

**YANGON UNIVERSITY OF ECONOMICS**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**MBA PROGRAMME**

**BEHAVIORAL INTENTION AND ACTUAL USAGE OF  
CONSUMERS TOWARDS ONLINE HOTEL RESERVATION OF  
NGWE SAUNG YACHT CLUB & RESORT**

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**MBA II – 43**

**MBA 25<sup>TH</sup> BATCH**

**SEPTEMBER 2022**

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**ACADEMIC YEAR (2019-2022)**

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**Behavioral Intention and Actual Usage of Consumers towards  
Online Hotel Reservation of Ngwe Saung Yacht Club & Resort**

“This Thesis submitted to the Board of Examiners in partial fulfillment of the requirements  
for the Degree of Master of Business Administration (MBA)”

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## ACCEPTANCE

This is to certify that the thesis prepared by Khine Wutt Yee Oo, entitled “Behavioral Intention and Actual Usage of Consumers towards Online Hotel Reservation of Ngwe Saung Yacht Club & Resort” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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September, 2022

## **ABSTRACT**

This study aims to examine the behavioral intention and actual usage of consumers towards online hotel reservation of Ngwe Saung Yacht Club & Resort. To reach the study objectives, the study is conducted by using multiple regression analysis. Ngwe Saung Yacht Club & Resort is chosen among 35 hotels in Ngwe Saung that is listed from Ministry of hotel and tourism Myanmar website by using random sampling method. According to the survey requirement, these hotels must have own hotel's website that can make reservation. In this study, sample size is 382 respondents which is the result calculated by Raosoft. The population size is 65379 consumers of Ngwe Saung Yacht Club and Resort 's social media. The survey is conducted by simple random sampling method. Their responses are gathered through a structured questionnaire. The result of this study indicates that performance expectancy, effort expectancy, social influence factor, and trust factor of the UTAUT model practice drive customers to build their behavioral intention towards Ngwe Saung Yacht Club and Resort. It is also found that the resort organizes the UTAUT model practice very well in order to achieve the customers' satisfaction and behavioral intention. This study recommends that the resort should manage the social media marketing team to implement more delightful promotional campaigns like homestay experience, outdoor games and activities, and local tour plans that are attractive enough to attract more customers who care about the virtual world.

## ACKNOWLEDGMENTS

I would like to convey my heartfelt gratitude and appreciation to the following individuals for their unwavering support, passionate direction, and inspiration during my Master of Business Administration program, particularly throughout the authoring of this study. First and foremost, I would like to express my sincere gratitude to Prof. Dr. Tin Tin Htwe, Rector of Yangon University of Economics, for allowing me to complete this Master of Business Administration thesis and for giving me with valuable advice and suggestions.

I would like to say special thanks to our teacher Prof. Dr. Myint Myint Kyi, Program Director and Head of the Department of Management Studies at Yangon University of Economics, for her valuable advice, comments, suggestions, and support throughout the dissertation writing process. Secondly, I would like to show my sincere regard and grateful to my supervisor, Dr. Myint Thu Zar Ei, Professor, Department of economics, Hpa-An University for her close supervision, advice, feedback, encouragement and kind support to complete this thesis. Without having her valuable guideline, this thesis will not successfully finish. I would also like to give special thanks to Prof. Dr. Thin Nwe Oo (Department of Management Studies, Yangon University of Economics), Prof. Dr. Hla Hla Mon (Department of Management Studies, Yangon University of Economics), and Prof. Dr. Than Thu Zar (Department of Management Studies, Yangon University of Economics) for their amazing support, suggestions, and encouragement in completing this research. Furthermore, I would also like to express my respect to all our professors, associate professors, and lecturers from Department of Management Studies of Yangon University of Economics, who put effort into knowledge sharing of the MBA Programme. Besides, I am special thanks to the Manager and each respondent for participating in doing this study for the company, providing information required for the study, their precious time and effective help.

I would like to show my thankfulness to convey my gratitude in particular to those who took the survey carefully and completed it in a timely manner. Finally, I would like to express my gratitude to all of my MBA 25th Batch classmates for their incredible friendship, motivation, sharing of knowledge, and guidance.

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## LIST OF ABBREVIATIONS

UATUT	Unified Theory of Acceptance and Use of Technology
TRA	Theory of Reason Action
TAM	Technology Acceptance Model
MM	Motivational Model
TPB	Theory of Planned Behavior
C-TAM-TPB Theory	Combine model of the Technology Acceptance Model and the of Planned Behavior
MPCU	Model of PC utilization
IDT	Innovation Diffusion
SCT	Theory the Social Cognitive Theory
IT	Information Technology
PE	Performance Expectancy
EE	Effort Expectancy
SF	Social Factors
FC	Facilitating Conditions
BI	Behavioral Intention
UB	Use Behavior
SI	Social Influence
R	Risk
T	Trust
BI	Behavioral Intentions
AU	Actual Usage
MARSR	Mobile Applications for Restaurant Searches and/or Reservations
EC	Electronics Carsharing

# CHAPTER 1

## INTRODUCTION

With massive developments in the technology sector, new opportunities are opening up with smarter and faster services to make everyday life easier. According to the development of technology, everyone can use the internet easily via their portable devices (mobile phones, laptops, and tablets). Growth in the 5G smartphone market, wireless communication, and e-marketing create an opportunity to use the online platform for a variety of purposes. Travelers can easily find information and make payments for travel products and services with a few clicks of the mouse from their homes. Thus, consumers take advantage of the internet to make hotel bookings easily and to compare prices.

In this era, using technology has become vital and it is also used in the hotel industry. Therefore, hotel managers and decision-makers need to think about how they can get more profits for their business through the internet. Moreover, it can also bring and keep more customers as online hotel room booking systems have an impact on the customer's decision-making process when choosing a hotel. Online users tend to utilize numerous websites as primary tools to book for travelling due to get the variety of offerings, quick response, price comparisons, time savings, and usability when they use the service (Toh et al., 2011). Online booking through a hotel's website availability not only benefits customers by making travel arrangements easier but also increases the profits of businesses such as airlines, hotels, and other package tour companies.

