



DETERMINANTS OF TOURIST'S CONTINUED USE OF ONLINE TRAVEL AGENCY (OTA) BOOKING SERVICES: A CASE STUDY IN HO CHI MINH CITY, VIETNAM

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ARTICLE INFO	ABSTRACT
DOI: 10.52932/jfmr.v4i3en.1090	Purpose – This study examines tourists' continuance intention to use OTA booking services in Ho Chi Minh City through the Stimulus-Organism-Response framework.
<i>Received:</i> September 03, 2025	Design/methodology/approach – Data from 351 OTA users were analyzed using PLS-SEM. Performance expectancy, information quality, social influence, and price value were modeled as stimuli, trust as the organismic state, and continuance intention as the response.
<i>Accepted:</i> March 30, 2026	Findings – All four platform attributes positively affect trust. Social influence has the strongest effect, followed by information quality, performance expectancy, and price value. Trust significantly increases continuance intention.
<i>Published:</i> July 25, 2026	Originality/value – The study validates a trust-mediated S-O-R mechanism in the OTA context and provides evidence on post-adoption behavior in Vietnam.
Keywords: Continuous usage intention, Ho Chi Minh City, Online booking, Online travel agency, Tourists	Practical implications – OTAs should strengthen trust, improve information quality and platform usefulness, maintain price value, and leverage credible reviews and recommendations.
Article classification: Research paper	Social implications – Greater transparency and reliability can reduce booking uncertainty and support the wider adoption of digital tourism services.
JEL codes: Z32, Z33, Z38	

1. Introduction

In the context of increasingly strong technology development, OTA (Online Travel Agency) channels are increasingly becoming an important bridge between hotels and tourists. Online travel agencies (OTA) and hotels cooperate with each other in business strategies, especially in communication and room distribution strategies. For hotels, cooperation with OTAs not only helps expand distribution channels and increase access to potential customers (Lee & Min, 2021). Over the past two decades, there have been many studies on the intention to continue using services (Continuous usage intention – CI) in many fields, including the tourism industry, which have received the attention of researchers. In particular, Bhattacharjee, (2001) with the ECM model, in which satisfaction and meeting expectations are considered the central factors affecting long-term usage behavior. Many studies have extended the ECM model and other models such as TAM, UTAUT, SOR to explain customer behavior in the tourism sector, (Lee & Min, 2021). Furthermore the quality of information from OTAs has a direct impact on trust and continuous usage intention the service. Trust, quality information, motivation to seek benefits, and emotions in promoting the intention to continue using OTAs have also been studied (Zhou et al., 2021).

In the OTA field, empirical evidence shows that retention behavior depends not only on the initial experience but is also driven by underlying “signals” and psychological mechanisms: according to the consumer value approach, information value contributes to the intention to purchase or continue using OTAs (Talwar et al., 2020); according to the Heuristic–Systematic Model, both heuristic cues and systematic cues influence the intention to continue using OTAs (Lee & Chung, 2019); Simultaneously, in the digital service approach, the confirmation → satisfaction → continuance intention mechanism chain is also noted in the context of users interacting with OTA chatbots

(Li et al., 2021). At the same time, studies emphasize the important role of trust in the process of transforming platform characteristics into behavioral outcomes: relationship quality increases trust and satisfaction, thereby promoting e-loyalty for OTAs (Rizal et al., 2020), and UTAUT components such as performance expectancy, social influence... can lead to trust, thereby enhancing behavioral intention (Min & Lee, 2020). However, most studies are conducted in highly digitized markets such as China, Thailand, and Europe, while in Vietnam- especially Ho Chi Minh City, a major economic and tourism center-research is limited and often focuses on first-time booking behavior rather than the mechanism of forming and maintaining continuance intention; This leads to a lack of understanding of how OTA signals are transformed into psychological states and then into long-term commitment in an increasingly competitive environment. Based on this, this study chooses to use the S-O-R framework to develop a model to ensure conceptual consistency: OTA attributes are generalized into Stimuli (S) (Performance expectancy, quality information, social influence, price value), impacting Organism (O) (trust)- a key evaluative state that reduces uncertainty and perceived risk in online transactions, and thus leading to Response (R) (Continuous usage intention).

