Factors Influencing Consumers' Purchase Intention toward Accommodation via Lodging Websites: Evidence from Binh Duong Province of Vietnam

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Abstract

This paper empirically studies factors influencing consumers' purchase intention toward accommodation via lodging websites and their impact magnitudes in Binh Duong province of Vietnam. The results show that Lodging information (LI), Online lodging reviews (OR), Trust with the host (HT), Website usability (WU), and Perceived privacy and security (PS) significantly have positive impacts on consumers' purchase intention (PI) toward accommodation via lodging websites for a sample size of 400 respondents in Binh Duong province. Remarkably, OR has the strongest impact on PI, followed by WU, PS, HT, and LI. However, Perceived lodging value (PV) and Perceived lodging price (PP) have insignificant impacts on PI. The findings provide marketers and practitioners with useful information for promoting purchase intention toward accommodation via lodging websites from the perspective of consumers in an emerging economy like Vietnam.

Key words: *Lodging website, Purchase Intentions, Perceived value, Perceived price, Lodging information, Online reviews, Trust, Perceived privacy and security.*

JEL Classification: D12; M10; M31

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1. Introduction

Nowadays, the internet is playing an important role in the online accommodation business (Kannan and Li, 2017). As compared to traditional routes, the internet has made booking rooms easier and more convenient for travellers (Nisar et al., 2019). Furthermore, the lodging industry is a type of residential accommodation that not only targets vacationers but also business travellers. Consumers are able to rent various types of accommodation around the world via the online channel, including the entire property, a private room, or even a shared room based on their budgets. Therefore, the lodging industry has been developing strongly in the Asian market, especially in Vietnam. As a result, there are many websites that people use to book accommodations when they are traveling as well as having business trips such as: Mytour.Vn, Agoda.Com, Vntrip.Vn, Traveloka.Com, Airbnb.Com, Etc.…

Binh Duong is one of the industrial provinces having the strongest economic growth in Vietnam. Its citizens can represent for consumers of an emerging economy like Vietnam with a large demand for foreign products (Nguyen & Huynh, 2022), green consumption (Ho & Huynh, 2022), and accomodation online booking via lodging websites. However, besides advantages, accommodation online booking has its own limitations such as fake webs and news, uncertainty, scammers, criminals, hackers… Users are concerned about the problem of fake webs and news that are getting more and more sophisticated and detailed just like official websites. This business is unique in that when customers book a hotel room online, they must pay money before using the accommodation without previously visiting the hotel to inspect it, posing several risks. Scammers often use the same tactics, such as sending super-detailed images of the room's interior, surroundings, and hotel facilities. A series of images has been delighted by the designer's hand. Scammers who are more

skilled create profiles pretending to be customers in order to give their hotels four or five stars on online booking sites or post wonderful comments about the hotel's excellence. Above all, advertising slogans such as "super cheap, super beautiful," "surprising young pricing," "super discounts," and others have fooled tourists' attention and awareness. Many criminals are currently taking advantage of gaps in order to defraud tourists. Fraudulent and fake websites exist on the internet, deceiving users. You run the risk of losing money while still being unable to find a place to live if you visit these websites. In addition, customers are also at risk of information disclosure. Hackers frequently use website hacking to obtain access to credit card information.

To overcome the above limitations and to promote the lodging industry, it is imperative to study the factors influencing consumers' purchase intention toward accommodation via lodging websites. This paper investigates how online lodging factors, including Perceived lodging value (PV), Perceived lodging price (PP), Lodging information (LI), Online lodging reviews (OR), Trust with the host (HT), Website usability (WU), and Perceived privacy security (PS), affect consumers' purchase intention (PI) toward accommodation via lodging websites in Binh Duong province of Vietnam. The findings are expected to provide marketers and practitioners with useful information for promoting purchase intention toward accommodation via lodging websites from the perspective of consumers in an emerging economy like Vietnam.

2. Literature review and hypotheses

2.1. The impacts of perceived value (PV) and perceived price (PP) on purchase intentions

Perceived value has been widely explored at a generic level (e.g., giving value) in the practitioner literature and it is easily mistaken with satisfaction (e.g., meeting customers' requirements). These constructs, however, are separate. While perceived value is present at numerous stages of the purchasing process, including the repurchase stage, it is not always accurate (Woodruff, 1997). As a result, value judgements can be formed without the product or service being purchased or utilized, whereas satisfaction is dependent on the product or service being used. Customer choice has long been thought to be influenced by product price. Price has been viewed as either a monetary cost of purchasing a thing or a quality indicator of that product's quality (Lichtenstein et al. 1993, Zeithaml 1988). In the context of internet purchasing, the majority of popular product categories (e.g., tickets, books, and music CDs). Earlier research has indicated that a product's perceived value increases purchase intent, and these connections have been confirmed in the ecommerce context (Ponte et al., 2015). Consumers will only purchase items or services that they value, therefore perceived value can help to gain a competitive advantage. As a result, Olshavsky (1985) emphasizes the need of finding a reason for purchase in understanding a consumer's perception of a brand's value. In addition, in the lodging industry, perceived pricing leads to a higher perceived value of the accommodation, which increases consumers' purchase intentions (Zielke, 2010). According to Mohd Radzi et al (2017), pricing has a strong relationship with customers' booking intention, and price is a factor that influences consumers to book online rather than in reality. As a result, an acceptable price range that provides a good perceived pricing is predicted to result in a higher perceived value, which leads to increased purchasing intention (Lien et al., 2015). Thus, the two hypotheses are proposed as follows:

H1. The perceived lodging value has a positive impact on purchase intentions.

H2. The perceived lodging price has a positive impact on purchase intentions.