The theory of the UTAUT model is used to learn the influencing factors of consumer behavioral intention on hotel reservations made through websites. That model suggests that the actual use of technology is related with behavioral intention. The UTAUT Model is defined as the Unified Theory of Acceptance and Use of Technology and is used to explain user perception and acceptable behavior and that is used for the explanation of user perception and acceptable behavior. (Venkatesh et al., 2003). In that theory, performance expectancy (PE), effort expectancy (EE), social factors (SF), facilitating conditions (FC), behavioral intention (BI), and use behavior (UB). In this paper, performance expectancy (PE), effort expectancy (EE), social influence (SI), risk (R), and trust (T) are used as factors to become actual usage (AU) through behavioral intention (BI).

Performance Expectancy (PE) is defined as the degree to which an individual believes that using the system will help the system users attain gains in job performance. A user's expectation of the performance of a technology influences their intention to adopt the technology. The customer's intention to adopt technology depends on how they perceive the usefulness of the technology (Venkatesh et al., 2003). Furthermore, it helps to meet the needs between the system features, hotel services, and customer expectations that have benefited from the hotel's reservation system.

Effort Expectancy (EE) is defined as the degree to which an individual believes that ease is associated with the use of a system, because users are more willing to accept and use a new technology when it is not only user-friendly but also provides an easy to use interface. Similarly, when customers compared a new technology with what they had previously used and found that the new one was easier to use and did not require much training then it increase the intention to use (Tsao et al., 2009). Therefore, using online hotel reservations is easy to use and easy to interact with an individual's intention to use compared to traditional hotel reservation styles. Moreover, it can reduce the work load during the busy hours. However, it is another way to increase revenue easily.

Social influence (SI) is defined as the degree to which an individual perceives that important others believe they should use the system. Venkatesh said that social influence is important in the adoption of technology because society can shape other people's thoughts. The decision to use the new system had influence from near and dear people, such as family and friends. As a member of their environment, humans cannot ignore the social influence in their daily lives.

Risk (R) is defined as the possibility of loss or injury. It refers to searching for and choosing information about products or services before making purchasing decisions. If the actual purchasing experiences of online customers differ from their purchasing goals, they will have a higher risk. People want to stay in their comfort zones, and it is hard to change their behavior. Thus, they resist using new technology because they are afraid of losing their privacy. That fear can cause them to lack information and lose the chance to know how the system works, and self-perception of privacy hinders adoption of innovation. Previous technology use experience, as well as perceptions of confidentiality and security, influence technology adoption. Trust (T) is defined as the accumulated values from history and expected values for the future. Trust can be measured quantitatively in order to evaluate the physical component values, value chain, and human

behavior for the decision-making process. It can be applied to the social domain, cyberspace, and physical space.

Behavioral intention (BI) is defined as an individual intends to use the system. This refers to the motivational factors that influence on users' behavior; the stronger the intention to perform the behavior, the more likely the behavior will be performed. Actual Usage (AU) is defined as the continuous commitment to the product. It is influenced by behavior intention because, in the UATUT model, behavior is the only factor of actual usage. In the TAM model, it consists of the number of times systems are used. Actual system usage is operationalized in terms of frequency of use (Mao et al., 2002).

A reservation is defined as a contract between hotels and their guests that specifies that hotels must provide the specified room to the guest, and the guest needs to agree to pay all relevant charges for it. As guests, this contract is done to ensure a secure place to stay during their visit, and hotels accept reservations to avoid the perish of their rooms and maximize their profits. There are three types of reservation methods: written, verbal, and online.

According to those factors, the hotel business has improved its competitiveness by using the internet. Thus, hotels need to understand the relationship between customer satisfaction and the use of the internet to improve their competitiveness and efficiency. One thing to keep in mind about the nature of online reservations is that customers can use them at any time, and the service provider must respond quickly. To be convenient with that nature, hotel operators must understand that an online reservation system is a key to having potential customers' behavior intentions and use.

## **1.1 Rationale of the Study**

Nowadays, reserving a hotel room or hotel rooms from their own websites is being used as an essential platform for people, and it holds promise for hassle-free and faster service for the customer. Online booking plays a significant role for hotels as it is a popular distribution channel to promote their business as it can reach a wide range of people with a click because it not only saves time and money but also convenience and is easy to use at anytime, anywhere. Using information technology and communication in the hotel industry is relatively new in developing countries like Myanmar, and it is important to know the impact of using it. Advance evaluation of new technology is important for service providers, consumers, and decision makers (Raitoharju, 2005).

Businesses that deal with travel are suffering as a result of COVID-19. However, after this pandemic period, customers' intention to travel will rise again by using social distancing behavior because consumer behavior is already changing within the pandemic period. Therefore, to be fulfilled with that new behavior, new technology improvements are needed and are gaining attention and will lead more consumers to use hotel reservations online. Moreover, hotel websites are a primary way for customers to inquire about hotels and book them, as opposed to other manual ways.

Hotel reservation from websites means the use of booking or reserving a room or accommodation from websites with less time-consuming and effort-by reserving any type of room that consumers like. Although information technology and communication in hotel reservations have been recognized by many people, little study has been done to recognize the customers' acceptance. Technology acceptance models are the most well-known and extensively utilized models for the study of any new technology introduction in many different fields.

It mentioned that consumer decision-making is influenced by four core determinants of behavioral intention, including performance expectancy, effort expectancy, social influence, and facilitating conditions to have consumers' intention to use behavior stimulated. Adoption of an online hotel reservation system by Ngwe Saung Yatch Club and Resort means its website users can obtain information about hotel deals and other information from their places, including pricing. Moreover, consumers are always looking for a variety of choices to select better deals. This paper will involve the customer's behavioral intention and actual usage of consumers towards online hotel reservations at Ngwe Saung Yatch Club and Resort that exist on Ngwe Saung Beach. Consumers who reserve these Ngwe Saung Yatch Club and Resort through its website will be monitored for behavioral intent and actual usage.

## **1.2 Objectives of Study**

The main objectives of the study are

1. To examine the factors that influence consumers' behavioral intentions toward online hotel reservations for Ngwe Saung Yatch Club and Resort.
2. To analyze the effects of behavioral intention on the actual usage of consumers towards online hotel reservations at Ngwe Saung Yatch Club and Resort.

