to study the intention to use products and services of customers, they are mainly applied in the fields of retail stores, travel applications, booking applications, spa services, online purchases, mobile commerce, telecommunications networks, travel behavior, ... without much research in the field of accommodation services today, especially in situation of the Internet and the Web has grown strongly.

Because the behavioral intention of customers is influenced by many factors, including the group of internal factors of the individual and the group of external factors, along with the psychology of the majority of consumers; so that, the intention to adopt is difficult to measure in

practice. The author finds that there are still not many studies that apply the UTAUT to the intention to use hotel accommodation services, especially for domestic studies, specifically:

- The studies mainly focus on the intention to adopt technology in the hotel or study the behavior during and after using the service of customers. The issue of studying behavior before using accommodation services is still vacant.

- Behavioral intention studies are largely based on the theories of TAM model, TRA model and TPB model. Meanwhile, the theory of DIT and the theory of UTAUT suitable for individual customers are not yet widely used.

- Currently, there is no research topic on the customer's intention to use accommodation service for hotel enterprise in Kien Giang province. The studies of Kien Giang mainly focus on hotel service quality or customer satisfaction for the hotel sector.

- Most of the research on consumer intention in the hotel industry only stops at Exploratory Factors Analysis in Kien Giang province, there are no studies Confirmatory Factors Analysis the factors affecting the intention to use accommodation service at hotels in Kien Giang province.

### **1.3. New contributions of the dissertation**

The study area in Kien Giang is one of the fundamental new points of the thesis, because in my knowledge, there has not been any research on this issue currently.

The thesis studies the behavior before using the accommodation service of individual customers to clarify the factors affecting the behavioral intentions of customers, this is also the difference of the thesis compared to the previous studies in Kien Giang province.

The research method in the thesis is a combination of qualitative and quantitative methods with the survey of 18 experts in the hotel field, interviewing 558 survey samples with 548 valid samples used to study factors of the research model. The thesis applied UTAUT2 theory to study the intention to use accommodation services; and, at the same time add to the original model two factors: bad electronic work of mouth and

innovativeness of customer. From there, a theoretical research model of 9 factors with 31 observed variables is proposed.

Theoretically, the research has contributed to the field of research on customer behavior, specifically the customer's intention to use accommodation service in Kien Giang; the application of the UTAUT2 model is the main to test the behavioral intention of individual customers in the field of accommodation, which is new and has brought some positive signals in the research.

In terms of practice, the study has analyzed the current situation, designed and analyzed the research results based on the structural equation analysis technique; determined quite comprehensively the factors affecting the intention to use the accommodation service of customers in the hotel enterprises in Kien Giang province, especially two new factors added to the theoretical research model; customer feedback factors, specifically bad electronic work of mouth, are important and affect customers' intention to choose accommodation services at a hotel. The research results also show the difference between customer groups in the intention to use accommodation services with the demographic censorship variable.

## **CHAPTER 2**

### **THEORITICAL AND MODEL RESEARCH INTO CUSTOMER'S INTENTION TO USE SERVICES**

#### **2.1. Basic concepts**

#### **2.2. Theoretical model of consumer behavior**

#### **2.3. Factors effecting consumer's behavior**

#### **2.4. Theory of behavioral intention to adopt**

In this section, the thesis presents 4 theoretical models of previous researchers, including UTAUT Theory (Venkatesh et al., 2012), DIT Theory (Roger, 2003), TPB Theory (Ajzen, 2003). 1991), TRA Theory (Fishbein and Ajzen, 1975).