2.2 The impact of lodging information (LI) on purchase intentions

Hanai and Oguchi (2008) mentioned that the hotel information that was publicly apparent to visitors to the website was examined. Guests could grasp housing categories based on the lodging information offered on the website when it came to lodging selection. As a result, lodging data has been embraced as a measure of lodging kinds. Surrounding area, transit, building, service, payment methods, pricing considerations, and facilities were the seven characteristics used to classify the lodging information. Every piece of information was coded to indicate whether or not it was available at the lodge. According to Lien et al. (2015), customers who book hotels online may be vulnerable to the rooms and services provided by the hoteliers. Lodging information helps potential customers understand more about the different types of hotels offered. Then, depending on their assessments of the information's completeness, relevancy, and correctness, online consumers may choose whether or not the site is suitable for making an online transaction. As a result, the more relevant the hotel information provided by the site, the more likely users are to rent it (Nisar et al., 2019). Therefore, it is hypothesized that:

H3. Lodging information has a positive effect on purchase intentions.

2.3 The impact of online lodging reviews (OR) on purchase intentions

Consumers can readily generate and distribute product reviews online, not just through lodging websites, but also through product review sites (Sparks and Browning, 2011; Fang, 2014). However, it is also claimed that online reviews present new obstacles for customers, such as assessing online reviews for reliability and distinguishing between reliable and helpful evaluations (Jiménez and Mendoza, 2013; Wang et al., 2015).

Online views can be negative or positive within the same area, and the effects of each type have been repeatedly compared for a better marketing mix. Positive signals may be connected with high, average, or even low-quality products, whereas negative signals are more diagnostic, signifying low-quality products. Furthermore, negative information spreads faster than positive information since unsatisfied consumers are more likely to tell relatives and friends about their experiences than satisfied ones. Some research indicates that communications with a positive frame are more compelling, while others imply the opposite (Zhao et al., 2015). Besides, Zhao et al. (2015) show that negative reviews are often generated as a result of dissatisfaction and can be harmful to business retailers and manufacturers by having a negative impact on business. In contrast to negative comments, positive reviews generally laud a company's quality approach, such as offering recommendations to others. They also discovered that as the proportion of negative online consumer reviews increases, so do consumers' attitudes. Negative online reviews decrease consumers' feelings toward a hotel in which they are interested, even if they are more aware of it. The importance of online product reviews is widely recognized, as the vast majority of online customers rely on them to make purchasing decisions. As a result, online reviews can have an impact on users' purchasing intentions, either positively or negatively. This is due, in part, to the fact that the information content of internet evaluations indicates (Nisar et al., 2019). Thus, the following hypothesis is proposed:

H4. Online lodging reviews can have a positive or negative impact on purchase intentions.

2.4 The impact of trust with the host (HT) on purchase intentions

The feeling of security and belief that the e-commerce site will be responsible and behave appropriately in order to meet the expectations of customers without

jeopardizing their vulnerability can be defined as trust (Pavlou, 2003). Because there are no guarantees that a web shop will not engage in damaging or opportunistic behaviour, trust has become a critical component of e-commerce. Trust rises when a consumer believes in a service provider's dependability and honesty. Customers who book hotels online may be vulnerable to the rooms and services provided by the hoteliers. Customers expect hotels to provide services that are advertised on their websites, and this expectation stems from the customer's trust in the hotel. As a result, a hotel can leverage trust as a marketing technique to boost customer retention (Lien et al., 2015). According to Nisar et al. (2019), trust with the host is an important factor in the online lodging industry since consumers expect the accommodation provider to provide the services promised, and these expectations can vary based on the level of trust. The trust construct is primarily concerned with trust with the host who rents the room through the lodging site. Trust is constantly regarded as a vital element, with trust thought to be more influential in e-commerce channels than traditional channels, particularly in the internet hotel business, where consumers are unable to experience the quality of the service prior to consumption. As a result, in the internet lodging environment, trust with the host is a vital determinant that has a significant impact on the sector and influences it positively. Based on this, it is hypothesized that:

H5. Trust with the host has a positive effect on purchasing intentions.

2.5 The impact of website usability (WU) on purchase intentions

Usability and technological considerations have a big influence on the quality of a website. The quality of the website that permits online transactions is referred to as technological elements (Chen et al., 2010). According to Chen et al. (2010), well-developed websites with high-quality, tailored, and interesting material, as well as useful functions, are more likely to boost consumer satisfaction, which could lead to

a higher return rate. Belanche et al. (2012) show the ability of a website's design to promote positive shopping experiences. They also concluded that usability is critical in achieving user satisfaction. They prove that the quality of the user interface as well as the information provided to customers (two important criteria of website usability) have a significant impact on user pleasure. It's also worth noting that one of the key reasons consumers order online is to simplify their lives. When consumers visit a website, they expect to find a platform that supports search, selection, payment, and comment behaviours. As a result, it is reasonable to conclude that the ease of use of the website affects customer satisfaction with the purchasing experience. Complex and unintuitive interfaces, complex purchasing processes, and out-of-date or irrelevant information all contribute to a negative interaction environment that affects consumer purchasing. Moreover, Sam and Tahir (2009) show that the extent to which a potential customer expects internet purchases to be easy is referred to as perceived ease of use. They believe that a user's attitude toward technology is influenced by their evaluation of its usefulness and ease of use, and that this attitude impacts their intention to use the technology. In their empirical study, they also discovered that usefulness is the primary determinant of behavioural intention to use a technology, with ease of use and enjoyment acting as secondary determinants. As a result, it is believed that an online website's usability is positively associated to consumers' online purchase intention.