### **1.3 Scope and Method of the Study**

The scope of this study is to identify the behavioral intention and actual usage of consumers towards online hotel reservations of Ngwe Saung Yatch Club and Resort. The study mainly uses quantitative research method by using primary and secondary data. The study focuses on the customers who have already at least one-time experience on reserve from Ngwe Saung Yatch Club and Resort's in this year. A two-stage random sampling method was used to collect the primary data. According to the Ministry of Hotel and Tourism Website, there are thirty-five hotels in the Ngwe Saung area.

In the first stage, hotels that had more than a hundred rooms were chosen from thirty-five hotels that had listed from ministry of hotel and tourism. Among them, Ngwe Saung Yatch Club and Resort had been chosen by using a simple random sampling method. In the second stage, the number of respondents was calculated by Raosoft Calculator based on the hotel's Facebook page, as the hotel's website and its Facebook page are linked. The person who liked Ngwe Saung Yatch Club and Resort's Facebook page was chosen by a simple random sampling method. The population size was calculated by the Raosoft calculator and a questionnaire was sent to 382 respondents. Secondary data is taken from different resources like research papers, journals, articles, internet websites, and relevant textbooks, etc. Then, linear regression analysis is carried out to study the behavioral intention and actual usage of consumers towards online hotel reservations.

### **1.4 Organization of the Study**

There are five chapters in this study. Chapter one is the introduction, which consists of the rationale of the study, objectives of the study, scope and method of the study, and organization of the study. Chapter two contains the theoretical background. Chapter three presents the profile and online reservation service of hotels in Ngwe Saung beach. Chapter four is the analysis of behavioral intention and actual usage of online hotel reservations in Ngwe Saung Beach, and Chapter five concludes with the discussion of major findings, implications, limitations, and suggestions for further research.

## CHAPTER 2

### THEORETICAL BACKGROUND

This chapter consists of background theories, previous papers presenting UATUT model practices, behavioral intention, actual usage, and the conceptual framework of the study. The Unified Theory of UATUT (Unified Theory of Acceptance & Use of Technology), definitions of UATUT Model Practices, Behavioral Intention, and Actual Usage are presented. Theoretical studies and the conceptual framework for this study have been explored through books, previous research, web pages, journals, and articles.

#### 2.1 UATUT Model

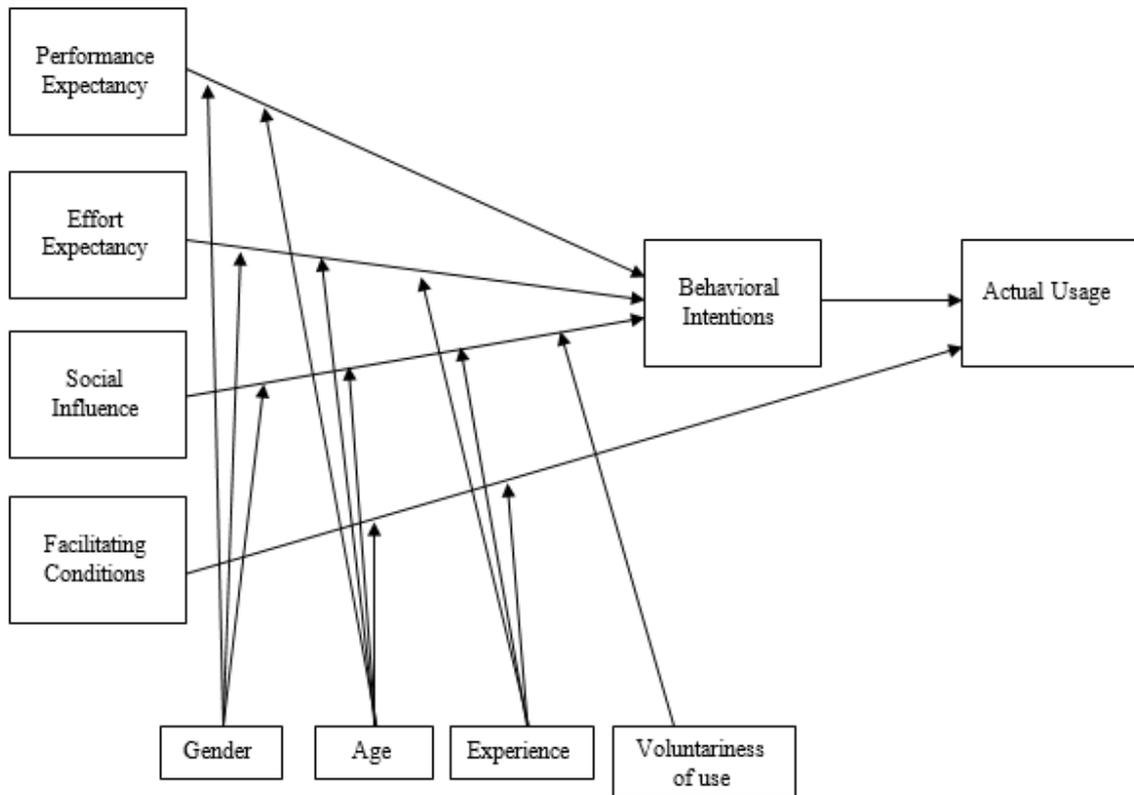
The UTAUT Model was formulated by Venkatesh a decade ago. It is based on eight theories and models: The Theory of Reason Action (TRA), The Technology Acceptance Model (TAM), The Motivational Model (MM), The Theory of Planned Behavior (TPB), a combined model of the Technology Acceptance Model and the Theory of Planned Behavior (C-TAM-TPB), the model of PC utilization, the Innovation Diffusion Theory (IDT), and the Social Cognitive Theory (SCT) (Venkatesh et al., 2003).

Among the above theories, the most significant theories are the Theory of Reasoned Action (TRA), the Theory of Planned Behavior, and the Technology Acceptance Model (TAM). TPB and TAM are built based on the TRA model's ideology. The Theory of Reasoned Action (TRA) explains that a person's behavior is decided by their intention to perform the behavior and that this intention is in turn a function of their attitude toward the behavior and subjective norms (Fishbein & Ajzen, 1975).

The theory (UATUT) uses four practices or theoretical constructs to determine the behavioral intentions for usage behavior, which play essential roles in technology acceptance. These constructs are: Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), and Facilitating Conditions (FC). Performance expectancy, effort expectancy and social influence are direct effect on Behavior Intention of the Users however facilitating condition is only directly affected on use behavior or actual usage. In addition to these variables, the theory also considers moderating factors which moderate the relations between various variables and intention to use. The moderators are Gender,

Age, Experience, and Voluntariness of use. In this study, moderation factors can be unneglectable.

