

Examining the Factors That Influence Tourist Repurchase Intention on the Virtual Hotel Operator Website: Integrating Technology Acceptance Model (TAM) and Trust-Commitment Theory (TCS)

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ABSTRACT

The factors that influence repurchase intention in the Virtual Hotel Operator (VHO) context have not been examined in previous studies. This research aims to explore the factors that influence tourist behavior in adopting the technology offered by VHO and using it repeatedly based on the theoretical framework of TAM (Technology Acceptance Model) and Tourism Consumption System Theory, by investigating the effect of perceived usefulness, perceived ease of use, perceived enjoyable, and website appeal on repurchase intention. This research is important because repeat purchase intention reflects loyalty and business desire on the VHO platform which is highly dependent on customers making repeat bookings. Data was collected from 297 respondents in Indonesia who were determined based on a purposive sampling method, and analyzed using PLS-SEM. The results show that perceived usefulness, perceived ease of use, perceived enjoyable, and website appeal significantly affect repurchase intention. Moreover, website appeal partially mediates this relationship. The research results provide support for the TAM and TCS theories, and highlight the mediating role of website appeal as a theoretical contribution. The research results also provide managerial implications for VHO marketers to provide websites that are useful, easy to use, and enjoyable to use, in order to increase website appeal and repurchase intention.

Keywords: Perceived Usefulness; Perceived Ease of Use; Perceived Enjoyable; Website Appeal; Repurchase Intention; Virtual Hotel Operator.

1. INTRODUCTION

Virtual Hotel Operator (VHO) is a company that helps hotel owners manage and sell products online via a website. The existence of VHO is still being debated as to whether it has a positive impact or a threat to the hotel industry. However, the results of previous research state that the development of VHO in Indonesia is not a threat but rather an innovation. Widiastuti & Susilowardhani (2016) explain that the development of VHO in Indonesia has a positive impact on partners by providing an online-based reservation system via the website, improving service standards, and increasing revenue. Furthermore, VHO is also an option for tourists, especially those whose characteristics tend to reduce travel costs and choose accommodation according to standards at affordable costs (Teng, 2010). Based on the positive impact of VHO on accommodation businesses and tourists, further research is needed to examine the factors that cause tourists to be willing to use the VHO website services repeatedly.

Venkatesh et al., (2003) introduced the UTAUT (Unified Theory of Acceptance and Use of Technology) model which assumes that the expected performance of a technology in the

form of perceived convenience, perceived usefulness, and feelings towards using the technology will influence the user's behavioral intentions. The results of previous research support this model which is applied to interpret phenomena in the context of e-learning and online gaming (Oh and Yoon, 2014). Furthermore, previous researchers have proven that perceived usefulness and enjoyment influence website appeal and behavioral intentions based on the Technology Acceptance Model (TAM) (Hampton-Sosa and Koufaris, 2005). Additionally, Liu et al., (2017) have also proven that the influence of service content quality, service delivery quality, and enjoyment has an impact on website appeal and then website appeal has an influence on purchase intention in the context of e-commerce based on signaling theory. However, the factors that influence repeated use of the VHO website by tourists have not been widely studied.

The expected performance of the website in the form of perceived ease of use and perceived benefits will influence the user's behavioral intentions (Venkatesh *et al.*, 2003; Oh and Yoon, 2014). So et al., (2021) also explained that perceived enjoyment influences repurchase intention in the Airbnb context. Furthermore, providing an attractive website for users is very important (Hampton-Sosa and Koufaris, 2005). Likewise with VHO, if the website is interesting then tourists or guests tend to make repeat purchases via the WHO website. Hampton-Sosa & Koufaris, (2005) prove that perceived usefulness and perceived enjoyment influence website appeal, and then website appeal influences user behavioral intentions.