2. Literature review and research model

2.1. *Stimulus-Organism-Response (S-O-R) framework*

The Stimulus–Organism–Response (S-O-R) framework suggests that behavior is formed through a chain of mechanisms: environmental stimuli (S) influence the individual’s internal state (O), thereby creating a behavioral response (R) (Mehrabian & Russell, 1974). In the context of tourists continuing to book travel services through OTA channels, the research model considers Performance Expectancy, Quality Information, Social Influence, and Price Value as the main stimuli reflecting technological

benefits, information signal quality, social assurance, and economic value; these stimuli influence the user to form Trust-a cognitive evaluation state that reduces uncertainty and risk in online transactions-which then transforms into Continuous Usage Intention. This structure is consistent with studies on post-acceptance behavior, emphasizing the role of cognitive evaluations/trusts in maintaining technology use (Bhattacharjee, 2001; Venkatesh et al., 2012).

2.2. Online travel agencies

OTA (Online Travel Agency) channels are online platforms that allow users to search, compare and book travel services such as hotel rooms, airline tickets and tours from different suppliers. These channels act as distribution intermediaries, helping customers search for travel services through an easy-to-use interface and providing detailed information about the services. Popular OTA platforms include Booking.com, Expedia and Agoda. This service will provide users with information about room types, amenities, prices, user reviews and online payment methods... OTA channels will receive economic benefits: commission fees for each transaction, increased interaction... (Lee & Min, 2021). The strong development of OTA channels has changed consumer behavior in the tourism industry, users tend to refer to information from OTA channels before making travel decisions (Zhou et al., 2021).

2.3. Continuous usage intention

Continuous usage intention (CI) refers to the consumer's intention to continue using a particular product or service after the first use, which is an important factor in studying customer behavior towards online technology, in which satisfaction and fulfillment of expectations play a decisive role in maintaining usage behavior (Bhattacharjee, 2001). Businesses have used the factor of continued use intention as a key factor to predict the likelihood that consumers will use their products or services repeatedly in the future. Moreover, continuance behavior influences word-of-mouth outcomes, such as

recommending products or services to others, which is particularly valuable in the competitive online marketplace (Li & Liu, 2014; Kim & Son, 2009; Nguyen, 2020).

In the context of technological developments, Continuous usage intention (CI) is closely related to OTA channels, because the success of OTA depends not only on the ability to attract new customers but also on maintaining the loyalty of existing customers. Previous studies highlight that convenience, website service quality, information transparency, and competitive pricing are among the most influential factors driving tourists' intention to continue using OTAs. Therefore, investigating CI in the OTA context not only clarifies customer motivations but also carries important managerial implications for distribution channel strategies, enhancing customer experiences, and ensuring the sustainable development of OTA platforms within the tourism accommodation sector.

2.4. Performance expectancy

Performance expectancy (PE) is the degree to which individuals believe that using a technology will help them achieve benefits and improve efficiency when performing a task. In the context of OTAs, this is specifically understood as the degree to which travelers perceive that OTA websites or applications help improve the efficiency of purchasing travel products online (Venkatesh et al., 2012). PE originates from the UTAUT framework and is usually measured through indicators such as usefulness, faster task completion, and increased productivity and efficiency (Venkatesh et al., 2003).

2.5. Quality information

Quality information (QI) is understood as the extent to which users perceive information on a platform as accurate, complete, timely, useful, and relevant to their decision-making needs, thereby reducing information asymmetry in the online environment. In the context of online travel agencies (OTAs), QI is particularly important because users primarily rely on displayed content (service

descriptions, booking/cancellation conditions, prices, policies, reviews, etc.) to evaluate options and make decisions; therefore, a high QI will support users in processing information systematically, based on the quality of reasoning and content rather than just on surface signals (Lee & Chung, 2019). Accordingly, studies on OTA behavior show that users often prioritize detailed product and service information and supplementary information sources such as reviews, feedback, reflecting the expectation that the platform should be “information-rich” and trustworthy for selection (Sharma & Sharma, 2022). From a consumer value perspective, QI can also be seen as a component of information value, contributing to the perceived value when purchasing, booking services through OTAs and thus relating to behavioral intentions (Talwar et al., 2020).

