



“When do tourists prefer to continue using online travel agencies? An empirical study from Vietnam”

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WHEN DO TOURISTS PREFER TO CONTINUE USING ONLINE TRAVEL AGENCIES? AN EMPIRICAL STUDY FROM VIETNAM

Abstract

Online travel agencies have profoundly influenced the travel industry by offering numerous essential advantages to both consumers and service providers. This paper aims to examine the factors that influence the intention to continue using online travel agencies in Vietnam, while also assessing the moderating effect of e-loyalty on the relationship between perceived usefulness and continuance intention. An integrated research framework was constructed using the Technology Acceptance Model as its foundational basis. The study utilized the Partial Least Squares Structural Equation Modeling approach to analyze the data. The survey data were obtained through an online survey administered to a valid sample of 301 Facebook users with prior experience using online travel agencies. Compared to conventional approaches such as telephone or mail surveys, utilizing Facebook for data collection offers a more cost-efficient alternative. This platform also enables researchers to reach a broad and diverse population of potential respondents, representing a wide range of demographics, geographic locations, and backgrounds. The results reveal that perceived compatibility, perceived ease of use, innovativeness, electronic word-of-mouth, and subjective norms all positively influenced perceived usefulness. Additionally, perceived usefulness is found to have a significant impact on the intention to continue using online travel agencies, while e-loyalty positively moderates the relationship between perceived usefulness and continuance intention to use online travel agencies. These findings extend the Technology Acceptance Model within the context of online travel agencies and provide practical insights for enhancing strategies among online travel agencies in Vietnam.

Keywords

Technology Acceptance Model, continuance intention to use, online travel agencies, perceived usefulness

JEL Classification

M10, M20, M31, Z33

INTRODUCTION

The global tourism industry has experienced profound changes in recent years, primarily fuelled by the rapid progression of technological advancements (van Nuenen & Scarles, 2021). The widespread adoption and expansion of internet-based tourism platforms have significantly transformed the way individuals plan, book, and engage in travel experiences (Chuang et al., 2017). The utilization of online platforms for travel-related activities has become increasingly prevalent, a development driven by the flourishing tourism industry in specific regions and the rising number of technologically proficient young consumers (Chang et al., 2023).

Online travel agencies are strategically developed to offer consumers extensive information on travel products and to streamline the booking process for various travel-related services, including airline tickets, accommodations, tours, sightseeing passes, and other modes of transportation, via the Internet (Ray et al., 2021). Online travel agencies are instrumental in increasing the visibility of hotels on their platforms, thereby drawing greater tourist attention and contributing to higher



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occupancy rates (Ling et al., 2015). For consumers, booking through online travel agencies offers numerous advantages, including convenience, financial savings (e.g., lower prices), efficiency, comfort, and access to a wide array of products and services (Hao et al., 2015).

Online tourism revenue has attained a total of 26.6 billion USD, demonstrating significant growth in both online and hotel bookings, and this sector is ranked third in terms of growth rate and is projected to achieve 9 billion USD by 2025 (Ananadan et al., 2017). According to channel-based room booking statistics by Thornton (2019), the booking rate through Online Travel Agencies for 5-star hotels in Vietnam stands at 25.6%, placing it second only to travel companies and tour operators, which account for 30.4% of the bookings. Nevertheless, there exists a critical necessity to integrate technology acceptance model with additional variables to gain a deeper understanding of users' continued intention to utilize online tourism agencies.

1. LITERATURE REVIEW AND HYPOTHESES

This study employs the Technology Acceptance Model, developed by Davis (1989), a renowned scholar in information management, to provide a theoretical foundation for investigating users' continuance intention to use online travel agencies (Akdim et al., 2022). In the fields of information management, e-tourism, and hospitality, Technology Acceptance Model has been widely recognized as a significant model for explaining the adoption, rejection, and usage of information technology by individuals over the past three years (Tan et al., 2024). This study identifies perceived usefulness (PU) and perceived ease of use (PEOU) as the primary factors influencing consumer behavior regarding the use of a new system or technology (Wibowo et al., 2024). Perceived ease of use pertains to the extent to which users find a system user-friendly (Matubatuba & De Meyer-Heydenrych, 2022), while PU refers to the confidence that using a particular technology will be effortless (Davis, 1989).