H6. Website usability has a positive effect on purchase intentions.

2.6 The impact of perceived privacy and security (PS) on purchase intentions

In online services, privacy and security are essential evaluative criteria, and these two features are intertwined factors that include safeguarding website users' personal information and ensuring secure transactions. The lower the risk consumers perceive when conducting online transactions, the higher their perception of privacy and

security is (Geyskens et al., 2006). Privacy has been characterized by previous studies as an individual's ability to regulate, manage, and selectively expose personal information (Chen et al., 2010). The creation and execution of a privacy policy, as well as notice, disclosure and consent of website visitors, all fall under the category of privacy (Bart et al., 2005). It is also stated that online transactions require a high level of privacy protection. Several previous researches have looked on various factors of website attitude that encourage customers to buy online. Online purchase intentions, for example, are influenced by both transaction security and payment system. Distinguishes between traditional searching and e-commerce, and supports the idea that trust is a vital consideration for any online purchase intentions. Website satisfaction is influenced by security, privacy, and other variables. According to them, website pleasure has an important influence in promoting purchase intentions. Privacy, security, and design features on websites boost users' purchasing intents (Aggarwal & Rahul, 2018). As the internet continues to grow at an extraordinary speed, the concept of perceived privacy and security becomes increasingly important. Previous research has emphasized the importance of security and privacy, claiming that these factors have the biggest influence on purchasing intentions (Nisar et al., 2019).

H7. The perceived privacy and security has a positive impact on purchase intentions.

3. Research model

Based on Nisar et al. (2019) and previous studies discussed in the literature review above, a conceptual framework in this study is proposed to study the factors influencing consumers' purchase intention toward accommodation via lodging websites as follows:

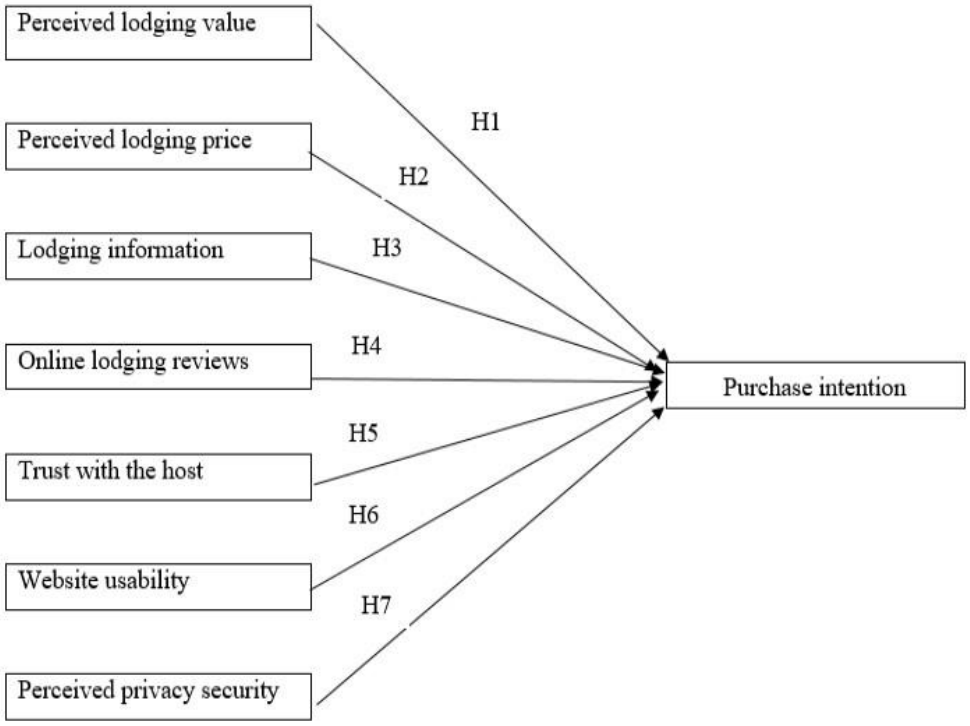

Figure 1: Research Framework (adapted from Nisar et al., 2019)

4. Data and research methodology

We apply quantitative research method to identify the primary factors that influence accommodation purchase intentions via lodging websites in Binh Duong province of Vietnam. Convenience sampling method is used in this study to select the primary data because it is beneficial for researchers in terms of both time and resources (Etikan, 2016).

Our survey covers 400 respondents in Binh Duong province who are from 18 to over 60 years old and have previously utilized housing websites. We use the Likert Scale to measure all variables in our model. Likert scale is a five-point scale to allow the respondents to express how much they agree or disagree with a particular statement including 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

Table 1. Measurement for independent variables

Measurement	Items	Source
Perceived Lodging Value (PV)	1. The lodging offers good value for the price paid. 2. Lodging features match my expectations. 3. I like the lodging I rent. 4. I feel comfortable with the lodging purchased. 5. These types of lodging are booked by many people that value them.	Nisar et al., 2019
Perceived Lodging Price (PP)	1. The price listed by the lodging is inexpensive. 2. The lodging price is reasonable. 3. The lodging price is affordable. 4. The lodging price is appropriate in relation to what I got for my money.	Nisar et al., 2019
Lodging Information (LI)	1. The photos for the lodging at the site are helpful in making a purchase decision. 2. The site provides me with sufficient information about the lodging (e.g., amenities, space, price, availability). 3. The site offers sufficient information about the profile of the property owner (Host). 4. The information offered by loading websites is complete.	Nisar et al., 2019
Online Lodging Reviews (OR)	1. Online lodgings are credible. 2. Arguments of online lodging reviews are persuasive. 3. Highly rated online lodging reviews are more convincing.	

