

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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Appendix 1. Measurement scale

Factor	Original scale	Modified scale	Source
Performance Expectancy (PE)	I would find the system useful in my job.	PE1.I find the applications useful for my information search.	Venkatesh et al, (2003)
	Using the system enables me to accomplish tasks more quickly.	PE2. The use of the applications enables faster information retrieval.	
	Using the system increases my productivity.	PE3. Using the applications improves the efficiency of information searching.	
Quality Information (QI)	Accurate information consumers can trust	QI1. The accuracy of information fosters user trust.	Zhu and Kim (2019) Shin and Cho (2019), Dutta et al. (2017),
	Overall reliable information	QI2. The accuracy of information fosters user trust.	
	Latest information is provided	QI3. The system provides updated information regularly.	
	Useful information for choosing a travel package	QI4. The information is useful to users.	
Price value (PV)	Mobile internet is reasonably priced	PV1. Service prices in tourism on the applications are reasonable.	Mohamed et al, 2021
	Mobile interest is a good value for the money	PV2. The value received is commensurate with the amount of money spent.	
	At the curent price, mobile internet provides a good value	PV3. For the amount of money spent, the services provided by online booking applications offer better value.	
Social Infuence (SI)	People who influence my behavior think that I should use the system.	SI1. My family and friends think I should use these apps.	Venkatesh et al, (2003)
	The senior management of this business has been helpful in the use of the system.	SI2. My workplace supervisors are users of these applications.	
Trust (TR)	Belief that the company will not provide false	TR1. I believe that these applications will deliver services as described in the information provided.	Dutta et al. (2017)

Factor	Original scale	Modified scale	Source
Continuous Usage Intention (UI)	information promises about products.		Kim et al. (2013), Bhattacharjee (2001)
	Belief that the company will keep	TR2. I have trust in these applications.	
	OTA is generally reliable	TR3. OTA is generally reliable	
	Intention to obtain tourism information through the OTA in the future	UI1. I intend to continue using OTA channels for exploring additional travel services.	
	Intention to use the OTA in the future	UI2. I will continue to use OTA platforms in the future.	
	Intention to purchase products through the OTA in the future	UI3. I will continue to purchase products and services through OTA platforms.	

Appendix 2. Survey sample statistics

Criteria	Characteristics	Frequency	Weight (%)
Gender	Male	158	45%
	Female	193	55%
Education	High school	30	8.5%
	College	40	11.4%
	University	175	49.8%
	Postgraduate	106	30.1%
Occupation	Student	178	50.7%
	State officials, civil servants, public employees	65	18.5%
	Private enterprise employees	80	22.8%
	Retired	20	5.5%
	Other	8	2.2%
Income	Under 10 million	250	71.2%
	From 10 - 30 million	56	15.9%
	Over 30 million	45	12.8%
Age	Under 25 years old	259	73.7%
	From 25 to 50 years old	70	19.9%
	Over 50 years old	22	6.2%
Total		351	100%

Appendix 3: Information on factor loading values, composite reliability coefficients, and average variance values

	CA	CR	AVE
Quality Information		0.827	0.658
QI1	0.785		
QI2	0.827		
QI3	0.814		
QI4	0.818		
Performance Expectancy		0.790	0.700
PE1	0.850		
PE2	0.817		
PE3	0.843		
Trust		0.747	0.633
TR1	0.834		
TR2	0.719		
TR3	0.829		
Price value		0.775	0.679
PV1	0.837		
PV2	0.859		
PV3	0.775		
Continuous Usage Intention		0.743	0.605
UI1	0.763		
UI2	0.774		
UI3	0.796		
Social Influence		0.728	0.783
SI1	0.897		
SI2	0.872		

Appendix4. Discrimination value of HTMT

	1	2	3	4	5	6
1. Quality Information						
2. Performance Expectancy	0.700					
3. Trust	0.580	0.662				
4. Price value	0.718	0.766	0.586			
5. Continuous Usage Intention	0.228	0.364	0.426	0.345		
6. Social Infuence	0.473	0.660	0.836	0.523	0.392	

Appendix 5. Fornell-Larcker Criterion Discriminant Values

Quality Information	Performance Expectancy	Trust	Price value	Continuous Usage Intention	Social Infuence
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Quality Information	0.811					
Performance Expectancy	0.564	0.837				
Trust	0.459	0.512	0.796			
Price value	0.571	0.595	0.456	0.824		
Continuous Usage Intention	0.184	0.290	0.344	0.274	0.778	
Social Infuence	0.367	0.497	0.631	0.387	0.286	0.885