2.6. Price value

Price value (PV) is the extent to which users perceive the use of OTA (Online Travel Agency) as worthwhile, meaning the benefits received are commensurate with or exceed the costs incurred (value for money). In the context of OTAs, PV is often linked to monetary value—users value a platform highly when they feel the price and offers are competitive and comparable, helping to optimize costs, thereby reinforcing perceived value and behavioral intention (Talwar et al., 2020). Simultaneously, many studies on purchasing and booking decisions via OTAs show that price is a prominent criterion when making choices, reflecting expectations of transparency and economy in the online booking environment (Pinto & Castro, 2019).

2.7. Trust

In the context of OTAs, trust is understood as the user’s belief that the platform is reliable in providing information and executing transactions, including expectations of honesty, transparency, performance capabilities, and the level of security during interaction; therefore, trust helps reduce perceived risk and increase the willingness to maintain a relationship with the platform. In OTA studies, trust is often

seen as a key intermediary mechanism that transforms platform attributes/capabilities into behavioral intentions and e-loyalty: for example, relationship quality can enhance trust and satisfaction, thereby promoting e-loyalty towards OTAs (Rizal et al., 2020). Similarly, technology adoption factors according to UTAUT such as performance expectancy, effort expectancy, and facilitating conditions are also noted to be related to OTA trust, thereby reinforcing behavioral intentions in the online travel booking environment (Min & Lee, 2020).

2.8. Factors influencing tourists’ continuance intention to use online booking services via OTA platforms in Ho Chi Minh City

In UTAUT, performance expectancy reflects the extent to which individuals believe that using a technology will help them achieve benefits and improve efficiency in performing tasks (Venkatesh et al., 2012). In the context of OTAs, when travelers perceive that the platform supports faster information search and comparison, more efficient booking decision-making, and reduced transaction inconvenience, they tend to infer that the system operates reliably; According to S-O-R frame, this is a functional stimulus that promotes a positive perceived state of trust in the platform (Organism: trust). Empirical evidence in the OTA field also supports this argument, as performance expectancy significantly impacts trust in OTAs (Min & Lee, 2020), and extended UTAUT studies note the link between “perceived effectiveness” and “trust” as an important cognitive mechanism in the digital service environment (Cody-Allen & Kishore, 2006). Consistent with the above evidence, your research results also show that performance expectancy positively influences trust in OTA booking services. Therefore, there is a basis to propose hypothesis:

Hypothesis H1: Performance Expectancy has a positive impact on tourists’ trust in online booking services through OTA platforms.

Ali (2024) argued that there is a strong correlation between information quality and

user engagement. Because good information quality will help increase the level of user engagement (Ali et al., 2024). Studies also showed that information quality such as accuracy, timeliness, and usefulness have a direct impact on users' trust in online services. Specifically, in the study, information (Lee & Min, 2021) quality from online travel agencies (OTAs) has a positive impact on consumers' trust and intention to continue using. This satisfaction plays a mediating role in converting high-quality information into long-term usage behavior. From this, the following hypothesis can be put forward:

Hypothesis H2: Quality information have a positive impact on tourists trust in online booking services through OTA platforms.

Social influence is defined as "the extent to which an individual believes that others believe that he or she should use the new system", others may include bosses, peers, subordinates (Venkatesh et al., 2012). Several previous studies have examined the influence of social environment on customer trust and have obtained significant results. According to research, (Zhou et al., 2021) factors such as the reputation of the referrer, community recommendations, and the reliability of online reviews have a great impact on customer trust. When customers feel positive social influence, they are more likely to be satisfied with their booking decisions through OTA channels. Considering the above findings of previous studies, the following hypothesis can be put forward:

Hypothesis H3: Social influence have a positive impact on tourists trust in online booking services through OTA platforms.