Furthermore, Liu et al., (2017) prove that service content quality which refers to the reliability of information on the website, and service delivery quality which refers to ease of use of the website, as well as enjoyment when using the website influences website appeal and then website appeal influences purchase intention in the context of e-commerce. However, this relationship has not been proven much in the context of the VHO website. In addition, in the context of tourism products based on the Tourism Consumption System Theory, it is explained that the information search process by tourists regarding information provided by marketers via websites will influence the evaluation of the website and the results of the evaluation will influence the behavioral intentions of tourists (Woodside and Dubelaar, 2002). Therefore, the mediating influence of website appeal needs to be studied further.

This research aims to explore the factors that influence tourist behavior in adopting the technology offered by Virtual Hotel Operators (VHO) and using it repeatedly, based on the theoretical framework of the Technology Acceptance Model (TAM) and Tourism Consumption System (TCS) theory. The TAM theory, first proposed by Davis (1989) explains individual behavior in accepting technology, particularly by emphasizing two key constructs: perceived usefulness and perceived ease of use, which influence a person's attitude and behavioral intentions toward technology use (Mohammadi, 2015; Kejela & Porath, 2022). In the context of online hotel room bookings, previous studies (e.g., Bae & Han, 2020) have confirmed that these two TAM constructs significantly affect tourists' attitudes and intention to book accommodations via websites. However, there is limited empirical evidence specific to the VHO context, such as OYO, RedDoorz, or ZenRooms platforms which are heavily used in developing countries and often rely on standardized yet low-cost lodging services. These platforms face challenges in building customer loyalty, which highlights the need to understand why tourists return and repurchase after their initial experience.

Despite the increasing use of VHO platforms, little is known about the demographic characteristics of the users, the psychological and technological factors influencing repurchase behavior, and how these are shaped by both utilitarian and hedonic values. Therefore, this study not only addresses the gap by including perceived enjoyment and website appeal as additional variables, but also by employing TCS theory, which allows a broader understanding of consumer behavior during multiple stages of tourism consumption before, during, and after the trip.

This study uses a quantitative method with data collected from online surveys involving 297 respondents who had previously used VHO platforms. The demographics of respondents include age, gender, occupation, travel frequency, and familiarity with VHO services data that are crucial to understand patterns of repeated usage. The integration of TAM and TCS is justified by the complementary nature of these theories: TAM explains technology acceptance behavior from a system-use perspective, while TCS incorporates experiential and emotional dimensions that are highly relevant in the tourism domain. Thus, combining both frameworks allows for a more holistic analysis of repurchase intention, which is a key metric for customer retention and platform sustainability.

Hypotheses Development

Website appeal is an important component in terms of aesthetics and relational appreciation of a website (Campbell, Wells and Valacich, 2013). Website appeal is explained as the ability of a website to make people feel and think about the service quality of the website (Liu *et al.*, 2017). Website appeal plays an important role in encouraging consumer purchasing intentions (Yeshin, 2007). Website appeal refers to the ability of a website to attract the attention and interest of its visitors (Hampton-Sosa and Koufaris, 2005). In the context of VHO, the attractiveness of the website is very important because it will influence whether potential tourists will reserve a room or not. These conditions will affect the sustainability of VHO's business and its properties. Previous research has proven that website appeal has a positive and significant effect on repurchase intention (Liu *et al.*, 2017). Thus, the proposed hypothesis is as follows.

H1: Website Appeal positively affects Repurchase Intention in the VHO

Perceived usefulness refers to customers' cognition that using technology will be beneficial improve job performance (Davis, 1989). The TAM model explains that behavioral intentions for adopting new technology are influenced by attitude and attitude is influenced by two things, perceived usefulness and perceived ease of use (Davis, 1989). This TAM model can also be applied to explain tourist acceptance of hotel room reservation technology in the tourism sector (Bae and Han, 2020). Previous research has proven that perceived usefulness has a positive and significant effect on repurchase intention (Chen, 2012; Pitaloka, Perwita and Saptana, 2022; Cuong, 2023). Moreover, in the context of tourism products based on Tourism Consumption System Theory, it is explained that the information search process by tourists regarding information provided by marketers via websites will influence the evaluation of the website and the evaluation results will influence the behavioral intentions of tourists (Woodside and Dubelaar, 2002). If the process of searching for room and property information via the VHO website tends to be usefulness, then this condition will influence the website appeal, and in turn influence the repurchase intention of tourists. Thus, the proposed hypothesis is as follows.