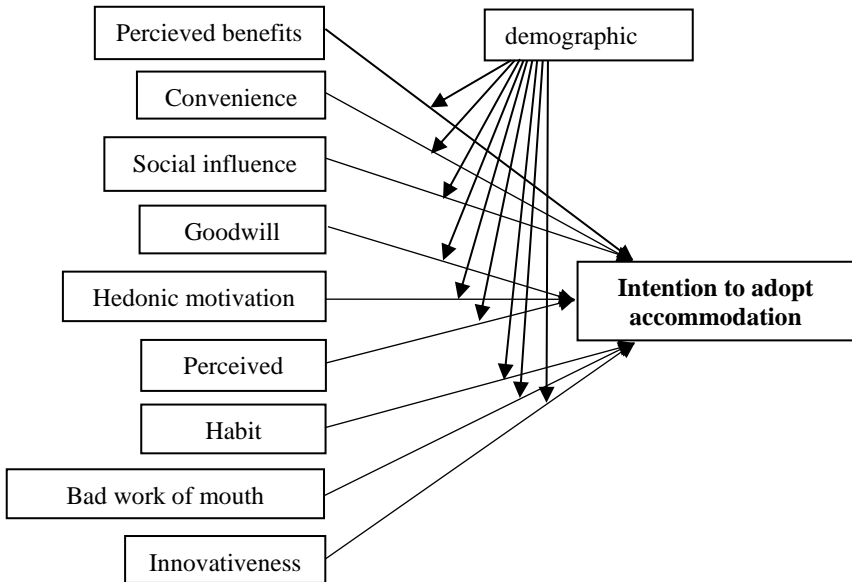
#### **2.5. Developing model and hypotheses research**

With the highlights and generalization of UTAUT2, the study proposes a theoretical research model based on the integration of



UTAUT2 and DIT; in which, the UTAUT2 model is mainly to study the factors affecting the customer's intention to use accommodation services for the hotel enterprise in Kien Giang province. In addition, the study added two factors: bad electronic work of mouth and innovativeness of customer; integrating new factors into the research model to clarify a research problem is important from a scientific point of view (Gioia and Petri, 1990; Greenwood, 1974). Finally, test the difference between customer groups in the intention to use accommodation services with the demographic censorship variable.

From there, the thesis builds 10 hypotheses to test the model.



**Hình 2.1: Practical research model**

## CHAPTER 3

### RESEARCH DESIGN

#### 3.1. Research procedure

The research process of the thesis begins with review of relevant studies and ends with a proposal of managerial implications.

## **3.2. Research methods**

Both qualitative and quantitative methods were used to conduct this study. In which, quantification is the main method.

### **3.2.1. Qualitative research**

To collect qualitative data, the study selected 18 experts who are managers at large hotels in Phu Quoc. The number of 18 experts selected by the method of theoretical sampling is conducted as follows: the study selects the first expert and discusses the factors affecting the intention to use accommodation services and the scale; next, the research selects the second expert to collect opinions and discover some information different from the first expert; so the study continued like that, to the 18th expert.

### **3.2.2. Quantitative research**

After developing a draft scale, the study proceeded to develop a survey form, a formal questionnaire designed to collect data used for this study. The questionnaire was divided into two parts: part one of the questionnaire asked about respondents' information, including items: gender, age, income, experience, family status, occupation, education, status, usage occasion, standard hotel is using, the amount used for accommodation services. The second part includes 34 questions to assess respondents' perceptions of perceived benefits, convenience, social influence, goodwill, hedonic motivation, perceived cost, habits, bad electronic work of mouth, innovativeness and customer's intention to use accommodation services. All observed variables are measured using Likert scale ranging from strongly disagree (1) to strongly agree (5).

#### **3.2.2.1. Data collection**

The study used primary and secondary data. Primary data is collected from customers through face-to-face interviews.

Data were collected by convenient sampling method. The minimum sample size is 340 observations, so the study is expected to interview 600 tourists in Kien Giang province.

#### **3.2.2.2. Results of preliminary quantitative research**

Through preliminary quantitative research, all scales of the research model have Cronbach's alpha coefficient greater than 0.6 and item-total

correlation greater than 0.3 (except for variable TT1). Statistically we need delete this variable, but when considering the content value, TT1 is an observable variable that shows the content of convenience in the hotel sector and without this variable, the Cronbach's alpha coefficient is still greater than 0.6. After consulting with experts, the study still retains the variable TT1 and will test the reliability of the observed variable TT1 and the reliability of the scale in the formal quantitative research.

### **3.3. Procedures and methods of data analysis**

The study used SPSS20 and AMOS20 software to analyze primary data. Specifically, analyzing the reliability of Cronbach's Alpha, exploratory factor analysis, confirmatory factor analysis, linear structural model, Bootstrap test and multigroup analysis were used.