However, the original components and relationships within Technology Acceptance Model are often insufficient to predict the technology acceptance behaviors of users with diverse characteristics (Zheng & Li, 2020). For example, some users may feel confident and perceive value in utilizing online travel agencies, while others might require guidance or feedback from peers or online communities (Zheng & Li, 2020). Thus, the original Technology Acceptance Model, which predominantly focuses on basic usability and functional utility, may not fully account

for all factors influencing technology adoption within a complex and competitive market like the travel industry. By incorporating additional variables such as social influence (including the effects of reviews and social media), electronic word-of-mouth, personal innovativeness, and the moderating role of e-loyalty, the model's predictive accuracy in understanding user behavior and technology adoption is significantly enhanced.

This study focuses on continuance intention, which is defined as the extent to which an individual is committed to maintaining a particular behavior (Amoroso & Lim, 2017). While the original Technology Acceptance Model primarily addresses factors influencing the initial acceptance of a technology, researchers have adapted it in various studies to explain why consumers choose to continue or discontinue using a technology after initial adoption. The decision to continue using a technology is profoundly influenced by the sustained perception of its benefits and ease of use, which are closely aligned with the constructs of the Technology Acceptance Model (Bhattacharjee, 2001).

Compatibility refers to the congruence between users' beliefs, lifestyles, values, needs, or experiences and a particular innovation (Singh & Sinha, 2020). Technologies perceived as compatible with users' contexts are more likely to be regarded as useful. Empirical studies support the influence of perceived compatibility on perceived usefulness. For example, Mehra et al. (2021) found a positive correlation between the perceived utility and compatibility of mobile applications.

Perceived ease of use is defined as users' subjective assessment of the effort and convenience associated with utilizing a particular technology (Wang et al., 2008). Setiawan and Widanta (2021) argue that the usability of an information system is inversely related to the effort required to maximize its performance. The relationship between perceived ease of use and perceived usefulness has been explored in various studies. For example, Hansen et al. (2018) found that the perceived usefulness of social media for transactions is positively influenced by perceived ease of use, while Wang et al. (2020) observed a similar positive relationship in the context of ride-sharing services.

Personal innovativeness, defined as an individual's ability to adapt to and embrace change, encompasses a tendency to explore new innovations and technologies within a specific domain (Siu & Chang, 2015). The integration of personal control factors alongside social and environmental influences into the original technology acceptance model framework is essential, as emphasized by Jackson et al. (2013). Research on innovation diffusion has consistently shown that highly innovative individuals actively seek out new ideas, manage uncertainty effectively, and demonstrate more positive intentions toward adoption (Ho et al., 2020). Claudy et al. (2015) found that consumers with high levels of innovativeness develop favorable attitudes toward technological advancements and are more willing to take risks. The literature indicates that individuals with greater innovativeness tend to perceive higher usefulness in technologies (Shanmugavel, 2022). Moreover, Purani et al. (2019) identified innovativeness as a key determinant of perceived usefulness in the context of online purchases.

The advancement of online technologies and Internet access has enabled numerous e-commerce and travel booking platforms to facilitate user reviews in multiple formats, including text, photographs, and videos (Roy et al., 2021). Electronic word-of-mouth encompasses the online dissemination of both favorable and unfavorable evaluations shared by potential, existing, or past customers about a product or company (Hennig-Thurau et al., 2004). In the context of online tourism, satisfied customers frequently promote online travel agency products through positive word-of-mouth to

maintain loyalty (Hermawan, 2022). Information technology is pivotal in shaping prominent travel platforms and significantly influences consumer behavior concerning travel products and services (Lu et al., 2015). Contemporary studies highlight the crucial role of sharing experiences on social media in shaping tourists' post-trip perceptions and emotional responses (Chen et al., 2022). Nugroho et al. (2023) identified that electronic word-of-mouth positively influences the perceived usefulness of e-wallet payment systems.

Subjective norms, defined as the influence exerted on an individual's behavior based on their perception of significant reference groups such as peers, friends, coworkers, and family (Fishbein & Ajzen, 1973), predict whether an individual's behavior is perceived as appropriate or inappropriate. Subjective norms are a reliable predictor of behavioral intentions (Ajzen & Fishbein, 1975) and play a crucial role in technological acceptance by reducing perceived risk associated with uncertainty (Purani et al., 2019). In certain contexts, individuals may adopt technology due to external pressures rather than personal beliefs (Davis, 1989). Venkatesh and Davis (2000) identified subjective norms as a fundamental factor influencing perceived usefulness. Jermisittiparsert et al. (2023) further suggest that subjective norms significantly impact perceived usefulness in an online context.

