

Predicting mobile hotel reservation adoption: Insight from a perceived
value standpoint

王秀媛, Shwu-Huey Wang
Hospitality Management
Tourism
hywang@chu.edu.tw

Abstract

With the attempt of further supporting the overwhelming demand for reservation, a few hospitality corporations have launched mobile hotel reservation (MHR) services. For the acceptance of MHR by individuals is indispensable to the successful implementation of MHR, it is critical for practitioners and academics to understand the factors influencing the adoption of MHR. This study examines the adoption of MHR from the value perspective by proposing and examining a new research model that can capture both gain and loss elements influencing individual value perceptions on behavioral intention to adopt MHR. Data from 235 usable questionnaires, collected in Taiwan, were tested against the research model using the structural equation modeling approach. The results indicated that perceived value was a predictor in explaining the customer's adoption of MHR. From the benefits point of view, perceptions of information quality and system quality were the two critical components significantly influencing perceived value of MHR. On the sacrifice side, the effects of technological effort and perceived fee on perceived value were significant. This study will be helpful to researchers in developing and testing MHR related theories, as well as to hospitality firms in understanding individual value perceptions of utilizing MHR and implementing successful MHR system to attract more customers. Theoretical and managerial implications of our results are discussed.

Keyword : Mobile hotel reservation, Perceived value, Perceived benefits, Perceived sacrifice