**Figure (2.1) Unified Theory of Acceptance and Use of Technology Model**



Source: Venkatesh et al., 2003

In the UATUT model, behavioral intention is implied by the variables of performance expectancy, effort expectancy, and social influence, although actual usage or use behavior is directly affected by facilitating conditions. These are the four main constructs of this model. In addition to these variables, the theory also considers moderating factors (gender, age, experience, and voluntariness of use) which moderate the relations between various variables and intention to use.

### 2.1.1 Performance Expectancy (PE)

Performance expectancy is the strongest variable of use intention and is significant in both voluntary and mandatory settings. (Venkatesh et al., 2016; Zhou et al., 2010). Performance expectancy is very similar to the perceived usefulness variable of the TAM model, which has become the most commonly used instrument for predicting technology usage because it is robust, powerful, and parsimonious. There are five key variables derived from technology acceptance models that match performance

expectancy. Perceived usefulness is derived from a technology acceptance model that is defined as the prospective user's subjective probability that using a specific application system will increase their job performance within an organizational context.

Extrinsic motivation is derived from a motivational model that is defined as the perception of the user who will want to perform an activity because it is perceived to be instrumental in achieving valued outcomes that are distinct from the activity itself. Job-Fit is derived from the model of personal computer utilization (MPCU) that is defined as the extent to which an individual believes that using technology can enhance the performance of their job. Relative advantage is derived from innovation diffusion theory (IDT), defined as the degree to which an innovation is perceived as being better than its precursor. Outcome expectations are derived from social cognitive theory (SCT), defined as the perceived likely consequences of using computers. In this study, performance expectancy is accepted as the degree to which an individual believes that using the system will help him or her to attain job performance. Previous studies suggest that performance expectancy has an influence on behavioral intention to use.

### **2.1.2 Effort Expectancy (EE)**

Effort expectancy is defined as the degree of ease associated with the use of the system. There are three constructs from the existing models that capture the concept of perceived ease of use used in technology acceptance models (TAM models), complexity used in the model of personal computer utilization (MPCU), and ease of use used in innovation diffusion theory (IDT). Technology acceptance models show how users come to accept and use a technology. These models suggest that when users are presented with new technology, a number of factors influence their decision about how and when to use it.

A model of personal computer utilization concerned a model to predict IT utilization behavior adapted for personal computing. Besides, the characteristics of the model make it appropriate to predict individual acceptance and use of a range of information technologies. Innovation diffusion theory describes the manner in which a new technology migrates from the use of creation. The characteristics of innovations presented in this theory refined a set of constructs that could be used to study individual technology acceptance.

### **2.1.3 Social Influence (SI)**

According to the TAM models, social influence has three variables: subjective norm is the person's perception that most people who are important to think that should or should not perform the behavior in question.

Social factor is the individual's internalization of subjective culture of the reference groups and specific interpersonal agreements that the individual has made with others, in specific social situations. Image is the degree to which use of an innovation is perceived to enhance one's image or status in one's social system. Whatever, people got use and had believed on usefulness of the technology for the social influence. That person can be of many types, such as family, friends, famous people in society and celebrities.

### **2.1.4 Risk (R)**

Risk defined as an individual's subjective evaluation of an illness or an adverse outcome, often in relation to performing a certain risky behavior that threatens an organization's ability to generate profits at its target levels; in the long term, risks can threaten an organization's sustainability. Risk can be distinguished into two: Pure risk is the risk having negative events although it cannot control by organization. Moreover, it can also distinguish in to internal risks and external risks. (Ivy Wigmore, 2014).

The main risk for online reservation through hotel websites is need internet access. In developing countries, well internet access is not reach in hand for every person in every place even though telecommunication technology is improving. Moreover, the greatest risk of using online reservation is there is no explicit legal expression to control the cyber-crime in here. It is because, the nature of reservation from online include personal information provided and payment options which is related banking. (foreUP, T. ,2022, August 8).

### **2.1.5 Trust (T)**

Trust defined as the willingness to depend on and be accessible to a system in uncertain and risky environments (Gefen, Benbasat & Pavlou, 2008; Mayer, Davis & Schoorman, 1995). The relationship of trust involves two parties: the trustor and the trustee. Moreover, trust is highly subjective, affected by individual differences as well as situational factors, and leads people to act in certain ways (Wang & Emurian, 2005). Hoff & Bashir (2015) stated that users' trust is key to improving safety and productivity with respect to automated systems.

Moreover, trust is also defined as the belief in the reliability, truth, or ability of someone or something that allows a third party or trustee to hold assets on behalf of a beneficiary or beneficiaries. It can specify exactly how and when the assets pass to the beneficiaries. In technology acceptance models, trust is also needed for liability and availability of the system because the user needs the service, which is important in affecting adoption of such services. Trust plays a significant role in the adoption of new technologies (Kim & Prabhakar, 2004).

The system should be available at any time. Therefore, the system should be reliable enough to provide twenty-four-hour service availability. Trust is important for online hotel reservations because consumers need to give their personal data to websites through trust. Moreover, they hand over their accommodation during their trip. Therefore, if some missing happens, consumers will face some inconvenience during their trip as well as the fact that they will never book a hotel from the hotel's website again. Accordingly, trust is also an important factor for online hotel reservation systems.

## **2.2 Behavioral Intentions (BI)**

Intentions defined as the degree of a person formulated whether perform or not perform base on specified behavior (Brezavscek, 2016). In the TRA and TPB models, intentions means that the amount of effort is willing to exert to attain a goal (Ajzen, 1991), "behavioral plans that enable attainment of a behavioral goal" (Ajzen, 1996).

Behavior is the manners and actions made by individuals or system in some environment. These systems can include other systems as well as the in animate physical environment. Behavioral intention is the motivation that affects the intention to act or is the accessible of the person that pushed to make the decision to use technology. (Jaradat & Al-Mashaqba, 2014).

## **2.3 Actual Usage (AU)**

The actual system used is the end-point where people use the technology. Individual behavioral intention is leads people to use technology. The behavioral intention is influenced by the attitude, which is the general impression of the technology. Not only has behavioral intention influenced actual technology use behavior, but it has also influenced actual technology use behavior (Alwahaishi & Snasel, 2013).