Perceived usefulness, as articulated by Davis (1989), refers to the advantages derived from the adoption of technologies. These advantages may encompass users' perceptions of the effectiveness of travel websites in streamlining tasks, thereby saving time, effort, and financial resources (Kumar & Ayodeji, 2021). It is crucial for consumers to hold a favorable view of a technology's utility. Subsequent studies have demonstrated that a positive evaluation of a technology's functionality enhances the probability of its sustained use (Lim et al., 2024). Consequently, perceived usefulness is a potent predictor of continuance intention (Li & Liu, 2014).

Loyalty, as defined by Kotler and Armstrong (2018), is the favorable disposition toward a brand that is reflected in consistent purchasing behavior. This concept extends to e-loyalty in the digital realm, where it is characterized by repeated

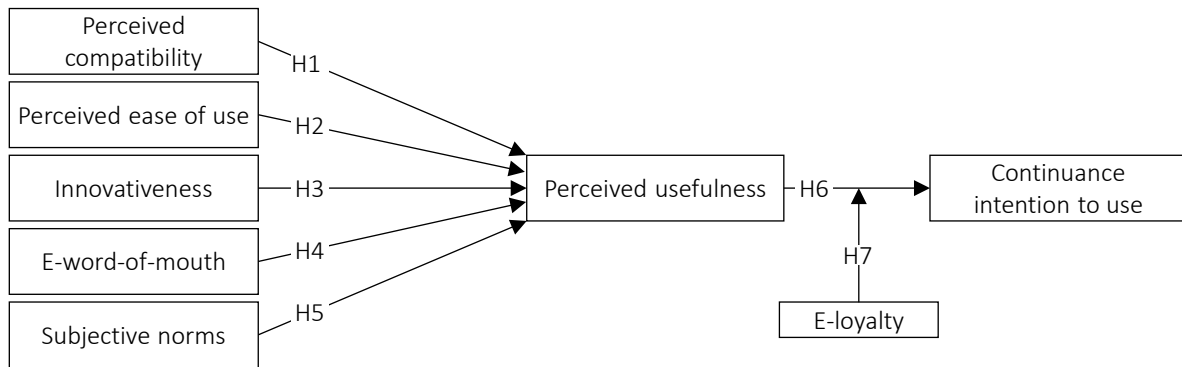


Figure 1. Research model

transactions and positive attitudes toward a particular website or application (Jeon & Jeong, 2017). Within the tourism sector, e-loyalty denotes a favorable inclination or preference toward a travel website, resulting in a greater likelihood of making purchases (Cui et al., 2018). The ongoing development of e-commerce within the tourism industry underscores the importance of e-loyalty for both academic researchers and industry professionals involved in tourism marketing and management. E-loyalty typically arises in environments where users have developed trust in the service provider (Carter et al., 2014). This trust enhances the perceived usefulness of the service, reinforcing users' intention to continue using it due to their confidence in its ongoing reliability and benefits (Mou et al., 2017). Consequently, loyal users may perceive the service as more useful than less loyal users, having optimized the benefits derived from the service.

Based on the literature review, this paper seeks to investigate the determinants influencing the intention to continue using online travel agencies in Vietnam. Additionally, it evaluates the moderating role of e-loyalty in the relationship between perceived usefulness and the intention to persist in using these services. The subsequent hypotheses are formulated based on a comprehensive review of the literature and supported by empirical evidence:

- H1: *Perceived compatibility of online travel agency positively and directly influences its perceived usefulness.*
- H2: *Perceived ease of use of online travel agency positively and directly influences its perceived usefulness.*

- H3: *Innovativeness directly and positively influences perceived usefulness of online travel agency.*
- H4: *E-word-of-mouth directly and positively influences perceived usefulness of online travel agency.*
- H5: *Subjective norm directly and positively influences perceived usefulness of online travel agency.*
- H6: *Perceived usefulness of online travel agency directly and positively influences the continuance intention to use it.*
- H7: *E-loyalty positively moderates the relationship between perceived usefulness and the continuance intention to use.*

2. METHODOLOGY

To test the hypotheses outlined in Figure 1, an online survey was administered. The questionnaire was structured into three concise sections. The initial section provided a brief introduction to the study and expressed gratitude to the participants. A statement was included to emphasize the importance of confidentiality, ensuring participants that their information would be protected and kept secure. The next section collected demographic information from the participants, such as gender, age, income, and frequency of using online travel agencies. In the final section, participants were prompted to answer questions related to each variable under investigation in the study.