H2a: Perceived Usefulness positively affects Repurchase Intention in the VHO

H2b: Perceived Usefulness positively affects Repurchase Intention in the VHO mediated by Website Appeal

Perceived ease of use is known as the degree to which the use of the technology is supposed to be effortless and easy (Venkatesh *et al.*, 2003). Tourism Consumption System Theory explains that the information search process by tourists regarding information provided by marketers via websites will influence the evaluation of the website and the evaluation results will influence the behavioral intentions of tourists (Woodside and Dubelaar, 2002). If the process of searching for room and property information via the VHO website tends to be easy, then this condition will influence the website appeal, and in turn influence the repurchase intention of tourists. Previous research has proven that perceived ease of use has a positive and significant effect on repurchase intention (Nguyen Thi *et al.*, 2022; Cuong, 2023). Thus, the proposed hypothesis is as follows.

H3a: Perceived Ease of Use positively affects Repurchase Intention in the VHO

H3b: Perceived Ease of Use positively affects Repurchase Intention in the VHO mediated by Website Appeal

So et al., (2021) explain that perceived enjoyment influences repurchase intention in the Airbnb context. Furthermore, in the context of tourism products based on Tourism Consumption System Theory, it is explained that the information search process by tourists regarding information provided by marketers via websites will influence the evaluation of the website and the evaluation results will influence the behavioral intentions of tourists (Woodside and Dubelaar, 2002). If the process of searching for room and property information via the VHO website tends to be enjoyable, then this condition will influence the website appeal, and in turn influence the repurchase intention of tourists. Thus, the proposed hypothesis is as follow:

H4a: Perceived Enjoyment positively affects Repurchase Intention in the VHO

H4b: Perceived Enjoyment positively affects Repurchase Intention in the VHO mediated by Website Appeal

Thus, the proposed model in this research is as follows:

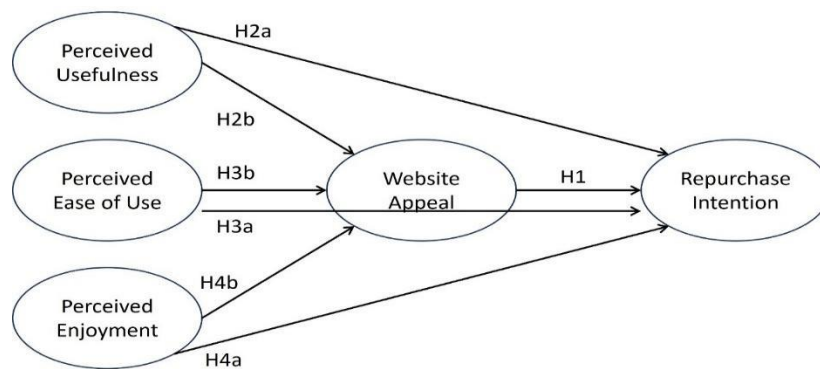


Figure 1. Conceptual Framework

2. METHODS

2.1 Research Design and Data Collection

This research was conducted in Indonesia using a quantitative approach based on an online survey via Google Form which was carried out from August to October 2023. The sample used was 297 respondents who were determined based on a purposive sampling method with the criteria of respondents being Gen Z born aged between 18 years to 24 years who have used VHO website services in the last 3 months. The research data is primary data obtained through online questionnaire distribution (Kumala, Saefudin and Adibatunabillah, 2023).