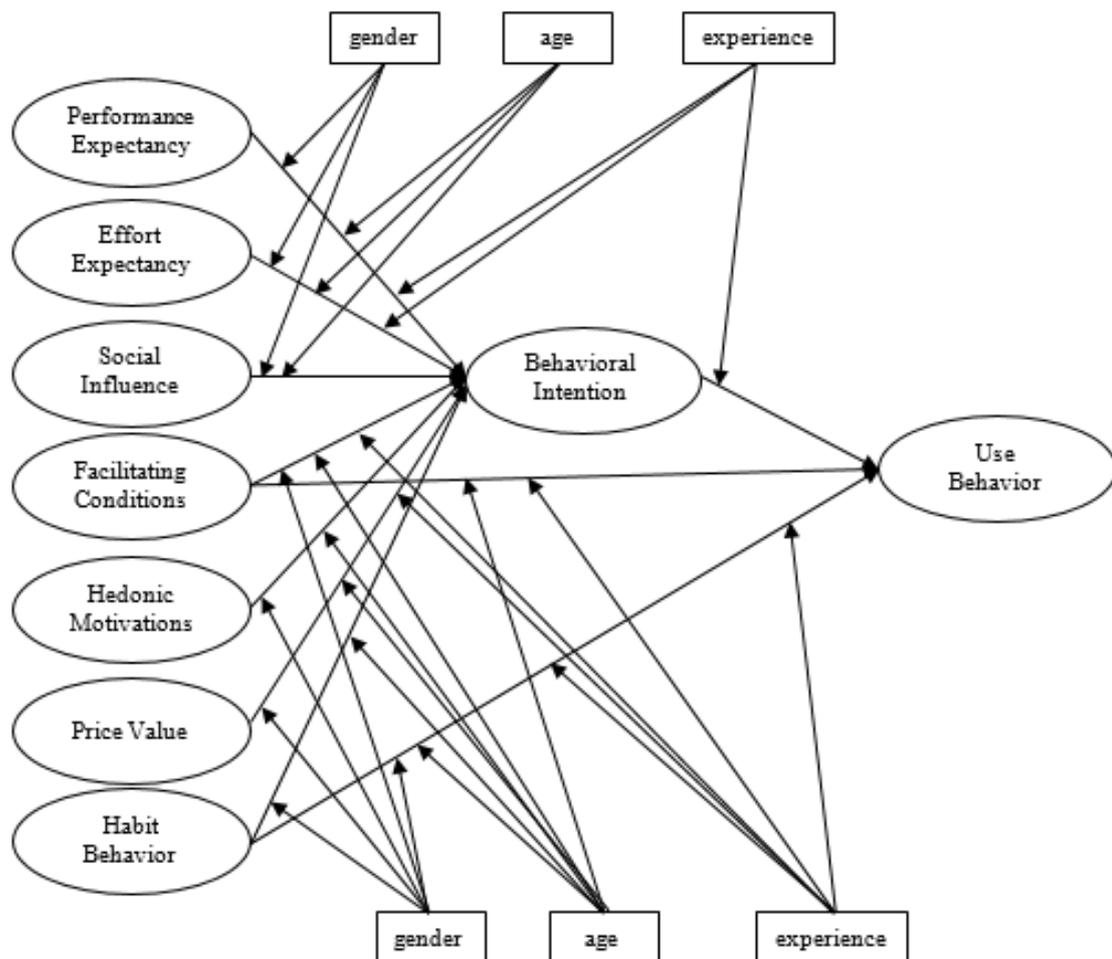
In the TAM model, the actual system use is the end-point where people use the technology. Behavioral intention is a factor for people using technology. In the UATUT

model, actual usage is shaped by its practices of performance expectancy, effort expectancy, social influence, and facilitating conditions via behavioral intentions. In addition to these variables, the theory also considers moderating factors of age, gender, voluntariness of use, and, experience which moderate the relations between various variables and intention to use.

## 2.4 Empirical Studies

The conceptual framework in the figure (2.2) that developed by Chang et al considered about the factors influencing online hotel booking. There are seven main variables of performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivations, price value, and habit behavior affected by the behavioral intention. Although, facilitating conditions and habit behavior directly affected to the use behavior, behavior intention had also affected the use of behavior.

**Figure (2.2) The Conceptual Framework of Chang, Liu, Huang & Hsieh**



Source: Chang et al., (2019)

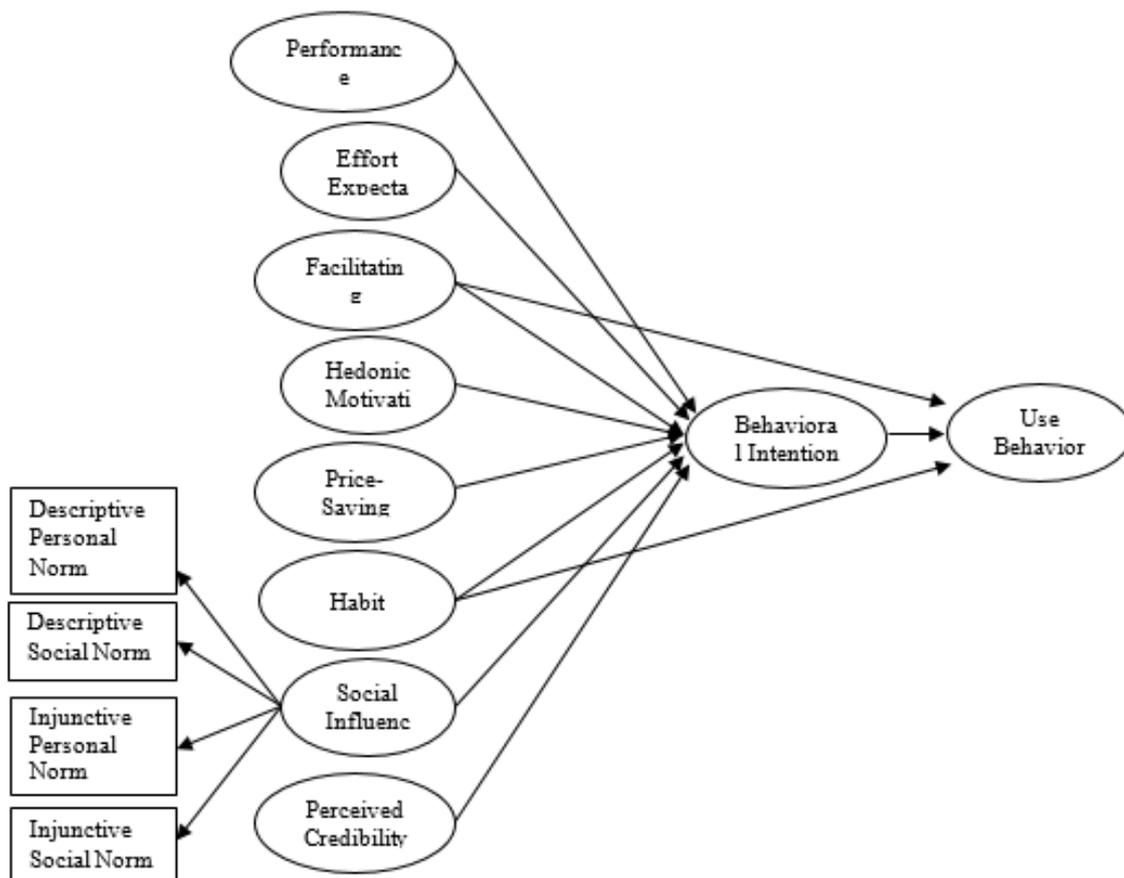
In addition, not only do these main variables have the moderating factors to moderate the relations between various variables and the intention to use them. The