In the context of online hotel booking through OTAs, price value an important role in forming travelers' trust. When users

perceive prices as transparent, competitive, and commensurate with the benefits they receive, they tend to evaluate the platform as fair and trustworthy. Empirical studies show that fair prices not only enhance perceived value but also strengthen trust, along with other factors such as information quality and online reviews, which in turn promote continuance and booking intention (Lee & Min, 2021); (Zhou et al., 2021). Therefore, both theory and empirical evidence support the hypothesis that price value have a positive impact on travelers' trust in OTA services.

Hypothesis H4: Price value have a positive impact on tourists trust in online booking services through OTA platforms

Trust is considered an important factor to maintain customer engagement and long-term usage in the online environment. When tourists trust the service, they feel more secure in deciding to use the booking service through OTA. This helps promote the intention to continue using the service in the future. Research by Zhou et al (2021) showed that trust in the service and OTA platform increases customer satisfaction. N 's study Lee & Min, (2021). indicates that trust plays an important role in motivating consumers to continue using OTA services. Accordingly, trust in the quality of information, security and transparency of online services is a decisive factor in the continuous usage intention of OTA channels.

Hypothesis H5: Trust have a positive impact on continuous usage intention online booking services through OTA platforms

Therefore, the group of authors will propose a research model for the topic "*Determinants of tourist's continued use of online travel agency (OTA) booking services: a case study in Ho Chi Minh city, Vietnam*"

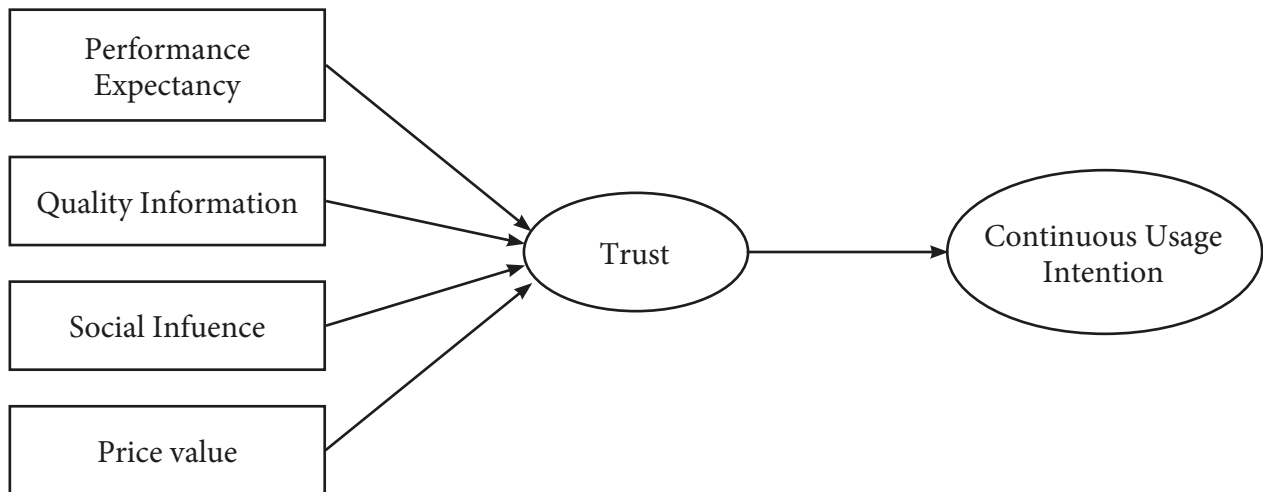


Figure 1. Research model

3. Research method

3.1. Study area

Ho Chi Minh City is the largest economic, political, and tourism hub of Vietnam, and is home to the country's most modern and diverse accommodation system. In order to diversify distribution channels and optimize resources, accommodation providers have increasingly partnered with online distribution platforms, particularly online travel agencies (OTAs). The rapid growth of the OTA system has been driven by the widespread adoption of the internet and smartphones. In fact, approximately 70% of tourists in the city have used OTA platforms such as Booking.com, Agoda, Expedia, and Traveloka to book hotel rooms, with Booking.com and Agoda alone accounting for more than 50% of total online bookings. This shift highlights a new pattern of consumer behavior, as tourists prioritize convenience, transparency, and reliable information on prices and services, often supported by authentic customer reviews. The rise of mobile technology, growing trust in OTAs, and intense competition among platforms have collectively accelerated the expansion of the OTA market in Ho Chi Minh City. These platforms now compete not only on price but also on service quality, customer support, and promotional strategies, creating a highly favorable environment for tourists in selecting suitable accommodation