	4. Online lodging reviews help me evaluate accommodation options. 5. Using online lodging reviews make it easier to choose the right accommodation.	Nisar et al., 2019
Host Trust (HT)	1. Lodging hosts have integrity. 2. Lodging hosts are trustworthy. 3. Lodging hosts deliver what they promise. 4. I trust Lodging hosts because they keep my best interests in mind.	Nisar et al., 2019
Website Usability (WU)	1. The site is easy to use. 2. The appearance of the site is professional and visually appealing. 3. Help functions are useful. 4. Fast and accurate search capability. 5. The high level of technology online.	Nisar et al., 2019
Perceived Privacy and Security (PS)	1. The general privacy police are easy to find. 2. The site will not use my personal information for any purpose unless I authorize it to do so. 3. The site has good protection against fraud. 4. I feel secure about the electronic payment system and using credit cards.	Nisar et al., 2019

Table 2. Measurement for the dependent variable

Measurement	Items	Source
Purchase Intentions	1. The probability that I would consider renting accommodation through lodging websites is high.	

(PI)	2. My willingness to rent accommodation through lodging websites is high. 3. It is likely that, I will rent accommodation through lodging websites in the near future. 4. I think of lodging website as more beneficial for purchasing accommodation.	Nisar et al., 2019

5. Results and discussions

The purpose of this survey is to see what factors that influence accommodation purchase intentions via lodging websites. We surveyed 450 people specifically by both online and offline interviews. However, we got 400 valid answers. We used Statistical Package for the Social Science (SPSS) software - 26.0 version for data analysis with procedure including descriptive statistics, reliability test, exploratory factor analysis (EFA), correlation test, and multiple linear regressions.

5.1. Descriptive statistics

Out of 400 respondents, males accounted for 46.8% while 53.2% were females. In terms of age, the majority of respondents are 18-29 years old who have purchased or rented housing through online lodging websites, accounting for 65.5% of all respondents, the largest percentage, followed by 20% for the age group of 30 to 39, and 14.5% for respondents aged 40 and older. In terms of education, there are 76.5% of respondents who have attended and not graduated from university, while only 23.5% of the respondents are graduated from the university and have purchased or rented housing through online housing websites account. In term of age group, the highest percentage of respondents is from 18 to 25 years old, which accounts for 42.4% whereas the group of respondents who are from 26 to 30 years old is 35.1%;

and the last two groups are from 31 to 40, and above 40 years old are accounted for 15.3% and 7.2%, respectively.

The descriptive statistics all variables are presented in Tables 3.

Table 3. Descriptive statistics for all variables.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PV1	400	1	5	2.99	1.269
PV2	400	1	5	2.87	1.229
PV3	400	1	5	2.86	1.227
PV4	400	1	5	2.80	1.226
PV5	400	1	5	2.80	1.279
PP1	400	1	5	3.67	.844
PP2	400	1	5	3.74	.902
PP3	400	1	5	3.80	.929
PP4	400	1	5	4.15	.938
LI1	400	1	5	3.16	1.240
LI2	400	1	5	3.11	1.164
LI3	400	1	5	3.05	1.114
LI4	400	1	5	3.03	1.256
OR1	400	1	5	2.99	1.281
OR2	400	1	5	3.20	1.270
OR3	400	1	5	2.93	1.265
OR4	400	1	5	2.95	1.110
OR5	400	1	5	3.11	1.302
HT1	400	1	5	3.22	1.220
HT2	400	1	5	3.19	1.296
HT3	400	1	5	3.30	1.253
HT4	400	1	5	3.24	1.230
WU1	400	1	5	3.08	1.362
WU2	400	1	5	3.03	1.212
WU3	400	1	5	3.01	1.267
WU4	400	1	5	2.99	1.167
WU5	400	1	5	3.06	1.244

PS1	400	1	5	3.69	1.064
PS2	400	1	5	3.56	1.014
PS3	400	1	5	3.63	1.020
PS4	400	1	5	3.55	.967
PI1	400	1	5	3.44	1.188
PI2	400	1	5	3.50	1.249
PI3	400	1	5	3.55	1.244
PI4	400	1	5	3.40	1.206

5.2. Reliability test

Cronbach's alpha, which serves to examine the consistency of each independent and dependent variable, will be used to analyse the measurement of dimension using reliability test (Tavakol & Dennick, 2011). Hair et al., (2003) established that Cronbach's Alpha must be higher than 0.6, suggesting a satisfactory level of measurement reliability. The reliability tests for all variables are reported in Tables 4a-b, 5a-b, 6a-b, 7a-b, 8a-b, 9a-b, 10a-b, and 11a-b.

5.2.1. Perceived Lodging Value (PV)

Table 4a. Reliability statistics for Perceived Lodging Value

Reliability Statistics	
Cronbach's Alpha	N of Items
.943	5

Table 4b. Item-Total statistics for Perceived Lodging Value

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PV1	11.33	20.466	.833	.932
PV2	11.44	20.668	.848	.930
PV3	11.46	20.630	.853	.929
PV4	11.51	20.707	.846	.930

PV5	11.52	20.245	.849	.930

Results from Tables 4a-b show that Cronbach's Alpha (0.943) of PV is higher than 0.6, and the Corrected Item – Total Correlation of all items is higher than 0.3, indicating that all items will be used for data analysis.

5.2.2. Perceived Lodging Price (PP)

Table 5a. Reliability statistics for Perceived Lodging Price

Reliability Statistics	
Cronbach's Alpha	N of Items
.829	4

Table 5b. Item-Total statistics for Perceived Lodging Price

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PP1	11.69	5.167	.718	.758
PP2	11.62	5.138	.656	.783
PP3	11.56	4.909	.697	.764
PP4	11.21	5.329	.561	.827

As given in Tables 5a-b, The Cronbach's Alpha of PP is 0.829, which is higher than 0.6, and the Corrected Item – Total Correlation of all items is higher than 0.3, indicating that all items are reliable to measure PP.