### **3.4. Overall characteristics and sample research**

#### **3.4.1. Overall characteristics**

According to the statistics of the tourism management department of the Department of Tourism of Kien Giang, by the end of December 2021, the total number of accommodation establishments rated from 1 to 5 stars in Kien Giang is 51 establishments, a decrease of 100 equivalent establishments (decrease 66.2%) compared to 2019 and a decrease of 4 establishments (decrease 7.3%) compared to 2020. The total number of rooms of star-rated accommodation establishments is 11,506 rooms, a decrease 1,155 rooms (decrease 9.1%) compared to 2019 and an increase of 366 rooms (increase 3.3%) compared to 2020.

In the period from 2019 to the end of 2021, Kien Giang province welcomes 7,654,399 tourists to accommodation establishments, of which 802,288 international visitors account for about 10.5% and 6,852,111 domestic visitors accounts for about 89.5%. Including both international and domestic visitors, the number of visitors decreased over the years on average 1,202,566 arrivals, corresponding to a reduction rate of 38.9%; The results show that the decrease rate of the following year tends to increase compared to the previous year, the main reason is that the complicated situation of the Covid-19 epidemic in the two years 2020 and 2021 has made the number of guests staying.

### **3.4.2. Overall sample**

With a total of 400 questionnaires issued to domestic guests and 200 questionnaires issued to international guests, the study collected 368 questionnaires for domestic guests and 190 questionnaires for international guests, the rate of return reached 93%.

After cleaning the collected data, 10 questionnaires were removed. 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.

## **CHAPTER 4 RESULTS AND FINDINGS**

### **4.1. Exploratory factor analysis**

The scale of intention to use accommodation services is a unidirectional scale consisting of three observed variables. This scale will be evaluated through the critical model in linear structural analysis to test the reliability of the scale in the field of hotel services.

Cronbach's alpha coefficient of intention to use accommodation services reached  $0.883 > 0.60$ , so this scale is standard. Furthermore, all of item-total correlation are from 0.7 or more. The observed variables of intention were further evaluated by EFA analysis with PCA extraction and varimax rotation.

The EFA results show that there are nine groups of factors affecting the intention to use accommodation services in Kien Giang, which are extracted at eigenvalues by 1.05; if factor extraction by PCA method, the total variance extracted is 76.3%, but factor extraction by PAF method, the total variance extracted is 65.5%. It means that 65.5% of the total variance in customers' intention to use accommodation services is explained by the above nine components. Bartlett test results have KMO of 0.884 greater than 0.6 and Bartlett test has statistical significance (Sig. =  $0.000 < \alpha = 0.05$ ); factor loading coefficients of most of the observed variables are greater than 0.5; Although the factor loading coefficient of variables TT1 and TDXH3 is less than 0.5, this coefficient is still higher than 0.3, so the variables are reliable and have statistical practical

significance. However, the study will test the reliability of two observed variables TT1, TDXH3 and the reliability of the scale in confirmatory factor analysis.

## **4.2. Confirmatory factor analysis**

### **4.2.1. Descriptive statistics**

The results of the evaluation of the distribution form of the nine concept scale in the research model have normal and near normal distributions.

### **4.2.2. Correlation coefficient test**

Based on the results of Pearson's correlation analysis, 9 independent variables are correlated with the dependent variable's intention to use accommodation services with a confidence coefficient of at least 95%. Therefore, 9 independent variables included in the research model to explain the intention to use the accommodation service of customers for hotel businesses in Kien Giang are appropriate.

### **4.2.3. Confirmatory factor analysis results**

The model of factors affecting the intention to use accommodation services includes nine components and is measured by 31 observed variables. The normalized CFA results of the model have 397 degrees of freedom, Chi-squared = 813.89 with  $p = .000$ ; Other indicators show that this model is consistent with market data: Chi-square/df = 2.0; GFI = .91; TLI = .95; CFI = .96; RMSEA = .04. Besides, based on the normalized regression weights, the normalized weights of the measurement variables TT1 and TDXH3 with the corresponding concepts are all greater than 0.5 ( $\lambda_{TT1} = .529$  and  $\lambda_{TDXH3} = .581$ ), so two variable is reliable and statistically significant.

The test results of nine components in the model all achieved unidirectionality, convergent value, discriminant value and composite reliability. The results show that the scales of the components all have reliability greater than 0.7 and the extracted variance is greater than 50%, which proves that the scale of intention to use accommodation services meets the requirements of value and reliability.

### 4.3. Measurement results

#### 4.3.1. Result of the critical model

This model has 481 degrees of freedom, Chi-squared = 1,057.9 with  $p = .000$ ; Other indicators show that this model is consistent with market data: Chi-square/df = 2.19; GFI = ,90; TLI = ,94; CFI = .95 and RMSEA = ,047.