services. However, the strategic value of the OTA channel does not lie solely in attracting first-time bookings; rather, it increasingly depends on tourists' continuance intention—their willingness to reuse OTA platforms for future reservations. Continuance intention is critical because repeat users typically generate more stable demand, lower acquisition costs, and greater lifetime value for both OTAs and accommodation providers, especially in an environment where platform competition and marketing expenses are escalating. At the same time, sustaining continuance intention is challenging due to persistent issues in online booking, such as information inconsistency across channels, perceived price unfairness arising from dynamic pricing and frequent promotions, service failures and recovery problems, and the amplified influence of negative reviews and electronic word-of-mouth. These risks can quickly erode trust and prompt tourists to switch platforms, intensifying market volatility. Therefore, understanding the determinants of continuance intention is essential not only for strengthening customer loyalty and long-term engagement, but also for helping OTAs and hotels design more transparent information policies, fair value propositions, and effective customer support mechanisms that encourage sustained use beyond the initial booking experience.

3.2. Research method

This study uses a quantitative research method, with data collected through questionnaires and analyzed using PLS-SEM. Hair et al., (2019) suggested performing the data analysis via two stages. The measurement model evaluation: in this stage, the article checks data validity. First, internal consistency is evaluated by checking Cronbach's α (CA) and composite reliability (CR). Then, the study continued to assess convergent validity. Convergent validity reflects measures positively correlated with other measures within the same concept being measured. The Fornell – Larcker criterion shows that discriminant validity is satisfied when the square root of AVE is larger than the correlation coefficients of this concept compared to other concepts.

Stage 2, structural model assessment, includes explanatory power (R^2) and multicollinearity (VIF). In addition, path coefficients are also considered to understand better the relationship between independent and dependent variables in the model.

The research develops a measurement scale for the factors influencing tourists' intention to continue using online booking services through OTA platforms in Ho Chi Minh City, Vietnam. The questionnaire utilized a Likert scale with five levels, where respondents were asked to indicate their level of agreement, ranging from 1 = strongly disagree to 5 = strongly agree. All questions were thoroughly examined to ensure reliability and validity. Data analysis for this study was conducted using Smart PLS 4 software (see Appendix 1 online).

4. Research result and discussion

The sample size was determined based on the distribution value corresponding to 95%

confidence, estimating 50% of the population, and a margin of error of 0.05, resulting in 400. This sample size is appropriate according to most rules for multivariate analysis studies (Tabachnick & Fidell, 2019). The questionnaire was distributed directly or online to tourists in Ho Chi Minh City who had used online booking services through OTA channels. The survey was conducted from April to June 2025. The author distributed a total of 420 survey forms, yielding 405 responses. After discarding invalid questionnaires, there were 351 valid responses. Regarding gender, women accounted for 55% (193 people) and men accounted for 45% (158 people). The survey sample was mainly concentrated in the group under 25 years old (73.7%) and with an income below VND 10 million/month (71.2%). Regarding education and occupation, the majority of respondents had a university degree (49.8%) and a postgraduate degree (30.1%), with university students accounting for the highest percentage (50.7%), followed by private enterprise employees (22.8%) and civil servants/public employees (18.5%) (see Appendix 1 online).

4.1. Measurement model assessment

In this stage, data was examined to confirm its reliability and validity. First, the study affirms the scale's reliability via CR and CA. Table 1 indicates that the research model's constructs scale has values over 0.7 (Hair et al., 2019). The measures received reliability (See Table 1). The paper tested convergent validity. Convergence was considered through AVE. According to Hair, Matthews, Matthews, and Sarstedt (2017), convergent validity is reached if the AVE exceeds the threshold of 0.5 since the observed variables can describe more than 50% of the construct's variance.