2.2 Variable Measurement

Table 1. Variable Measurement

Variable	Description	Item	Indicator	Reference
Perceived Usefulness (PU)	Tourists' perception that using the VHO system will improve their work performance	PU1	Booking hotels online through the VHO website helped me overcome doubts when planning a trip	(Agag and El-Masry, 2016; Bae and Han, 2020)
		PU2	Booking hotel rooms online through the VHO website helps me organize my travel in a more efficient way	
		PU3	Overall, this VHO website is useful in booking hotel rooms	
Perceived Ease of Use (PEOU)	Tourists' perception of adopting the VHO website for hotel room bookings can be effortless	PEOU1	In my opinion, learning to use the VHO website for online hotel room booking is easy	(Agag and El-Masry, 2016; Bae and Han, 2020)
		PEOU2	I think the interaction with online hotel room booking through the VHO website does not require much complicated effort	
		PEOU3	In my opinion, booking hotel rooms online via the VHO website is easy to do	
Perceived Enjoyment (PE)	Tourists' perceptions of the pleasure they feel during the process of using the VHO website	PE1	Website VHO is interesting	(Hampton-Sosa and Koufaris, 2005; Oktarini and Wardana, 2018)
		PE2	Website VHO is enjoyable	
		PE3	Website VHO is entertaining	
Website Appeal (WA)	The ability of the VHO website to evoke positive feelings and stimulate tourists' cognition regarding the quality of its services	WA1	Booking room on the website VHO is appealing	(Hampton-Sosa & Koufaris, 2005)
		WA2	Booking room on the website VHO is pleasing	
		WA3	Booking room on the website VHO is attractive	
		WA4	Booking room on the website VHO is charming	
Repurchase Intention (RI)	The intention of tourists to repeatedly use the	RI1	I'm considering using the VHO website again if I want to book a room on my next trip	(Agag and El-Masry, 2016;

Variable	Description	Item	Indicator	Reference
	VHO website to book hotel rooms	RI2	If I was going to book a hotel room, then I would do it through the VHO website again	So, Kim and Oh, 2021)
		RI3	Soon, if I need a hotel room, I will use the VHO website again	

2.3 Data Analysis

The data analysis technique used is PLS–SEM considering that this research aims to test the ability of exogenous variables to explain endogenous variables (Saefudin and Arbianti, 2024), and explore the influence of tourists' perceptions of the VHO website on the website's attractiveness and intention to use the website again or make repeat purchases using VHO services. There are three stages of testing, namely: outer model test, inner model test, and hypothesis test. First, test the outer model to evaluate the suitability of the instrument with three testing methods, namely: convergent validity (loading factor ≥ 0.70), composite reliability (Composite reliability CR ≥ 0.70 and Cronbach's Alpha value ≥ 0.60), Average Variance Extracted AVE ≥ 0.50 (Hair et al., 2017). Second, test the inner model to evaluate the feasibility of the structural model using three methods, namely: R–Square (R^2 value = 0.67 means strong category, R^2 value = 0.33 means moderate category, and R^2 value = 0.19 means weak category), Q–Square (Q^2 value = 0.35 means category, Q^2 = 0.15 means moderate category, and Q^2 value = 0.02 means weak category), and Goodness of Fit (GoF) (Gof value = 0.36 means category strong, GoF=0.25 means moderate category, and GoF=0.10 means weak category). Finally, hypothesis testing is used to analyze the influence between the variables studied and prove the proposed hypothesis with the criteria of a P–Value ≤ 0.05 , so the research hypothesis is accepted.

3. Results

3.1 Characteristics of Respondents

The sample for this research was Gen-Z who had booked hotels online via the VHO website, totaling 297 respondents. The characteristics of the respondents are summarized in Table 2. We found that the majority of respondents were female with 145 respondents (48.8%). Their ages ranged from 18 years to 24 years, and the majority were 24 years old, 60 respondents (20.2%). The research sample ranged from high school graduates to diploma/bachelor graduates. The results showed that the majority of respondents had completed a Diploma/Bachelor's Degree, 124 respondents (41.8%). All respondents answered regarding the

frequency of hotel bookings via the VHO website, namely that the majority of them always booked hotels via the website, 153 respondents (51.5%).