The test results of ten components in the critical model are unidirectional, convergent value, discriminant value and composite reliability. The results prove that the scale of intention to use accommodation services meets the requirements in terms of value and reliability.

#### 4.3.2. Main research model results

The estimated results of the linear structural model have 481 degrees of freedom, Chi-square = 1,057.93 with  $p = .000$  and Chi-square/df = 2.19. Other indicators show that this model is consistent with market data: GFI = .90; TLI = ,94; CFI = .95 and RMSEA = ,047. However, the study refutes hypotheses H2, H4 and H7; in other words, Convenience, Goodwill and Habits have no influence on customers' intention to use accommodation services in the case study in Kien Giang.

**Table 4.1 The relationship between the concepts in the model**

Relationship (Hypotheses)	Estimate	s.e.	c.r.	P	Hypothesis testing
LI → YDINH (H1)	,427	,048	8,692	,000*	Accept
TDXH → YDINH (H3)	,054	,037	1,680	,093***	Accept
DCHT → YDINH (H5)	,146	,037	3,205	,001*	Accept
GTRI → YDINH (H6)	,069	,037	1,923	,054**	Accept
EWOM → YDINH (H8)	-,093	,038	-2,544	,011**	Accept
INNO → YDINH (H9)	,360	,051	7,473	,000*	Accept

*Note: \*: Reliability 99%; \*\*: Reliability 95%; \*\*\*: Reliability 90%*

The normalized weights of the variables perceived benefits, innovativeness, hedonic motivation, perceived cost and social influence in the model all have positive signs, showing that these variables have a positive;y influence on intention to use accommodation services;

Specifically, these variables affect a corresponding amount of 0.427 : 0.360 : 0.146 : 0.069 : 0.054 on the intention to use the customer's accommodation services. The weight of bad electronic word of mouth variable shows that this variable negatively affects the intention to use accommodation services by an amount of -0.093; that is, the more negative word of mouth online, the lower the customer's intention to use the accommodation service, and the less negative word of mouth online, the higher the customer's intention to use the accommodation service. Thereby, perceived benefits is the most important factor affecting the intention to use accommodation services in Kien Giang province, followed by the innovativeness factor of customers.

#### **4.3.3. Bootstrap test**

This study uses the bootstrap method with the number of replicate samples  $N = 1,000$ . Estimates from 1,000 samples are averaged with bias. Estimation results by bootstrap show that the bias appears but is not large, the absolute values of the bias are small and the absolute values of CR are all 2, so the biases do not exist statistical significance.

#### **4.4. Multigroup analysis tests**

To test the difference in customer intention to use accommodation services according to the characteristics of the sample, the study conducted a multi-group structural analysis to compare the research model by gender, age, income, customer nationality and the type of hotel used by the customer.

##### **4.4.1. Sex groups**

In the multi-sex structural analysis, the study sample was divided into two groups: Male group with  $n = 257$  and female group with  $n = 291$ . There were 6 established expectations ( $KV1 \rightarrow KV6$ ).

Through Chi-square test results, two expectations  $KV2$  and  $KV4$  are accepted with 90% confidence. For the male group, the social influence factor affects the intention to use accommodation services ( $P\text{-value} = 0.027 < 0.05$ ), but for the female group, the social influence factor does not affect the intention to use accommodation services ( $P\text{-value} = 0.976 > 0.05$ ). In contrast, the perceived value of female customers affects

the intention to use accommodation services ( $P\text{-value} = 0.019 < 0.05$ ), but the perceived value of male customers does not affect the intention to use accommodation services ( $P\text{-value} = 0.895 > 0.05$ ).

#### **4.4.2. Age groups**

The study sample was divided into under 39 years old with  $n = 360$  and over 39 years old with  $n = 188$ . There were 6 established expectations. (KV7 → KV12).

Through the chi-square test results, KV7 is accepted with 95% confidence and KV10 is accepted with 90% confidence. Specifically, the influence of perceived benefits on the intention to use accommodation services of the group of customers over 39 years old is stronger than the group of customers under 39 years old, due to the normalized regression weight of the group of customers over 39 years old. In contrast, there is no influence of perceived cost on the intention to use accommodation services of the group of customers over 39 years old; but with the group of customers under 39 years old, perceived cost affects the intention to use accommodation services with 95% confidence ( $p\text{-value} = 0.015$ ).