5.2.3. Lodging Information (LI)

Table 6a. Reliability statistics for Lodging Information

Reliability Statistics	
Cronbach's Alpha	N of Items
.914	4

Table 6b. Item-Total statistics for Lodging Information

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LI1	9.18	10.531	.759	.906
LI2	9.24	10.511	.836	.878
LI3	9.29	10.679	.859	.872
LI4	9.32	10.343	.774	.901

Cronbach's Alpha of LI is 0.914, which is higher than 0.6, and the Corrected Item – Total Correlation is greater than 0.3, therefore these items meet the criteria. As a result, those variables will be used in the Exploratory Factor Analysis (EFA).

5.2.4. Online Lodging Reviews (OR)

Table 7a. Reliability statistics for Online Lodging Reviews

Reliability Statistics	
Cronbach's Alpha	N of Items
.951	5

Table 7b. Item-Total Statistics for Online Lodging Reviews

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
OR1	12.19	20.674	.878	.937
OR2	11.98	20.784	.877	.938
OR3	12.25	20.877	.871	.939
OR4	12.23	22.096	.883	.938
OR5	12.06	20.986	.827	.947

OR has a good Cronbach's Alpha value of 0.951, which is better than 0.6, and the Corrected Item – Total Correlation values are larger than 0.3, according to Tables 7a-b above. As a result, we'll keep them all.

5.2.5. Host Trust (HT)

Table 8a. Reliability statistics for Host Trust

Reliability Statistics	
Cronbach's Alpha	N of Items
.916	4

Table 8b. Item-Total statistics for Host Trust

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HT1	9.74	11.970	.770	.903
HT2	9.76	11.000	.847	.877
HT3	9.65	11.415	.824	.885
HT4	9.71	11.785	.789	.897

According to the testing results of HT, the Cronbach's Alpha is 0.916, which is higher than 0.6, and the Corrected Item – Total Correlation of these 4 items is larger than 0.3. As a result, all of four items are also reliable to measure HT.

5.2.5. Host Trust (HT)

Table 8a. Reliability statistics for Host Trust

Reliability Statistics	
Cronbach's Alpha	N of Items
.916	4

Table 8b. Item-Total statistics for Host Trust

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HT1	9.74	11.970	.770	.903
HT2	9.76	11.000	.847	.877
HT3	9.65	11.415	.824	.885
HT4	9.71	11.785	.789	.897

According to the testing results of HT, the Cronbach's Alpha is 0.916, which is

higher than 0.6, and the Corrected Item – Total Correlation of these 4 items is larger than 0.3. As a result, all of four items are also reliable to measure HT.

5.2.6. Website Usability (WU)

Table 9a. Reliability statistics for Website Usability

Reliability Statistics	
Cronbach's Alpha	N of Items
.943	5

Table 9b. Item-Total statistics for Website Usability

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
WU1	12.09	19.711	.854	.929
WU2	12.14	21.093	.838	.931
WU3	12.17	20.314	.873	.924
WU4	12.18	21.359	.851	.929
WU5	12.11	21.041	.815	.935

The Cronbach's Alpha for WU is 0.943 (0.943 > 0.6), and the Corrected Item – Total Correlation of all items is greater than 0.3, as given in Tables 9a-b. Therefore, all of five items are reliable to measure WU.

5.2.7. Perceived Privacy and Security (PS)

Table 10a. Reliability statistics for Host Trust

Reliability Statistics	
Cronbach's Alpha	N of Items
.869	4

Table 10b. Item-Total statistics for Host Trust

Item-Total Statistics				
	Scale Mean if	Scale Variance if	Corrected	Cronbach's Alpha

	Item Deleted	Item Deleted	Item-Total Correlation	if Item Deleted
PS1	10.75	6.467	.790	.804
PS2	10.88	7.022	.712	.836
PS3	10.81	6.988	.714	.836
PS4	10.89	7.410	.671	.852

Cronbach's Alpha of PS is higher than 0.6 (0.869 > 0.6), and the Corrected Item – Total Correlation of all items (PS1, PS2, PS3, and PS4) is more than 0.3. (0.804, 0.836, 0.836 and 0.852, respectively). Thus, the reliability is ensured for all of four items to measure PS.

5.2.8. Purchase Intentions (PI)

Table 11a. Reliability statistics for Purchase Intentions

Reliability Statistics	
Cronbach's Alpha	N of Items
.951	4

Table 11b. Item-Total statistics for Purchase Intentions

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI1	10.45	12.263	.856	.942
PI2	10.39	11.668	.887	.933
PI3	10.35	11.731	.883	.934
PI4	10.49	11.900	.895	.931

PI has a good Cronbach's Alpha value of 0.951, which is better than 0.6, and the Corrected Item – Total Correlation values are greater than 0.3, according to Tables 11a-b above. As a result, we keep all four items to measure PI.

In summary, all items of seven independent variables and one dependent variable are acceptable and can be used in the next step, Exploratory Factor Analysis (EFA),

after passing the reliability test. The summary of Cronbach's Alpha results for all variables is provided in Table 12.