Table 1. Background information of participants

	Measurement scales	Frequency	Percent (%)
Gender	Female	155	51.5
	Male	146	48.5
Age	Less than 18	18	5.98
	18-24	151	50.17
	24 and above	132	43.85
Income	Less than 5,000,000 VND	48	15.94
	5,000,000 VND-10,000,000 VND	72	23.92
	10,000,000 VND-15,000,000 VND	95	31.56
	15,000,000 VND and above	86	28.58
Frequency of using online travel agencies	Several times a year	247	82.06%
	Once a year	54	17.94%

The questionnaire was distributed to public traveler groups via the Facebook platform. The increased usage of Facebook for research purposes has shown it to be a powerful and popular tool for recruiting study respondents (Schneider & Harknett, 2019). Facebook provides an attractive option for targeted recruitment through advertisements aimed at specific demographic or geographic groups.

After the Facebook link was published, individuals were invited to participate in the survey, with assurances that their responses would remain anonymous and be utilized exclusively for academic purposes (Wibowo et al., 2024). With a global user base in the billions, Facebook offers access to a vast and diverse population, facilitating the collection of large-scale data across various demographic groups, including specialized subpopulations. Moreover, Facebook platform presents a cost-effective solution for data collection. Utilizing tools such as surveys or Facebook Ads to reach targeted groups is often more economical compared to traditional data collection methods, such as telephone or face-to-face interviews. To further encourage participation, an announcement letter was distributed, including the link to the online questionnaire, which explained the purpose of the survey and encouraged engagement. The survey instruments underwent a pilot study with 34 participants to pretest and ensure the clarity of the questions.

The study’s target population encompasses individuals who have engaged with online travel agencies. Respondents on Facebook are likely to possess familiarity with digital platforms, which may predispose them to view online travel agencies more favorably. As Facebook users frequently engage with

various online services, their experiences with online travel agencies are often consistent with their general comfort and proficiency in conducting digital transactions, thereby contributing to more positive evaluations. Additionally, many respondents may hold favorable views of online travel agencies due to the convenience they offer in accessing travel services. Online travel agencies enable users to compare prices, read reviews, and make bookings without the need to leave the platform, enhancing the overall ease of travel planning – particularly for Facebook users who are accustomed to managing tasks online.

The questionnaire was made available in both Vietnamese and English. Data collection took place from January 2024 to March 2024, yielding a sample of 500 respondents. However, priority was given to responses from consumers who had prior experience with an online travel agency. As a result, 301 fully completed surveys were included in the data analysis after excluding incomplete submissions. Data processing was conducted using Smart PLS 4.0. The measurement items were evaluated using a five-point Likert scale, with responses ranging from (1) strongly disagree to (5) strongly agree.

Table 1 presents the descriptive statistical results of the sample used in this study. There is an almost equal distribution between male and female respondents (48.5% and 51.5%, respectively). The largest proportion of respondents falls within the 18 to under 24 age group, making up 50.17%, followed by those aged 24 and above (43.85%). Regarding income levels, the group earning less than 5,000,000 VND represents the lowest percentage at 15.94%, while the other categories show a relatively balanced distribution. The majority of

respondents report using online travel agencies several times per year, accounting for 82.06% of the study population.

3. RESULTS

Harman’s single-factor analysis was used to assess common method bias (CMB). This analysis determines whether a substantial portion of the variance in the dataset can be attributed to a single factor. The results revealed that a single factor accounted for 23.88% of the total variance, which is below the threshold indicating significant CMB. To evaluate the measurement model, Cronbach’s alpha coefficients were calculated for all factors,

ranging from 0.70 to 0.91, demonstrating acceptable reliability. The reliability, validity, and item loadings for the constructs are detailed in Table 2, with all values exceeding the acceptable thresholds, thus aligning with previous research findings. The composite reliability (CR) was found to be greater than 0.7, and the average variance extracted (AVE) exceeded 0.5. Table 3 presents the correlations between the square root of the AVE and the factors for each construct, illustrating that the correlation coefficients with other factors are lower than the square root of the AVE for each respective factor. This indicates satisfactory discriminant validity. In summary, the measurement model demonstrated strong reliability, convergent validity, and discriminant validity.

