

HOW EWOM SHAPES ONLINE HOTEL BOOKING DECISIONS ON BOOKING.COM: AN INTEGRATED IAM–TPB APPROACH

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Appendix 1. Summary of Measurement Scales

Variables	Coding	Measurement items	Authors
Quality of eWOM (QE)	QE1	Hotel reviews on Booking.com are frequently updated and reflect the current status of hotel services.	Matute et al. (2016)
	QE2	The reviews on Booking.com are directly relevant to my hotel selection needs.	
	QE3	The reviews accurately reflect the real experiences of customers and are not misleading.	
	QE4	The reviews on Booking.com are detailed and provide deep insights into the hotel experience.	
	QE5	The review dates on Booking.com are recent enough to influence my decision-making.	
Source credibility (SC)	SC1	I assume that the information about the reviews on Booking.com is displayed clearly and conspicuously.	Nguyen and Bui (2023)
	SC2	I believe that the information on Booking.com is true.	
	SC3	I assume that the information on Booking.com is not biased on the part of the reviewer.	
Information usefulness (IU)	IU1	The reviews on Booking.com are valuable.	Lee and Lee (2009)
	IU2	The reviews on Booking.com are informative.	
	IU3	The reviews on Booking.com are helpful.	
	ATB1	When I want to book a room, I always read the information shared on Booking.com about the accommodation facilities.	Nguyen and Nguyen (2024)

Variables	Coding	Measurement items	Authors
Attitude toward the behavior (ATB)	ATB2	The shared review information is helpful and assists me in making online booking decisions.	
	ATB3	The shared information and reviews on Booking.com make me feel confident when making reservations.	
Subjective norm (SN)	SN1	My relatives think that I should consult reviews on Booking.com before booking a hotel.	Nguyen and Nguyen (2024)
	SN2	People I value advise me to consider reviews on Booking.com.	
	SN3	People like me often read shared information on Booking.com before making reservations.	
Perceived behavioral control (PBC)	PBC1	I am confident that if I want, I can book a hotel online.	Le and Bui (2022)
	PBC2	I feel much control over the service process when booking a hotel online.	
	PBC3	I feel more in control of online hotel booking when using online reviews.	
Online hotel booking decision (OD)	OD1	After considering the reviews from other users on online platforms, I felt confident enough to make a hotel booking decision through Booking.com.	Nguyen and Bui (2023)
	OD2	Information from reviews shared online on Booking.com helps me feel confident in making a decision and completing my hotel booking on that site.	
	OD3	After experiencing booking a hotel online on Booking.com, I decided to use this site again in the future.	
	OD4	After experiencing booking a hotel online on Booking.com, I decided to recommend this site to others.	

Appendix 2. Respondents' profile

Measure	Value	Frequency	Percent
Gender	Female	138	52.47%
	Male	125	47.53%
Age	From 18 to below 25 years old	152	57.79%
	From 25 to below 30 years old	43	16.35%
	From 30 to below 35 years old	29	11.03%
	From 35 years old	39	14.83%
Occupation	University student	135	51.33%
	Freelance	19	7.22%
	Public employee/ Civil servant	67	25.48%
	Proprietary trading	29	11.03%
	Other	13	4.94%
Education	Middle or High school	22	8.37%
	College/ University	197	74.90%
	Postgraduate education	36	13.69%
	Other	8	3.04%
Income	Below 5 million VND	100	38.02%
	From 5 million to below 15 million VND	64	24.33%
	From 15 million to below 25 million VND	46	17.49%
	From 25 million to below 40 million VND	32	12.17%
	From 40 million VND	21	7.99%

Appendix 3. Results of the measurement model assessment (Outer Loading)

Characters	Outer Loading
Quality of eWOM (QE)	
QE1	0.716
QE2	0.706
QE3	0.752
QE4	0.732
QE5	0.703
Source credibility (SC)	
SC1	0.796
SC2	0.859
SC3	0.837
Information usefulness (IU)	
IU1	0.814
IU2	0.742
IU3	0.885
Attitude toward the behavior (ATB)	
ATB1	0.793
ATB2	0.875
ATB3	0.789
Subjective norm (SN)	
SN1	0.843
SN2	0.855
SN3	0.810
Perceived behavioral control (PBC)	

Characters	Outer Loading
PBC1	0.811
PBC2	0.863
PBC3	0.856
Online hotel booking decision (OD)	
OD1	0.826
OD2	0.868
OD3	0.864
OD4	0.839

Appendix 4. Internal Consistency Reliability and Convergent Validity

Characters	CA	CR	AVE
QE	0.770	0.770	0.521
SC	0.776	0.781	0.691
IU	0.746	0.764	0.665
ATB	0.755	0.761	0.672
SN	0.785	0.785	0.699
PBC	0.797	0.798	0.712
OD	0.871	0.875	0.722

Appendix 5. Harman's single-factor test

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.920
Bartlett's Test of Sphericity	Approx. Chi-Square		3623.930
	df		276
	Sig.		.000

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.757	44.823	44.823	10.757	44.823	44.823
2	1.290	5.377	50.199			
3	1.213	5.053	55.253			
4	1.094	4.557	59.810			
5	.972	4.052	63.862			
6	.863	3.597	67.459			
7	.856	3.565	71.024			
8	.722	3.009	74.034			
9	.659	2.745	76.779			
10	.606	2.526	79.306			
11	.578	2.409	81.715			
12	.559	2.331	84.046			
13	.527	2.198	86.243			
14	.499	2.081	88.324			
15	.409	1.704	90.028			
16	.388	1.619	91.647			
17	.380	1.583	93.229			
18	.316	1.318	94.547			
19	.287	1.196	95.743			
20	.246	1.027	96.770			
21	.225	.937	97.707			
22	.194	.807	98.515			
23	.185	.769	99.283			
24	.172	.717	100.000			
Extraction Method: Principal Component Analysis.						