Table 12. The summary of Cronbach's Alpha results

	Factor	**Initial Items**	**Remain Items**	**Cronbach's Alpha**	**Rejected Items**
Independent Variables	Perceived loading value	5	5	0.943	0
	Perceived loading price	4	4	0.829	0
	Loading information	4	4	0.914	0
	Online loading reviews	5	5	0.951	0
	Trust	4	4	0.916	0
	Website usability	5	5	0.943	0
	Perceived privacy/security	4	4	0.869	0
Dependent Variables	Purchase Intentions	4	4	0.951	0

5.3. Exploratory factor analysis (EFA)

EFA is a statistical technique used to reduce data to a smaller set of summary variables and to explore the underlying theoretical structure of the phenomena. It is used to identify the structure of the relationship between the variable and the respondent. It is expressed by: i) The KMO index ranges from 0 to 1, with 0.50 considered suitable for factor analysis; and ii) The Bartlett's Test of Sphericity should be significant ($p < 0.05$) for factor analysis to be suitable (Henson & Roberts, 2006).

5.3.1. Dependent variable (PI)

Table 13. KMO and Bartlett's Test for PI

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.856
Bartlett's Test of Sphericity	Approx. Chi-Square	1633.643
	df	6
	Sig.	.000

As can be seen, the KMO Measure of Sampling Adequacy is 0.856 > 0.5, implying that the sample is insufficient. Furthermore, Bartlett's Test of Sphericity has a Significance of 0.000 < 0.05, showing that the items within a factor are related to each other.

Table 14. Total Variance Explained for PI

Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.485	87.113	87.113	3.485	87.113	87.113
2	.219	5.473	92.586			
3	.173	4.330	96.917			
4	.123	3.083	100.000			
Extraction Method: Principal Component Analysis.						

As shown in Table 14 above, one component has Initial Eigenvalues greater than 1. Additionally, the Total Variance Explained is greater than 50%, at 87.113 %. This means the component can account for 87.113 % variation.

Table 15. Component Matrix for PI

Component Matrix[a]	
	Component
	1
PI4	.942
PI2	.938
PI3	.935
PI1	.919
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

There is just one component in Table 15 above, and all four items have factor loadings greater than 0.5. As a result, all four items used to analyze PI have been

approved and can be used in the next steps. The dependent variable's remaining components can be summarized as PI1, PI2, PI3, and PI4.

5.3.2. Independent variables (PV, PP, LI, OR, HT, WU, and PS)

Table 16a. KMO and Bartlett's Test for Independent variables

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.865
Bartlett's Test of Sphericity	Approx. Chi-Square	9771.192
	df	465
	Sig.	.000

As illustrated, KMO Measure of Sampling Adequacy is 0.865 (0.5 < KMO < 1.00), indicating that the sample is adequate. Furthermore, The Bartlett's Test indicates that the correlation matrix is not an identity matrix with Sig. = 0.000 ≤ 0.05. As a result, in order to perform a reliable EFA, all variables must be connected to one another.

Table 16b. Total Variance Explained for Independent variables

Total Variance Explained									
Initial Eigenvalues				Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.693	21.589	21.589	6.693	21.589	21.589	4.237	13.667	13.667
2	3.801	12.260	33.850	3.801	12.260	33.850	4.099	13.223	26.890
3	3.365	10.856	44.705	3.365	10.856	44.705	4.095	13.209	40.099
4	2.976	9.600	54.305	2.976	9.600	54.305	3.227	10.409	50.508
5	2.831	9.134	63.439	2.831	9.134	63.439	3.193	10.300	60.807
6	2.453	7.912	71.351	2.453	7.912	71.351	2.901	9.357	70.164
7	2.309	7.447	78.798	2.309	7.447	78.798	2.677	8.634	78.798
8	.614	1.980	80.778						

9	.504	1.624	82.403						
10	.463	1.493	83.896						
11	.418	1.350	85.245						
12	.400	1.290	86.535						
13	.368	1.189	87.724						
14	.323	1.042	88.766						
15	.314	1.012	89.778						
16	.293	.945	90.722						
17	.275	.888	91.611						
18	.264	.852	92.462						
19	.250	.807	93.270						
20	.232	.748	94.018						
21	.213	.686	94.704						
22	.210	.679	95.383						
23	.199	.641	96.025						
24	.190	.612	96.637						
25	.181	.582	97.219						
26	.171	.552	97.771						
27	.155	.499	98.269						
28	.148	.479	98.748						
29	.146	.470	99.219						
30	.133	.429	99.648						
31	.109	.352	100.000						
Extraction Method: Principal Component Analysis									

As given in Table 16b, seven elements that are greater than one in the initial Eigenvalues of seven independent variables: element 1(6.693), element 2 (3.801), element 3 (3.365), element 4 (2.976), element 5 (2.831), element 6 (2.453), and element 7 (2.309). Besides, the cumulative of Extraction Sums of Squares Loading is 78.798%, greater than 50% (Cumulative > 50%), and showing that seven factors explain 59.874 percent of the data variation.

Table 16c: Rotated Component Matrix for Independent variables

Rotated Component Matrix[a]							
	Component						
	1	2	3	4	5	6	7
OR4	.920						
OR1	.915						
OR2	.913						
OR3	.912						
OR5	.879						
WU3		.903					
WU1		.894					
WU4		.889					
WU2		.866					
WU5		.865					
PV5			.886				
PV2			.885				
PV1			.883				
PV4			.881				
PV3			.881				
LI3				.915			
LI2				.906			
LI1				.868			
LI4				.859			
HT2					.895		
HT3					.878		
HT4					.873		
HT1					.860		
PS1						.880	
PS2						.841	
PS3						.837	
PS4						.811	
PP1							.853
PP3							.843
PP2							.809
PP4							.738

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.[a]		
a. Rotation converged in 5 iterations.		