Table 1. Data validity and explanatory power

Concept	Code	Item	CA	CR	AVE
Quality Information	QI	4	0.785	0.827	0.658
Performance Expectancy	PE	3	0.817	0.790	0.700

Concept	Code	Item	CA	CR	AVE
Trust	TR	3	0.719	0.747	0.633
Price value	PV	3	0.764	0.775	0.679
Continuous Usage Intention	CI	3	0.763	0.743	0.605
Social Infuence	SI	2	0.872	0.728	0.783

4.2. Structural model assessment

According to the study of Davison and Hinkley (2003), non-parametric Bootstrap estimation was applied in the PLS sampling process to provide reliability for all parameter estimates and build a basis for statistical

inference. The Bootstrap procedure generates a series of random samples with replacement from the original samples. PLS estimates the path model for each Bootstrap sample built. PLS estimates the path model for each Bootstrap sample. Through the following assessments:

Table 2. VIF value

	Quality Information	Performance expectancy	Trust	Price value	Continuous Usage Intention	Social Infuence
Quality Information			1.688			
Performance expectancy			1.947			
Trust					1.000	
Price value			1.787			
Continuous Usage Intention						
Social Infuence			1.360			

Assessment of multicollinearity: According to the study of Hair et al. (2022), there are 3 levels of assessment based on VIF values. The smallest VIF value in the research model is 1,000 and the largest is 1,947, which is at the ideal level (Hair et al., 2022), or in other words, no multicollinearity occurs.

Evaluation of the coefficient of determination (R^2): The R^2 value represents the explanatory power of the research variables within the model (Hair et al., 2022). Specifically, the variable “trust” among tourists yielded an R^2

value of 0.482, indicating that 48.2% of the variance in trust can be explained by factors such as performance expectancy, information quality, price value, and social influence. In contrast, the variable “continuance usage intention” recorded a relatively low R^2 of 0.118, meaning that only 11.8% of the variation in continued usage behavior is accounted for by the variables in the model. The remaining 88.2% may be attributed to other factors such as customer satisfaction, user experience, habit, or perceived risk.

Table 3. R^2 coefficient

	R^2	R^2 - Ajusted
Trust	0.482	0.476
ContinuousUsage Intention	0.118	0.116

The results of hypothesis testing show that the hypotheses in the research model are all

accepted and statistically significant.

Table 4. Path coefficients: Total effects

Relationship	β	STDEV	P- value	Conclusion
Quality Information $\rightarrow$ Trust	0.150	0.050	0.003	Accepted
Performance expectancy $\rightarrow$ Trust	0.127	0.056	0.024	Accepted
Trust $\rightarrow$ Continuous Usage Intention	0.344	0.049	0.000	Accepted
Price value $\rightarrow$ Trust	0.114	0.057	0.046	Accepted
Social Infuence $\rightarrow$ Trust	0.469	0.068	0.000	Accepted

Based on the results of the structural equation modeling (SEM) analysis, all proposed hypotheses were supported with statistical significance at the 5% level. Among them, the variable trust had the strongest impact on continuance usage intention for OTA services, with a path coefficient of $\beta = 0.344$ and $p < 0.001$, indicating that when customers trust OTA platforms, they are more likely to maintain their future usage behavior.

In addition, social influence demonstrated a prominent role, significantly affecting both trust ($\beta = 0.469$, $p < 0.001$) and continuance intention directly ($\beta = 0.161$, $p < 0.001$). This suggests that social factors such as recommendations from close contacts, community reviews, or influence from social

media play an important role in shaping tourists' online consumer behavior.

Furthermore, quality information and performance expectancy both had positive effects on trust, with the following coefficients:

Quality Information $\rightarrow$ trust ($\beta = 0.150$, $p = 0.003$).

Performance expectancy $\rightarrow$ trust ($\beta = 0.127$, $p = 0.024$).