Table 2. Characteristics of Respondents

Characteristic	Category	Frequency	Percentage
Gender	Male	145	48.8
	Female	152	51.2
Age	18 years old	20	6.7
	19 years old	44	14.8
	20 years old	36	12.1
	21 years old	53	17.8
	22 years old	34	11.4
	23 years old	50	16.8
	24 years old	60	20.2
Educational Background	Senior High School graduate	56	18.9
	Currently pursuing a	117	39.4
	Diploma/Bachelor's Degree		
	Diploma/Bachelor graduate	124	41.8
Frequency of Hotel	Sometimes	55	18.5
Bookings Via the VHO	Often	89	30.0
	Website	153	51.5

3.2 Outer Model Evaluation

Outer model evaluation is carried out to check the extent to which the indicators or items used in the model correspond to the latent variables being measured (Saefudin *et al.*, 2024). We took three approaches in evaluating the outer model, (1) convergent validity (loading factor ≥ 0.50); (2) composite reliability (Cronbach Alpha ≥ 0.60 or CR ≥ 0.70); (3) AVE ≥ 0.50 ; and (4) discriminant validity $\sqrt{\text{AVE}} \geq \text{correlation value}$. The research results in Table 3 show that all items in each variable have a loading factor > 0.50 , so they meet the convergent validity criteria. We found that the Cronbach Alpha value for each variable was > 0.60 and the CR value > 0.70 which was included in the composite reliability category. Meanwhile, the discriminant validity evaluation based on the AVE value shows that it has an AVE value > 0.50 , so the data meets the discriminant validity criteria.

Table 3. Outer Model Result

Variable	Item	Loading Factor	Cronbach Alpha	CR	AVE	Result
Perceived Usefulness (PU)	PU1	0.717	0.623	0.799	0.570	Valid&Reliable
	PU2	0.764				
	PU3	0.782				

Variable	Item	Loading Factor	Cronbach Alpha	CR	AVE	Result
Perceived Ease of Use (PEOU)	PEOU1	0.773	0.685	0.826	0.613	Valid&Reliable
	PEOU2	0.801				
	PEOU3	0.774				
Perceived Enjoyment (PE)	PE1	0.799	0.688	0.828	0.616	Valid&Reliable
	PE2	0.794				
	PE3	0.761				
Website Appeal (WA)	WA1	0.729	0.725	0.829	0.548	Valid&Reliable
	WA2	0.781				
	WA3	0.727				
	WA4	0.723				
Repurchase Intention (RI)	RI1	0.739	0.631	0.802	0.575	Valid&Reliable
	RI2	0.775				
	RI3	0.761				

We also carried out the Fornell–Larcker Criterion test to strengthen the results of the discriminant validity test. The research results found that the overall $\sqrt{\text{AVE}}$ value for each construct was $>$ than the value correlated with other constructs. This means that the research items meet the criteria for discriminant validity.

Table 4. *Fornell-Larcker Criterion*

	PEOU	PE	PU	RI	WA
PEOU	0.783	0.436	0.602	0.588	0.593
PE	0.436	0.785	0.515	0.489	0.482
PU	0.602	0.515	0.755	0.611	0.521
RI	0.588	0.489	0.611	0.758	0.692
WA	0.593	0.482	0.521	0.692	0.740

3.3 Inner Model Evaluation

Inner model evaluation is used to understand the extent to which the proposed conceptual model matches the empirical data that has been collected using three approaches, R^2 , Q^2 , and GoF. The research results are shown in Table 5. The average value of $R^2=0.505$ (in the moderate category); Q^2 value = 0.275 (in the moderate category); and GoF value=0.542 (in the strong category). Referring to the results of this research, show that the research model meets the research criteria so that the structural model is suitable for hypothesis testing.