As given in Table 16c, the factor loadings of 31 items are greater than 0.5 and are distributed across seven components. These items, divided into seven components, are intended to be similar to the research model. As a results, OR4, WU3, PV5, LI3, HT2, PS1, and PP1 contribute most for OR, WU, PV, LI, HT, PS and PP, respectively.

5.4. Correlation test

Pearson Correlation (r) is used in statistics to measure the degree of the relationship between linear related variables.

- When r = 0, there is no relationship between the two variables.
- When r > 0 (positive), there is a tendency in which one variable increases as the other increases.
- When r < 0 (negative), there is a tendency that one variable increases as the other decreases.

In addition, if the significant level is lower than 0.05 then the correlation between the two variables are significant and they are linearly related (Zaid, 2015). Results of Pearson Tests for checking the correlation amongst variables are given in Table 17.

Table 17. Correlations amongst variables

Correlations									
		PV	PP	LI	OR	HT	WU	PS	PI
PV	Pearson Correlation	1	.034	.128*	.194**	.237**	.305**	.050	.211**
	Sig. (2-tailed)		.497	.010	.000	.000	.000	.323	.000
	N	400	400	400	400	400	400	400	400
PP	Pearson Correlation	.034	1	-.004	.005	.047	.023	.152**	.077

	Sig. (2-tailed)	.497		.942	.920	.347	.640	.002	.125
	N	400	400	400	400	400	400	400	400
LI	Pearson Correlation	.128*	-.004	1	.118*	.151**	.093	.094	.202**
	Sig. (2-tailed)	.010	.942		.018	.002	.062	.061	.000
	N	400	400	400	400	400	400	400	400
OR	Pearson Correlation	.194**	.005	.118*	1	.058	.188**	-.007	.271**
	Sig. (2-tailed)	.000	.920	.018		.246	.000	.893	.000
	N	400	400	400	400	400	400	400	400
HT	Pearson Correlation	.237**	.047	.151**	.058	1	.248**	.095	.244**
	Sig. (2-tailed)	.000	.347	.002	.246		.000	.057	.000
	N	400	400	400	400	400	400	400	400
WU	Pearson Correlation	.305**	.023	.093	.188**	.248**	1	.021	.295**
	Sig. (2-tailed)	.000	.640	.062	.000	.000		.672	.000
	N	400	400	400	400	400	400	400	400
PS	Pearson Correlation	.050	.152**	.094	-.007	.095	.021	1	.191**
	Sig. (2-tailed)	.323	.002	.061	.893	.057	.672		.000
	N	400	400	400	400	400	400	400	400
PI	Pearson Correlation	.211**	.077	.202**	.271**	.244**	.295**	.191**	1
	Sig. (2-tailed)	.000	.125	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400	400	400
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

Except the PP, all independent variables have Pearson Correlation > 0 and Sig. (2-tailed) < 0.05, as shown in Table 17. This means that the dependent variable and the remaining six independent variables are all positively related. The PP has the Sig. (2-tailed) at 0.125 > 0.05, that means there are no connections between the result of PP and PI so that this variable will be rejected from now on. The correlation between

Website Usability (WU) and Purchase intentions (PI) is 0.295, which is the highest among the other factors, indicating that Website Usability (WU) is the strongest relation with PI.

5.5. Multiple linear regression

We use the Multiple linear regression to estimate the impact of seven independent variables (PV, PP, LI, OR, HT, WU, and PS) on dependent variable (PI). Results are presented in Tables 18, 19, and 20.

Table 18. Model Summary[b]

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.760[a]	.665	.624	.3082	1.694
a. Predictors: (Constant), PV, PP, LI, OR, HT, WU, PS					
b. Dependent Variable: PI					

As shown in Table 18, the value of Adjusted R Square is 0.624 (62.4%), depicting that 62.4% of the variance in purchase intentions can be significantly explained by seven independent variables including PV, PP, LI, OR, HT, WU, and PS. The Durbin Watson (DW) statistic is a test for autocorrelation in regression analysis residuals or statistical models (Kento, 2021). Normal is defined as a range of 1.5 to 2.5. As given in table 18, the DW is 1.694, which falls between the range of 1.5 and 2.5, so we can consider it is acceptable in this range. As a result, this model has no autocorrelation in the residual.

Table 19: ANOVA Test[a]

Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	109.868	6	18.311	17.607	.000[b]
	Residual	408.731	393	1.040		
	Total	518.599	399			

a. Dependent Variable: PI

b. Predictors: (Constant), PS, OR, HT, LI, WU, PV, PP

As observed in Table 19, the results of ANOVA test with a Sig. value of 0.000 < (0,05) show that the model is considered acceptable, and multiple linear regression models suitable for data sets.

Table 20. Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.493	.315		1.563	.119		
	PV	.058	.049	.057	1.178	.239	.855	1.169
	PP	.027	.056	.024	1.163	.254	.874	1.144
	LI	.125	.049	.117	2.548	.011	.953	1.050
	OR	.203	.046	.203	4.394	.000	.936	1.069
	HT	.141	.048	.139	2.922	.004	.892	1.121
	WU	.193	.049	.191	3.954	.000	.857	1.167
	PS	.213	.060	.161	3.565	.000	.983	1.017

a. Dependent Variable: PI

Results in Table 20 illustrate that five predictors (LI, OR, HT, WU, PS) have the Sig. value less than 0.05, indicating that they satisfy the condition of statistical significance. However with the Sig. value more than 0.1, PV and PP have insignificant impacts on PI.