Moderators which are Gender, Age, and Experience. According to the figure (2.2), UTAUT model is more effective than other TAM models. Among all independent variables, performance expectancy showed no effect on behavioral intention. Therefore, performance expectancy has no influence on behavior intentions. The effort expectancy has effect on behavioral intentions. When habit replaces, consumers of international hotels have their better experience in using the internet, and thus effort is not a factor that would have more influence as it used to. Behavioral Intentions have no serious impact on use behavior.

When experience serves as a moderator, the effect of facilitating conditions and habits of usage behavior become insignificant. In the condition of consumers buying flight tickets from online within the UTAUT model, all variables have effect on the degrees of influence on behavioral intentions. For gender moderator, the researchers can find out that women are more prefer to choose a room; however, men are greater than women in the relationship between social influence and behavioral intentions. The moderator of age can weaken the relationship between effort expectancy and behavioral intentions.

**Figure (2.3) Conceptual Framework of Palau-Saumell, Forgas-Coll, Sánchez-García,**

**Robres**



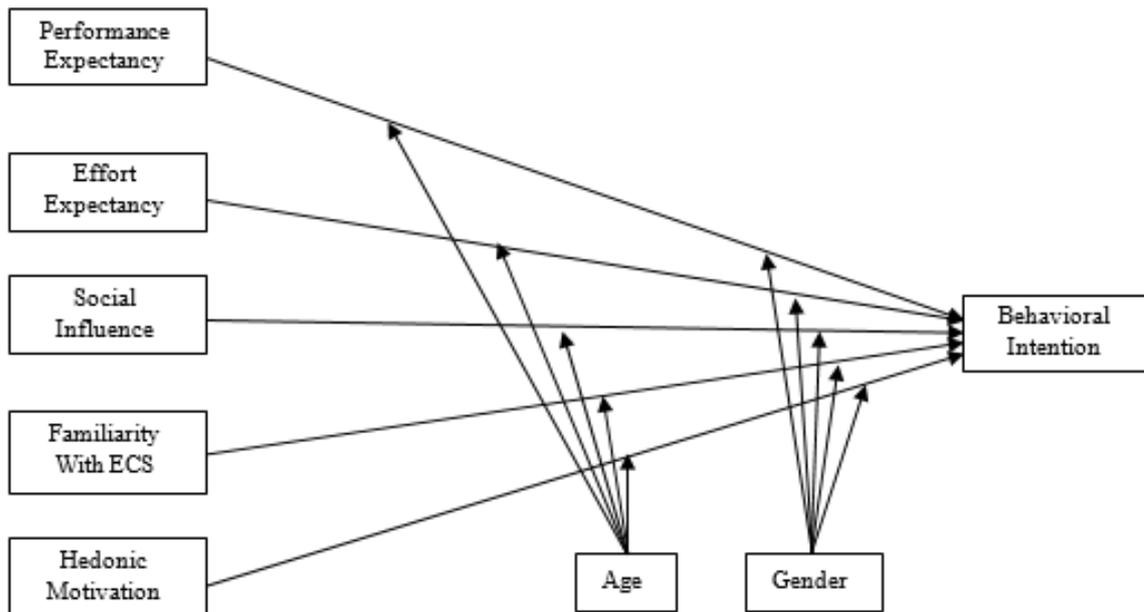
Source: Palau-Saumell et al., (2019)

As a result, use of technology in online hotel reservation, the effects of facilitating conditions, habit and behavioral intentions on use behavior are complex, whereas habit has impact on use behavior by age and experience. Moreover, age moderated the effect of facilitating conditions on use behavior. Thirdly, the effect of behavioral intentions to use behavior was insignificant by the effect of experience.

The conceptual framework that was developed by Palau-Saumell et al., (2019) shown in figure (2.3), examines that the structural model has various potential managerial implications for Mobile Applications for Restaurant Searches and/or Reservations (MARSR) companies and that using mobile applications is the most important variable influencing intentions to use and the usage of MARSR. There are eight variables that had affected on behavioral intention were performance expectancy, effort expectancy, facilitating expectancy, hedonic motivation, price-saving orientation, habit, social influence and perceived credibility. Among them, social influence was constructed with descriptive personal norm, descriptive social norm, injunctive personal norm and

injunctive social norm. Moreover, facilitating expectancy, habit and behavioral intention had directly affected to the use behavior. There are no moderators to be moderated.