Although the magnitudes of these effects are relatively modest, they are statistically significant, indicating their supporting roles in reinforcing trust and consumer behavior.

4.3. Discussion on research results

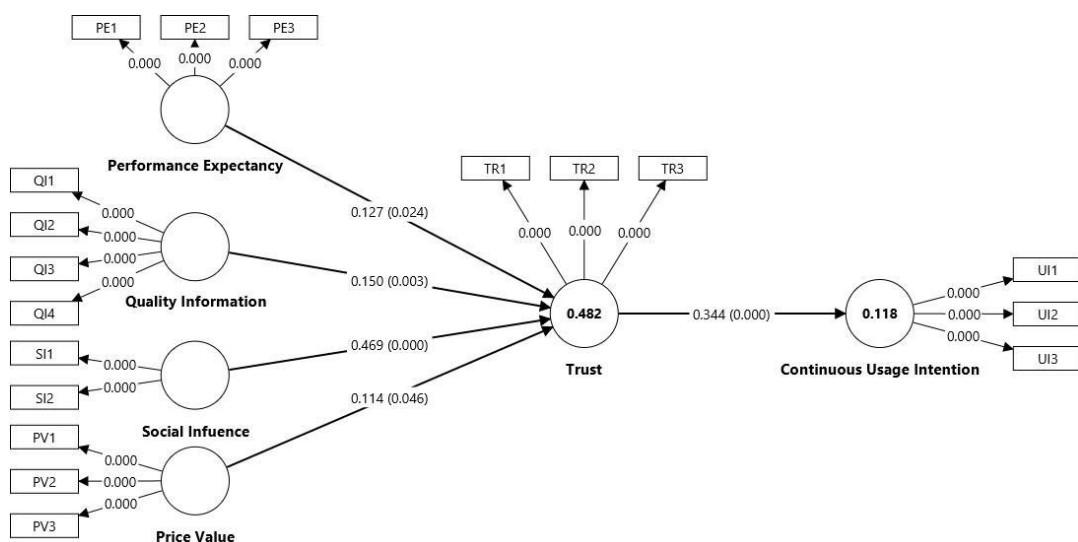


Figure 2. Results of linear structural model analysis

The research findings indicate that trust is the most influential factor affecting the intention to continue using OTA services ($\beta = 0.344$, $p < 0.001$), consistent with the studies of Zhou et al. (2021), and Lee and Min (2021), which asserted that trust in the transparency, reliability, and service quality of OTAs is a prerequisite for customers to maintain repeat usage behavior. In the context of online travel, trust becomes a core mediating variable, helping to transform quality and expectation factors into sustainable consumption behavior.

Beside, social influence also plays a significant role, strongly impacting both trust ($\beta = 0.469$) and continuous usage intention ($\beta = 0.161$), aligning with findings from Venkatesh et al. (2003) and Zhou et al. (2021). In today's tourism context, recommendations from friends, family, and online reviews are important factors in the formation and reinforcement of consumer decisions. In the OTA market, where information is easily fragmented and asymmetric, the power of social influence acts as a mechanism to reduce perceived risk and enhance trust in the platform.

In addition, both performance expectancy and quality information positively influence trust and continuous usage intention, consistent with prior studies by Venkatesh et al. (2012), and Zhou et al. (2021). This finding reinforces the arguments of Bhattacharjee, (2001) in the ECM model and Venkatesh et al., (2012) in the UTAUT model, that expectation fulfillment and information credibility are important conditions for maintaining technology usage behavior. Particularly, in the context of OTAs in Vietnam, where customers often face many alternatives, transparent and up-to-date information quality enhances peace of mind and promotes long-term usage intention. However, price value significantly affects only trust, and its effect on continuous usage intention is marginal ($p = 0.065$), diverging from studies such as (Mohamad et al., 2021).

The coefficient of determination (R^2) shows that the model has good explanatory

power for trust ($R^2 = 0.482$) but is limited in explaining continuous usage intention ($R^2 = 0.118$), this result suggests that in addition to the analyzed factors, other variables such as satisfaction, actual user experience or usage habits may also play an important role in explaining the behavior of continuing to use OTA, in line with the suggestions of Bhattacharjee (2001) and Kim and Son (2009). Therefore, future research needs to expand the model, incorporating these factors to enhance the explanatory power.