#### **4.4.3. Income groups**

Analyzing the multi-income group structure, the research sample is divided into two groups: the income group under 10 million with  $n = 274$  and the income group over 10 million with  $n = 274$  with 6 established expectations (KV13 → KV18).

Through the Chi-squared test results, all six expectations were rejected at the 95% confidence level because the  $p\text{-values}$  were all greater than 0.05.

#### **4.4.4. Structure of hotel groups**

Analyzing the multi-group structure of hotels, the research sample divided into two groups: 1 to 3 star hotels with  $n = 204$  and 4 to 5 star hotels with  $n = 344$ . Six expectations were established (KV19 → KV24).

Through the chi-square test results, KV19 is accepted with 99% confidence and KV24 is accepted with 99% confidence. Specifically, the effect of perceived benefits on intention to use 4 to 5 star accommodation service is weaker than intention to use 1 to 3 star accommodation service.



The effect of innovativeness on intention to use 4 to 5 star accommodation is stronger than intention to use 1 to 3 star accommodation service.

#### **4.4.5. National customer groups**

Analyzing the multi-national structure of customers, the research sample is divided into two groups: Domestic customers with  $n = 360$  and international visitors with  $n = 188$ . There are six established expectations (KV25 → KV30).

Chi-squared test results, six expectations are rejected at 95% confidence because p-values are all greater than 0.05.

### **CHAPTER 5**

## **CONCLUSIONS AND IMPLICATION**

### **5.1. The main conclusions**

Based on DIT theory (Rogers, 2003) and UTAUT (Venkatesh, 2012), the study has built nine concepts in the form of latent and unidirectional variables with 31 measurement variables. Preliminary evaluation results of the scale of the above concepts through Cronbach's Alpha reliability coefficient and exploratory factor analysis (PAF extraction and promax rotation) have drawn nine factors according to the original scale. The study continued to re-evaluate the scale by means of confirmatory factor analysis, the results showed that all nine research concepts met the requirements of unidirectionality, discriminant value, extracted variance, convergent value and Cronbach's alpha reliability, composite reliability; only the concept of innovativeness has a correlation between measurement errors, so this component does not achieve unidirectionality. In other words, the scale of intention to use accommodation services meets the requirements of reliability and value.

The results of the linear structural model analysis 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. In general, nine latent variables explain 73% of the total variation in customers' intention to use accommodation services for Kien Giang hotel businesses. However, the relationship between the three variables convenience, goodwill and habits with

intention to use accommodation services is not statistically significant with 95% confidence. The remaining variables including perceived benefits, hedonic motivation and innovativeness all affect customers' intention to use accommodation services at the 99% confidence level; Perceived cost and bad word of mouth online affect customers' intention to use accommodation services at 95% confidence level; social influence affects customers' intention to use accommodation services at the 90% confidence level.

Besides, the Bootstrap test results also confirm the validity and suitability of the research model. In multi-group analysis with demographic control variables, namely the variables of gender, age, income, structure of hotel and nationality of customers. The results show that the research models in the multi-group analysis are consistent with market data. In the multi-sex analysis, KV2 and KV4 were accepted with 90% confidence; multi-age analysis, KV7 is accepted with 95% confidence and KV10 is accepted with 90% confidence; in multi-group analysis of hotel type, KV19 is accepted with 99% confidence and KV24 is accepted with 90% confidence. Thus, hypothesis H10 is accepted and has statistical significance.

Academically, the research contributes to creating motivation for future studies to continue to adjust and supplement the scale, and at the same time to use the scale as a reference for further studies in the field of research. Customer attributes such as perceived benefits, hedonic motivation, perceived cost, habit, innovativeness, and external factors such as convenience, social influence, goodwill, bad work of mouth are the factors affecting the consumer behavior of customers. Therefore, these scales can be used by hotel businesses and local governments to measure the intention to use services of customers in the field of hotel and tourism through probability regression model.