In addition, the Unstandardized Coefficient B is not a good indicator for comparison (due to Standard Error), whereas the Standardized Coefficient Beta is a good indicator that shows how strongly each predictor influences the dependent variable, and it is used to rank the effects of predictors (Pallant, 2007). If the independent variable has the highest Beta value, it has the greatest influence on the dependent variable. Looking at Table 20, Online Lodging Reviews (OR) has the largest Beta at 0.203, so it has the strongest impact on PI.

The VIF is then used to test the linear relationship between one predictor and another. According to Field (2010), the VIF value should be less than 2, and the tolerance should be at least 0.2, because anything less than 0.2 is considered excessive multi-collinearity. Looking more closely at Table 20, all of the predictors meet the VIF and tolerance requirements. As a result, there is no multicollinearity in this study. As a result, there is sufficient evidence to conclude findings as follows:

First, Online Lodging Reviews (OR) has the strongest positive impact on PI. The dynamics of valence in online reviews of certain products have been discovered to have a direct impact on sales, according to research. The valence of information can have a significant impact on a consumer's attitude toward a product, which can influence their purchasing choice (Moe & Trusov, 2011). According to Putri and Wandebori (2016) the quantity of online reviews is commonly used to determine product popularity because it is thought to reflect the product's performance in the market. The quantity of reviews may reflect the number of interested customers who

have purchased and used the products previously. The number of reviews suggests boosting online customers' confidence and minimizing the uneasy sensations of risk exposure while purchasing specific products. Based on that, online reviews have a great impact on customers' intention to buy or rent lodging.

Second, Website Usability (WU) is demonstrated to have a favorable impact on how users obtain purchase intentions, and is placed 2 out of 5 on the list of the greatest association factors. According to prior research in another industry, customers are motivated to engage in online buying activities by beautiful and fascinating effects on e-commerce websites, and website characteristics have a significant impact on online purchase intention. Furthermore, an informational website allows customers to compare and assess product alternatives, resulting in increased customer satisfaction and increased online buy intention (Hasanov & Khalid, 2015). As discovered by Chen et al. (2010), consumers are more likely to purchase online when the shopping website has highly wanted features such as a product catalogue, a search engine, and intelligent agents for price comparisons, shopping carts, e-payment options, and tracing mechanisms. Similarly, Vijayasarathy (2004) and Richard (2005) discovered that the design of a website influences the likelihood of making an online purchase. In order to attract and maintain customers, e-vendors must understand the proportional value of each of these elements.

Third, Perceived Privacy and Security (PS) is the next factor to consider because it has a favorable impact on PI. The secrecy, integrity, authentication, and nonrepudiation of e-transactions and online data are all aspects of information security (Turban et al., 2006). For online transactions, privacy protection is critical. Privacy protection, according to Liu et al. (2004), implies transaction integrity and so influences transaction decisions. As a result, in order to alleviate consumer concerns

about privacy, several online shopping businesses have adopted privacy policies in order to improve and attract users when utilizing these pages.

Fourth, Trust with the host (HT) ranks the fourth in the impact on PI. Building long-term online B2C connections requires trust (Eastlick et al., 2006). The impact of trust has been studied in the past. For example, Yoon (2002) claims that trust influences online purchasing intention. This study claims that developments in information technology have made it possible for online shopping companies to provide quick explanations and online assistance, hence increasing consumer trust. In electronic commerce, trust is acknowledged to be a key aspect in buyer-seller interactions and online purchase intention. People rely major purchasing decisions on their trust in the product, salesperson, and/or company (Kim et al., 2008). As a result, retailers and companies need to pay more attention to perceive of trust so that customers find it easier and less complicated to pay money for their products.

Finally, Lodging Information (LI) has shown to have a favorable impact on PI. However, when compared to other factors, it is the weakest one that has a beneficial impact on PI. Product variables were stated in the earlier study by Schaupp and Belanger (2005) as the perceived quality of the product or service for sale. They claimed that marketing, product quality, and product personalization are all important factors in a customer's buying choice. For a high purchasing intention, Chang and Wildt (1994) emphasized the necessity of detailed product information. He concluded that having a lot of information about a product can actually reduce the impact of price on perceived quality. In another fascinating study, Kim and Lennon (2008) looked at the impact of product verbal and visual information on purchase intent, concluding that verbal product information had a significant impact on buy intention while shopping online. The advantage of working in an online environment is that it

allows you to browse and get a lot of information about products and services. Because online shoppers cannot touch, feel, or smell things like they can in a traditional store, their perception of products is based on the extensive information provided about the product quality. They are completely reliant on online information regarding the goods (De Figueiredo, 2000; Jung et al., 2014). As a result, because product information plays such an essential part in purchase decisions, businesses should concentrate their efforts on upgrading website information in order to increase purchasing efficiency.

5. Conclusion and policy implication

This paper empirically studies factors influencing consumers' purchase intention toward accommodation via lodging websites and their impact magnitudes in Binh Duong province of Vietnam. The results show that Lodging information (LI), Online lodging reviews (OR), Trust with the host (HT), Website usability (WU), and Perceived privacy and security (PS) significantly have positive impacts on consumers' purchase intention (PI) toward accommodation via lodging websites for a sample size of 400 respondents in Binh Duong province. Remarkably, OR has the strongest impact on PI, followed by WU, PS, HT, and LI. However, Perceived lodging value (PV) and Perceived lodging price (PP) have insignificant impacts on PI.

The findings provide marketers and practitioners with useful information for promoting purchase intention toward accommodation via lodging websites from the perspective of consumers in an emerging economy like Vietnam. Strategies to promote purchase intention toward accommodation via lodging websites should focus on online lodging reviews, website usability, perceived privacy and security, trust with the host, and lodging information.

Compliance with ethical standards: Disclosure of potential conflicts of interest

Conflict of interest: The authors declare that they have no conflict of interest.

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