**Figure (2.4) Conceptual Framework of Trans, Zhao, Diop & Song**



Source: Trans et al., (2019)

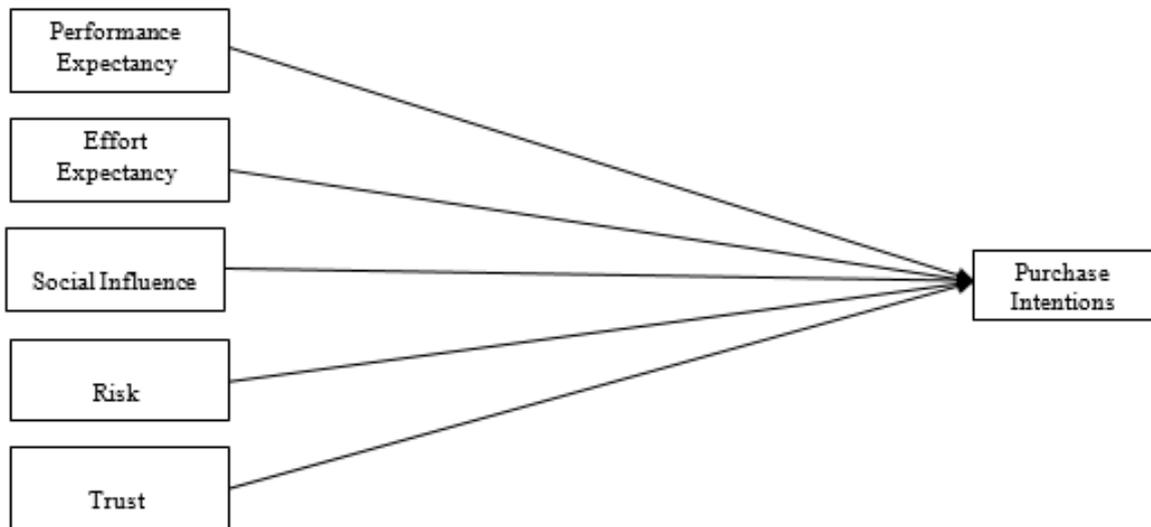
Moreover, performance expectancy and price-saving orientation influence users' intentions to use. Thus, MARSR users apply these applications for searching restaurants quickly, compare prices, save time, identify good price proposals, and find cheap restaurants. Moreover, MARSR users are very sensitive to security and privacy issues, as well as to the hedonic aspect of MARSR and a greater effect of intentions to use on usage.

The conceptual framework that was developed by Trans et al. shown in figure (2.4) considered that the UTAUT model has public acceptance in developing countries. In the Figure, performance expectancy, effort expectancy, social influence, familiarity with ECS, and hedonic motivation are the main variables affected by the behavioral intentions, and the moderating factors also existed to moderate the relations between various variables and the intention to use. The moderators are age and gender.

The significant planning implications and helping us to design procedures for the successful implementation of EC systems in the future will be achieved by accepting the systems. Several suggestions can be made for policymakers. These are improving the quality of EC services, which is the most essential step to increasing behavioral intention. EC usage can be promoted by increasing travelers' knowledge of EC's benefits and decreasing travelers' awareness of carbon emissions from travel.

EC service requirements support from the government for efficient development. The age and gender of specific target groups should be taken into consideration for market promotion of EC and different strategies could be integrated within the EC service to increase the effectiveness in reducing car ownership for EC. And the local government should develop policies to control the increase in car ownership for it.

**Figure (2.5) Conceptual framework of Sarfaraz and J**



Source: Sarfaraz & J (2017)

The conceptual framework by Sarfaraz & J (2017) is shown in figure (2.5) that examines to what extent the application of the UTAUT model to the mobile banking scenario in Jordan. In this conceptual frame, variables of performance expectancy, effort expectancy, social influence, risk, and trust affected the formation of purchase intentions had found. These variables had used to investigate the application of UTAUT as a theoretical framework for predicting users' intention to use mobile banking and provide suggestions to invest logically in improving in certain areas that are likely to provide a better overall result.

Analysis illustrated that a user's performance expectancy, effort expectancy, and risk perception play a significant role in predicting his/her intention to use mobile banking services. As a result, even though evidence of significant relationships by social influence and trust on intention to use mobile banking services is lacking, performance expectancy (PE), effort expectancy (EE), and risk perception (R) are predictors of consumer purchase intentions. Therefore, social influence cannot predict the consumer's intentions and the trust factor cannot predict the consumer's purchase intention. The

UTAUT model was a suitable theory for the purchase intention of mobile banking services.

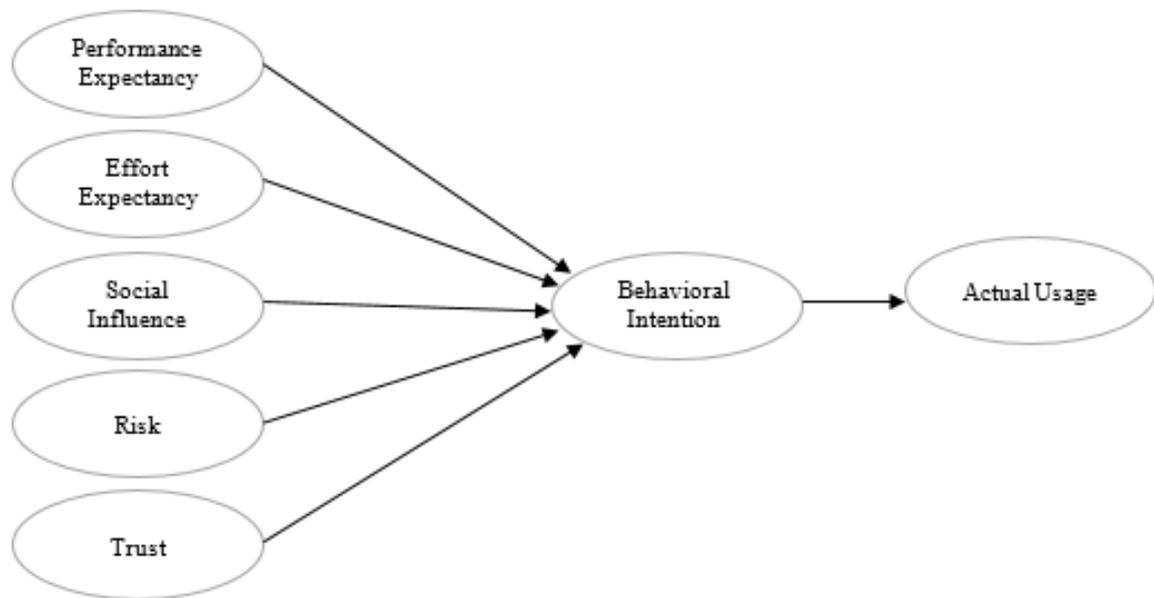
## **2.5 Conceptual framework of the Study**

The conceptual framework of the study is prepared according to the Unified Theory of Acceptance and Use of Technology model (UTAUT). The concept of the conceptual framework is behavioral intentions and actual usage, and the factors of performance expectancy, effort expectancy, social influence, risk perception and trust factor that are supposed to be the behavioral intentions are actual usage. The conceptual framework is designed to examine UTAUT practices, which are to become from behavioral intentions to actual usage towards online hotel reservation of Ngwe Saung Yatch Club and Resort.