## **5.2. Implication**

Firstly, the customer's perceived benefits is the most important predictor of the intention to use the accommodation service. From that, it is shown that hotel businesses in Kien Giang need to create real and

comparable benefits for customers to influence customers' intention to use accommodation services. In particular, hotel businesses also need to pay attention to the age of customers in creating perceived benefits, there is a difference between the group of customers under 39 years old and the group of customers over 39 years old perceive the benefits. In addition, the perceived benefits of the group of customers who intend to use the 1 to 3 star general accommodation service are higher than that of the group of customers who intend to use the 4 to 5 star luxury accommodation service. For the general customer segment, increasing perceived benefits for customers will increase the intention to use accommodation services more for the economy hotel group.

Secondly, the customer's innovation plays an important role in the intention to use the accommodation service after the perceived benefits. Therefore hotel businesses in Kien Giang need to build their accommodation services closer to the different innovation of customers.

Next to the innovation factor, the hedonic motivation factor affects the intention to use accommodation services with a weight of 0.146. This is the factor that expresses the needs and desires of customers for a product or service, and the consumer behavior of customers for a product or service is derived from needs and wants. Therefore, hotel businesses in Kien Giang need to regularly research and survey customer needs to understand customer needs in a timely manner, the organization of a complete marketing department is one of the basic measures. It helps hotel businesses in Kien Giang understand the customer's motivation for enjoyment.

Fourthly, the bad word-of-mouth factor online affects the intention to use accommodation 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 accommodation service, because the customer always tries to reduce the uncertainty. Negative word of mouth online plays a relatively important role in customers' intention to use accommodation services, especially in the current information technology boom. Therefore, hotel businesses in particular and tourism management

agencies in general in Kien Giang need to pay more attention to information management on the internet, in order to avoid false information about local hotel businesses.

Fifth, the perceived cost factor affects the intention to use accommodation services with a weight of 0.069; That is, the higher the customer's perceived cost of the accommodation service, the higher the customer's intention to use the accommodation service. Therefore, the quality management of accommodation services of hotel businesses needs to be focused and improved better from the facilities, the image of the staff, the attitude of the staff and the service process. In addition to hotel businesses, the local tourism management agency also needs to focus on and improve the price control of accommodation establishments and hotel room sales agents to support customers.

Sixth, the social impact factor affects the intention to use accommodation services with a weight of 0.054. Social impact also plays a positive role in customers' intention to use accommodation services, when social impact increases by 1 unit will increase intention to use by 5.4% component points. In addition to customer focused marketing strategies, hotel businesses also need to care about the people who matter to their customers. They can be a family-oriented family consisting of the consumer's father and mother; the consumer's own family; these people will have a relative influence on the customer's intention to use the accommodation service.

### **5.3. Suggestions for further research**

Research results show that the relationship between convenience, goodwill and habit with customers' intention to use 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 to use accommodation service is a further research direction.

## **CONCLUSION**

The relationship between behavioral intention and use behavior in the technology domain has been demonstrated through many theories

(Davis, 1985; Davis et al. 1989; Venkatesh and Davis, 2000; Venkatesh et al., 2003, 2012). Without the influence of contingencies, which are unforeseeable factors that can change the established purchase intention; Typically, the complicated situation of the Covid-19 epidemic affecting customers' incomes or potentially unsafe risks for families when traveling, that is the inability of customers. Therefore, studying the factors affecting the customer's intention to use accommodation service is an important issue for businesses, especially hotel businesses in Kien Giang.

In general, the study has fully implemented the research contents with the specific objectives set out. As a result, the study has systematized the theoretical basis of customer's consumption behavior, thereby proposing a new point in the correlation relationship between factors to customer's behavioral intention. Based on the theory of behavior and behavioral intention, the research has identified two groups of influencing factors, including the group of external factors and the group of internal factors of customers; the group of external factors includes the effects of supplier marketing and environmental factors, which are beyond marketing's control and are based on social, economic, political, and cultural circumstances. The group of internal factors are customer characteristics, such as attitude, motivation, perception, personality, lifestyle and decision-making process, these factors shape the consumer's response (Sandhusen, 2000). Specifically, the second objective is to identify nine factors affecting the intention to use accommodation services of customers with 31 observed variables, and at the same time develop hypotheses in the research. The third objective is also the main objective of the study, to test the scale of factors and measure the influence of factors on the intention to use the accommodation service of customers in Kien Giang province. The results determined that there are six reliable influencing factors, of which there are five positive factors and one negative influence, and there are differences in the relationships when analyzing multiple groups. Since then, 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.

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