5. Conclusion and implications

5.1. Conclusion and proposed implications

The study identified key factors influencing tourists' intention to continue using online booking services through OTA platforms in Ho Chi Minh City, including performance expectancy, information quality, social influence, price value, and most notably, trust—a mediating factor that plays a decisive role in continued usage behavior. The findings reveal that trust and social influence are the two most impactful factors, emphasizing that confidence in OTA platforms and recommendations from others are the main drivers encouraging tourists to reuse these services.

In turn, trust exerts a significant positive effect on tourists' intention to continue using OTA services, confirming trust as the pivotal mediating construct linking platform-related stimuli to continued usage behavior. Overall, the model explains a substantial proportion of variance in trust while the explained variance in continuance intention is more modest, suggesting that trust is a central mechanism but continuance intention may also depend on additional factors beyond the current model.

Based on these findings, the study proposes several important managerial implications. *First*, OTAs need to prioritize building trust, as this is the most immediate factor driving repeat usage. This requires transparency and consistency in transaction information, standardized complaint handling processes,

and enhanced data security and payment safety to reduce perceived risk.

Second, OTAs should leverage social influence as a key tool to increase platform credibility. The focus should be on social proof governance through verifying reviews, encouraging user-generated content and responsible, solution-oriented reviews; and combining social media and influencer marketing to spread positive, evidence-based experiences.

Third, OTAs need to improve the quality of information based on the principles of accuracy, completeness, and timeliness. Standardizing room/amenity descriptions, conducting regular reconciliation with hotels, and prominently displaying key conditions at the decision-making point will reduce uncertainty, increase perceived assurance, and strengthen trust.

Fourth, OTAs should increase expectations of efficiency by optimizing the “find-compare-book” journey. Improved operation speed, filters, relevant suggestions, and streamlined payment processes, along with transparently designed decision support tools, will enhance usefulness and reduce the feeling of manipulation, thereby increasing trust in the platform’s capabilities.

Fifth, value management should aim for a sense of fairness and value for money, rather than relying on short-term discounts. OTAs should be transparent about pricing and terms, design offers based on segments/value packages, and ensure commensurate service quality to avoid a decline in trust after a negative experience.

Finally, OTAs and hotels need to strengthen operational coordination to ensure a consistent experience. Synchronizing price-room-policy data, standardizing booking confirmation processes and incident handling mechanisms, with clear responsibilities, will reduce service conflicts and increase customer return rates

5.2. Limitations and future research directions

In addition to its theoretical and practical contributions, this study has certain limitations.

First, the research focused solely on tourists in Ho Chi Minh City, which may limit the generalizability of the findings to other tourist populations in Vietnam, particularly in regions with different tourism characteristics, cultural contexts, and consumer behaviors. Second, the proposed research model explains only 11.8% of the variance in continuance usage intention, indicating that other important factors – such as satisfaction, habitual usage, perceived risk, or user experience – may have been overlooked. Third, data were collected using a quantitative approach, which may not capture deeper insights into the emotional, motivational, and contextual aspects of service usage from a qualitative perspective.

Based on these limitations, future studies should consider expanding the geographic scope to include other major tourist destinations such as Da Nang, Hanoi, and Nha Trang to achieve a more comprehensive understanding. Furthermore, researchers are encouraged to adopt a mixed-methods approach, combining both quantitative and qualitative techniques to explore customers’ motivations, perceptions, and experiences more deeply. Additionally, integrating factors such as customer satisfaction, habit, perceived risk, and actual service quality could enhance the explanatory power of the model and provide a more holistic view of consumer behavior in the context of OTA usage.

Acknowledgement

This research is partly funded by University of Finance – Marketing

Data Availability

Data available upon reasonable request (contact corresponding author).

AI Usage Statement

During manuscript preparation, the authors used ChatGPT model 5.5 for language editing. Authors reviewed, edited, and take full responsibility for the final content.

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