Table 2. Measurement scale of variables

Constructs	Variable statement	Item loadings	Cronbach’s alpha	CR	AVE
Perceived compatibility	PC1	0.831	0.804	0.811	0.717
	PC2	0.871			
	PC3	0.838			
Innovativeness	IN1	0.876	0.886	0.906	0.813
	IN2	0.902			
	IN3	0.926			
E-word-of-mouth	eWOM1	0.842	0.826	0.835	0.657
	eWOM2	0.761			
	eWOM3	0.837			
	eWOM4	0.799			
Perceived ease of use	PEU1	0.852	0.703	0.717	0.628
	PEU2	0.806			
	PEU3	0.713			
Perceived usefulness	PU1	0.877	0.836	0.839	0.753
	PU2	0.833			
	PU3	0.892			
Subjective norm	SN1	0.864	0.805	0.824	0.717
	SN2	0.868			
	SN3	0.807			
E-loyalty	LY1	0.933	0.902	0.995	0.826
	LY2	0.852			
	LY3	0.938			
Continuance intention to use	CON1	0.849	0.774	0.781	0.687
	CON2	0.834			
	CON3	0.803			

Table 3. Discriminant validity and tests of differences between correlations

	CON	LY	IN	PC	PEU	PU	SN	e-WOM
CON	0.829							
LY	0.085	0.909						
IN	0.244	0.037	0.902					
PC	0.325	0.084	0.213	0.847				
PEU	0.276	-0.052	0.174	0.049	0.792			
PU	0.536	0.013	0.299	0.265	0.351	0.868		
SN	0.338	-0.294	0.123	0.169	0.327	0.283	0.847	
e-WOM	0.365	0.030	0.241	0.271	0.258	0.376	0.246	0.811

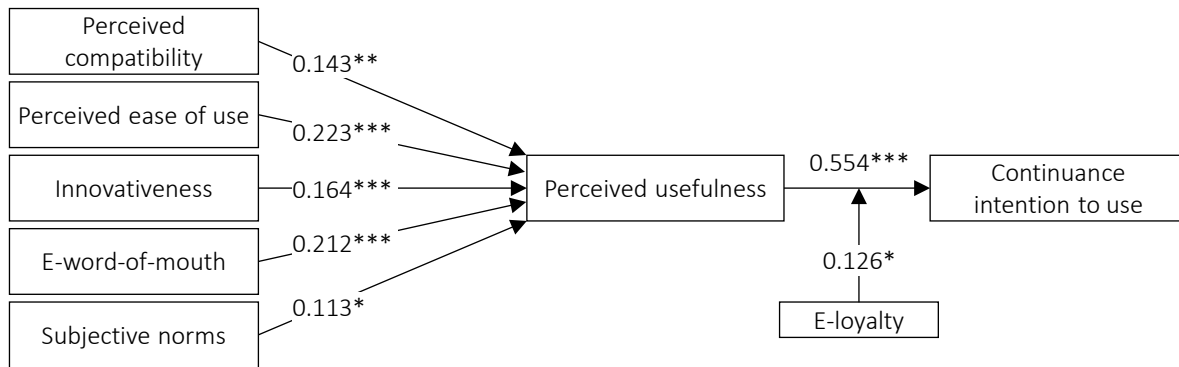


Figure 2. Structural model

Table 4. Structural model estimates

Structural model results				
Hypothesis	Hypothesized relationships	Path coefficient	p-value	Decision
H1	Perceived compatibility → perceived usefulness	0.143**	0.005	Supported
H2	Perceived ease of use → perceived usefulness	0.223***	0.000	Supported
H3	Innovativeness → perceived usefulness	0.164***	0.000	Supported
H4	E-word-of-mouth → perceived usefulness	0.212***	0.000	Supported
H5	Subjective norms → perceived usefulness	0.113*	0.035	Supported
H6	Perceived usefulness → continuance intention to use	0.554***	0.000	Supported
H7	Perceived usefulness × e-loyalty → continuance intention to use	0.126*	0.032	Supported

Note: *** ≤ 0.001; ** ≤ 0.01; * ≤ 0.05.