Table 5. Inner Model Evaluation

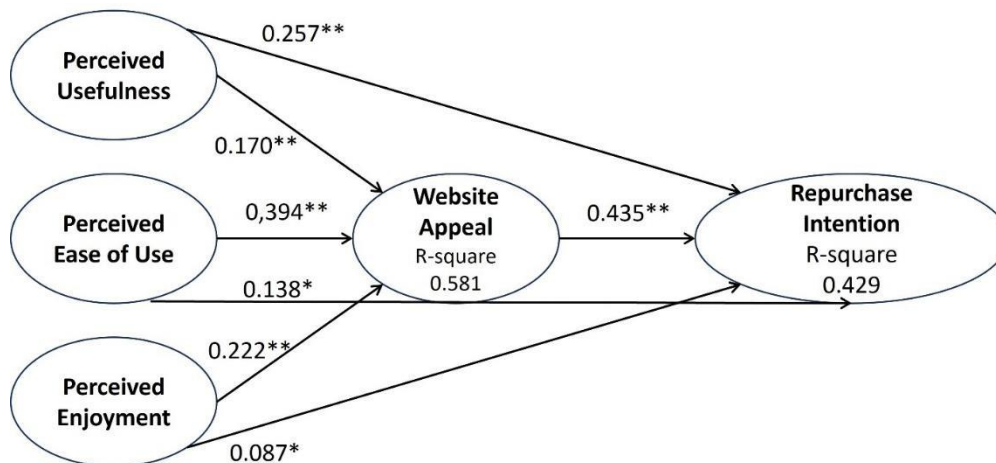
Model	R^2	Q^2	GoF
RI	0.581	0.324	0.583
WA	0.429	0.226	0.502
Average	0.505	0.275	0.542
Results	Moderate	Moderate	Strong

3.4 Hypothesis Testing

After the data met the outer model and inner model criteria, we tested the research hypothesis through path analysis which was tested with the Smart PLS program. Referring to Table 6 we find that there is a direct effect of WA-RI ($\beta=0.435$, $p < 0.01$), which supports H1. Moreover, the influence of PU-RI ($\beta=0.257$, $p < 0.01$) and PU-WA ($\beta=0.170$, $p < 0.01$), and PU-WA-RI ($\beta=0.074$, $p < 0.01$) which supports H2a and H2b; the influence of PEOU-RI ($\beta=0.138$, $p < 0.05$), PEOU-WA ($\beta=0.394$, $p < 0.01$), and PEOU-WA-RI ($\beta=0.171$, $p < 0.01$) thus accepting H3a and H3b; then the influence of PE-RI ($\beta=0.087$, $p < 0.05$), PE-WA ($\beta=0.222$, $p < 0.01$), and PE-WA-RI ($\beta=0.097$, $p < 0.01$), which means that H4a and H4b are accepted.

Table 6. Hypothesis Testing

Path	β	<i>T Stat</i>	<i>P Values</i>	<i>Results</i>
WA-> RI	0.435	8.131	0.000**	H1 Accepted
PU-> RI	0.257	5.055	0.000**	H2a Accepted
PU-> WA	0.170	3.145	0.002**	
PEOU-> RI	0.138	2.603	0.011*	H3a Accepted
PEOU-> WA	0.394	8.012	0.000**	
PE-> RI	0.087	2.004	0.046*	H4a Accepted
PE-> WA	0.222	4.283	0.000**	
PU-> WA-> RI	0.074	2.812	0.005**	H2b Accepted
PEOU-> WA-> RI	0.171	5.638	0.000**	H3b Accepted
PE-> WA-> RI	0.097	3.792	0.000**	H4b Accepted



Notes: **significant at $p < 0.001$; *significant at $p < 0.05$

Figure 2. Structural Model and Path Coefficient

4. DISCUSSION

The results show that Website Appeal (WA) has a positive effect on Repurchase Intention (RI). Thus, the more the VHO website's ability to evoke positive feelings and stimulate tourist

cognition increases, the more tourists' intention to book hotels online via the VHO website will increase. These results prove that the more attractive and interesting the VHO website, the more tourists will increase their intention to make repeat purchases. This result supports the results of previous research which proves that the more attractive the website, the more influence it will have on consumer intentions and behavior (Hampton-Sosa and Koufaris, 2005; Liu *et al.*, 2017).

Perceived Usefulness (PU) has been proven to influence Repurchase Intention (RI) positively and significantly. These results explain that the more useful the hotel reservation technology offered by VHO, the more it will increase the repurchase intention of tourists. These results support the TAM model which also explains that perceived usefulness will influence behavioral intention (Davis, 1989). The findings from this research provide additional insight into the TAM model that can be applied to explain the phenomenon of technology adoption offered by VHO to tourists in the hospitality industry. These results also support previous research in the e-commerce context, that the more useful a technology adopted by consumers, the greater the intention to repurchase through that technology (Chen, 2012; Pitaloka, Perwita and Saptana, 2022; Cuong, 2023).