Table 4 outlines the model coefficients and their associated significance levels, revealing that all seven hypotheses are fully supported by the data. The results indicate that perceived compatibility exerts a significant and positive influence on perceived usefulness ($\beta = 0.143$, $p < 0.01$), thereby confirming *H1*. Similarly, *H2*, which posits that perceived ease of use affects perceived usefulness in the context of online travel agencies, is validated ($\beta = 0.223$, $p < 0.001$). Furthermore, the study confirms the positive impact of innovativeness on the perceived usefulness of online travel agencies, supporting *H3* ($\beta = 0.164$, $p < 0.001$). The analysis also identifies a positive relationship between electronic word-of-mouth and the perceived usefulness of online travel agencies ($\beta = 0.212$, $p < 0.001$), thereby confirming *H4*. *H5*, which suggests a positive effect of subjective norms on perceived usefulness, is accepted ($\beta = 0.113$, $p < 0.05$). Additionally, *H6*, which asserts that perceived usefulness positively influences the intention to continue using online travel agencies, is strongly supported ($\beta = 0.554$, $p < 0.001$). Finally, *H7* is corroborated by evidence of the significant moderating role of e-loyalty in the relationship between perceived usefulness and continuance intention ($\beta = 0.126$, $p < 0.05$).

4. DISCUSSION

The findings regarding the influence of perceived compatibility on perceived usefulness align with the study conducted by Mehra et al. (2021), which demonstrates that users are more inclined to develop favorable attitudes toward online travel agencies that align with their personal needs and preferences. This alignment fosters a sense of comfort and trust in these platforms, enhancing their perceived utility. These results underscore the necessity for tourism and hospitality professionals to ensure that the design of online travel agency platforms is intentionally tailored to align with the values and expectations of users, both past, present, and future.

Similarly, the observed effect of perceived ease of use on perceived usefulness corresponds with the research of Hansen et al. (2018) and Wang et al. (2020). The findings suggest that when users find an online travel agency to be user-friendly, they are more likely to view it as useful, primarily due to the reduced effort required for interaction. This ease of use enhances the overall user experience, thereby elevating the agency’s attractiveness and perceived value.

Moreover, the effect of innovativeness on the perceived usefulness of online travel agencies is consistent with the work of Purani et al. (2019), which indicates that individuals with higher levels of personal innovativeness tend to exhibit a more positive attitude toward new technologies, such as online travel platforms, which in turn leads to a greater perception of their utility. Innovative individuals are also more likely to embrace risk and explore novel solutions, enabling them to identify and utilize the advanced features of these platforms, thus enhancing their perceived usefulness.

The results concerning the positive correlation between electronic word-of-mouth and perceived usefulness are in agreement with Nugroho et al. (2023), highlighting that e-word-of-mouth frequently offers detailed and firsthand accounts of users' experiences with travel agencies. High-quality e-word-of-mouth, characterized by specific, relevant, and timely information, facilitates well-informed decision-making among prospective users. When users perceive e-word-of-mouth as credible and relevant, they are more likely to view the platform as useful.

Furthermore, the positive influence of subjective norms on perceived usefulness corroborates the findings of Jermsittiparsert et al. (2023). This relationship indicates that endorsements from trusted social circles, such as friends and family, enhance users' trust in the platform, thereby increasing its perceived usefulness. Trust emerges as a pivotal factor in shaping users' evaluation of the utility of online services.

In terms of the positive relationship between perceived usefulness and continuance intention, the findings are consistent with the Technology Acceptance Model as reflected in the study by Li and Liu (2014). When users perceive an online travel agency as helpful in achieving their travel planning objectives, they are more likely to maintain their usage of the platform, thereby strengthening their continuance intention.

Finally, the significant moderating role of e-loyalty in the relationship between perceived usefulness and continuance intention extends the findings of Mou et al. (2017). E-loyalty enhances the perceived value and trustworthiness of online travel agencies, not only promoting sustained usage but also reducing users' propensity to switch to alternative services. Consequently, stronger loyalty magnifies the effect of perceived usefulness on users' intentions to continue using these platforms.

However, the study has certain limitations. First, the findings may not be generalizable to developed countries, as the research was conducted in an emerging economy. This limitation presents an opportunity for future research to replicate the study using the Technology Acceptance Model in the online travel agency sector of developed countries. Additionally, future research should aim to validate these findings with a larger sample size. To gain a more comprehensive understanding of individuals' continuance intentions and behaviors toward online travel agencies, it is recommended that future studies expand the Technology Acceptance Model to include additional factors beyond perceived ease of use and perceived usefulness.

CONCLUSION

This study investigates factors influencing the intention to continue using online travel agencies (OTAs) in Vietnam, focusing on how e-loyalty moderates the relationship between perceived usefulness, and this continued use. While prior research has examined technology adoption behaviors using the Technology Acceptance Model (TAM), there is limited understanding of users' sustained engagement with OTAs, especially regarding e-loyalty's moderating role. This research aims to bridge this gap by expanding TAM to include constructs like subjective norms, electronic word-of-mouth, and innovativeness, offering a comprehensive framework for examining technology adoption in OTAs. Particularly, this study demonstrates that perceived compatibility, perceived ease of use, innovativeness, electronic word-of-mouth, and subjective norms all have a positive influence on perceived usefulness. Additionally, perceived usefulness is positively associated with the intention to continue using online travel agencies (OTAs), while e-loyalty serves as a positive moderator in the relationship between these two constructs.

The study has practical implications for OTAs, emphasizing the importance of enhancing website functionality, cultivating customer loyalty (through rewards programs), and leveraging social media to encourage positive user feedback. Personalizing the user experience, particularly for innovative consumers, can also boost perceived usefulness and engagement. However, the study's findings may not be generalizable to developed countries and suggest future research should replicate this study with larger samples and in different economic contexts, adding further factors to the TAM for a deeper understanding of continuance intentions in OTAs.

AUTHOR CONTRIBUTIONS

Conceptualization: Man The Nguyen.
Data curation: Man The Nguyen.
Formal analysis: Man The Nguyen.
Funding acquisition: Man The Nguyen.
Investigation: Man The Nguyen.
Methodology: Man The Nguyen.
Resources: Man The Nguyen.
Software: Man The Nguyen.
Supervision: Man The Nguyen.
Validation: Man The Nguyen.
Visualization: Man The Nguyen.
Writing – original draft: Man The Nguyen.
Writing – review & editing: Man The Nguyen.

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CONFLICTS OF INTEREST/COMPETING INTERESTS

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APPENDIX A

Factors	Variable statement	Sources
Perceived compatibility	Purchasing or booking online travel products/services would be compatible with the way I like to buy (PC1)	Purani et al. (2019)
	Purchasing or booking online travel products/services would be coherent with my habits (PC2)	
	Purchasing or booking online travel products/services would fit into my lifestyle (PC3)	
Innovativeness	If I heard about new information technology, I would look for ways to experiment with it (IN1)	Cui et al. (2018).
	Among my peers, I am usually the first to try out new information technology (IN2)	
	In general, I like to try out new information technology (IN3)	
E-word-of-mouth	I seek information about online travel agency from both the internet and social media from people (eWOM1)	Sun et al. (2021)
	I believe the Internet and social media are the easiest ways to get information about online travel agency (e-WOM2)	
	I believe others have spoken of online travel agency to me (eWOM3)	
	I believe that the information about online travel agency on social network sites is more important to me (e-WOM4)	
Perceived ease of use	My interaction with online travel agency is clear and understandable (PEU1)	Purani et al. (2019)
	It is easy for me to become skilful at using the online travel agency (PEU2)	
	I find this online travel agency user friendly (PEU3)	
Perceived usefulness	Using this online travel agency enables me to make my bookings more quickly (PU1)	Purani et al. (2019)
	Using this online travel agency makes my bookings easier (PU2)	
	Using this online travel agency improves the quality of my bookings (PU3)	
Subjective norm	People whose opinions I value will approve if I buy or make bookings through this agency (SN1)	Purani et al. (2019)
	People who impact me a lot expect me to make bookings through this agency (SN2)	
	Among my circle of friends, making bookings through this agency is very common (SN3)	
E-loyalty	I will consider this agency to be my first choice when make some bookings (LY1)	Cui et al. (2018)
	I will say positive things about this online travel agency to other people (LY2)	
	I will encourage my friends and relatives to make reservations for goods and services on this online travel agency (LY3)	
Continuance intention to use	I intend to continue using this agency in the future (CON1)	Akdim et al. (2022)
	I expect to continue using this agency in the future (CON2)	
	I will keep using this agency as regularly as I do now (CON3)	