The research results show that Perceived Ease of Use (PEOU) influences Repurchase Intention (RI) positively and significantly. These results show that the easier it is to use the VHO website for online hotel reservations, the greater the repurchase intention of tourists. These results support the TAM model and provide evidence that the TAM model can be applied to understand the phenomenon of VHO technology adoption by tourists, as well as how these conditions can trigger repurchase intentions (Bae and Han, 2020). These findings also support previous research which proves that the easier a technology is to use and adopt, the greater the intention to repurchase (Oktarini and Wardana, 2018; Nguyen Thi *et al.*, 2022; Cuong, 2023).

Furthermore, the findings from this research also prove that Perceived Enjoyment (PE) has a positive and significant effect on Repurchase Intention (RI). This shows that the more pleasant the hotel reservation process via the VHO website, the more this condition will have an impact on increasing tourist's repurchase intentions. These results support the findings of previous researchers who found that perceived enjoyment was a strong and consistent predictor of repurchase intention (Oktarini and Wardana, 2018). These results also support previous research which proves that in the context of the tourism and hospitality industry, perceived enjoyment can increase tourist's repurchase intentions (So, Kim and Oh, 2021).

Moreover, Website Appeal (WA) is proven to be able to mediate the influence of Perceived Usefulness (PU), Perceived Ease of Use (PEOU), and Perceived Enjoyment (PE) on Repurchase Intention (RI). Even though the mediation effect is partial mediation because directly and indirectly, the effect is equally significant. These results support the Tourism Consumption System theory which explains that the information search process by tourists regarding information provided by marketers via websites will influence the evaluation of the website and the evaluation results will influence the behavioral intentions of tourists (Woodside and Dubelaar, 2002). These results show that the more useful, easier to use, and more enjoyable the VHO website is, the website appeal will increase, and in turn this will have an impact on increasing tourist's repurchase intentions.

In addition, the results of this research also present findings that Generation Z is more likely to accept technology that is perceived as useful, easy to operate and enjoyable to use. If a technology is perceived as useful, easy to operate, and enjoyable when used, this will increase the attractiveness of the technology, and in turn have an impact on reuse intentions. In the VHO context, if tourists perceive the VHO website as easy to use for hotel room reservations, useful, and the process of using the website tends to be enjoyable, these conditions will increase website appeal and increase repurchase intention. Thus, tourists will tend to be willing to use the VHO website again if in the future they need to book a hotel room.

The results of this research contribute theoretically by supporting the TAM model. The results of this research also support the Tourism System Consumption (TCS) theory and prove that website appeal mediates the factors of usefulness, convenience and enjoyment on repurchase intention in the VHO context. Furthermore, the results of this research provide managerial implications for VHO marketers to provide websites that are useful, easy to use, and enjoyable to use in order to increase repurchase intention. By increasing repurchase intention from tourists, it is hoped that properties managed by VHO can continue to develop and sustain their business, so that the presence of VHO and its technology provides benefits for hotel owners who join certain VHO brands.

5. CONCLUSION

Factors that can influence tourist's repurchase intention at VHO are usefulness factors, ease of use factors, enjoyable factors, and website appeal factors. Website appeal mediates the influence between antecedent and consequent factors in the form of repurchase intention. The results of this research support the TAM theory and TCS theory in explaining the factors that influence tourist behavior in adopting the technology offered by VHO and using it repeatedly. The results of the research provide recommendations for VHO marketers to offer hotel room reservation technology through a website that is easy to use, useful for tourists, and enjoyable to use, thereby increasing website appeal and having an impact on increasing repurchase intention via the VHO website. This research is limited to the exogenous variables used in the research model. Thus, future researchers can add other variables such as perceived risk and satisfaction. Besides, this research is limited to a technological context in the form of the VHO website for online hotel reservations. Future research can use TAM theory and TCS theory to understand tourist behavior in adopting technology products in other tourism sectors.

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