In this study, variables of Performance Expectancy, Effort Expectancy and Social Influence are adopted from conceptual framework of all previous studies. And add variables of risks and trust from conceptual framework of Sarfaraz & J. According to the UATUT technology acceptance model, even though four variables of performance expectancy, effort expectancy and facilitating conditions are contained but in this study, instead of facilitating conditions, risk practices and trust practices are added.

Furthermore, facilitating conditions is not contained. Facilitating conditions is an individual believes that an organizational and technical infrastructure exists to support the use of the system. In Myanmar society, according to behavior of the travelers, they are more worry about various risk as most of them are not familiar with Technology yet. Furthermore, still need to trust on the reservation system as purchasing activity is included. But, easy access to computers and internet services will also make people have hotels information update.

**Figure (2.6) Conceptual Framework of the Study**



Source: Own Compilation (2022)

Therefore, people will be willing to take some level of risk, and have trust on online hotel reservations. Therefore, Risk and Trust practices are measurable. Overall, this study is mainly focus on the customer behavioral intention and actual usage to make reservation to the Ngwe Saung Yatch Club & Resort from its own website which have connected with its Facebook page by using the Internet.

### **CHAPTER 3**

## **PROFILE AND ONLINE HOTEL RESERVATION SYSTEM OF NGWE SAUNG YATCH CLUB AND RESORT**

This chapter includes four sections, which are the profile of Ngwe Saung Yatch Club and Resort, the online hotel reservation system of Ngwe Saung Yatch Club and Resort, the profile of respondents, and the reliability test.

### **3.1 Profile of Ngwe Saung Yatch Club and Resort**

Ngwe Saung Yatch Club and Resort was founded in 2013. U Moe Myint, a well-known local businessman, contributed to the venture. It initially serves as a staging area for the 2013 South East Asian (Sea) Games cruising competitions before transitioning to a high-end Yatching and getaway resort. The resort is currently run with over 2000 employees and is recognized as the first Yatch Club on the Myanmar coastline. Ngwe Saung Yatch Club and Resort provides hospitality, a resort, a Yatch club, food and beverages, and membership in the Myanmar Yatching Federation.

The resort has its own website for e-commerce and a Facebook page as a social media marketing channel. Among numerous social media platforms, Ngwe Saung Yatch Club and Resort is mainly utilizing Facebook Pages since Facebook is a common social media (social networking site) in Myanmar. In 2022, there were 65,379 likes and followers on the Ngwe Saung Yatch Club and Resort Facebook Page.

With the help of technology, consumers are searching for a way to fulfill their needs without much effort. Ngwe Saung Yatch Club and Resort understands the consequences of dramatically improving technology and utilizes the UTAUT model to convert every potential consumer to a satisfied consumer. The resort routinely posts attractive and informative content on its social media. The contents are composed of well-structured paragraphs, pictures, videos or interactive elements to get the consumer's attention and engagement.

#### **3.1.1 Provided Activities of Ngwe Saung Yatch Club and Resort**

Ngwe Saung Yatch Club and Resort is also famous for its outdoor activities. Ngwe Saung Yatch Club and Resort provide the outdoor activities to attract the customers of which are;

1. **Windsurfing Camp**
2. **Sailing**

3. **Scuba Diving**
4. **Snorkeling and Free Diving**
5. **Fishing Village Tours**
6. **Mountain Bike Tours**
7. **Motorised Boat Tours**
8. **Kite Boarding**
9. **Surfing and Standup Paddleboarding (SUP)**

### **3.1.2 Mission and Vision of Ngwe Saung Yatch Club and Resort**

Mission of Ngwe Saung Yatch Club and Resort is to provide “Unforgotten Experiences to the Guest”. Ngwe Saung Yatch Club and Resort always deliver the best service and aim to exceed the guest’s highest expectations. Ngwe Saung Yatch Club and Resort creates engaging experiences straight from the heart.

As the first Sailing Club along Myanmar's Coastline, Ngwe Saung Yatch Club and Resort strives to provide an excellent venue for both sailing enthusiasts and sun seekers from the whole world is the vision of Ngwe Saung Yatch Club and Resort.

### **3.1.3 Organization Structure of Ngwe Saung Yatch Club and Resort**

As shown in Figure (3.1), Ngwe Saung Yatch Club and Resort practices a functional organization structure in which people with similar knowledge and functional skills are grouped together. The Management Team oversees the whole business with a similar structure. The General Manager manages the Finance department, the Human Resources and Administration department, the Information and Technology department, the Marketing department, the Sales department and the Customer Relationship Department, respectively.

The organization structure of Ngwe Saung Yatch Club and Resort is shown in Figure (3.1) as per follows:

**Figure (3.1) The Organization Structure of Ngwe Saung Yacht Club and Resort**



Source: Organizational Structure of Ngwe Saung Yacht Club and Resort (2022)

The general manager of Ngwe Saung Yatch Club and Resort is the highest-ranking executive in this business, and the other departmental managers take on responsibilities, including making major corporate decisions and managing the overall operations and resources of the business. It is divided into 8 departments: the finance department; the human resource and administration department, with the sub-departments of both the traditional and digital administration; the information and technology department; the sales department; the online and offline departments; the customer relationship department; the rooms division; and the sport and activities department.

The HR and Admin departments presided over the internal customers or office staff's performance and supported their needs. So, the Ngwe Saung Yatch Club and Resort divided the traditional and digital administration departments under the lead of online and offline admins to achieve the goal of the business. The room division is responsible for the maintenance, cleanliness, and aesthetic views, surroundings in a hotel, public and individual areas and for the immaculate care and upkeep of all guest rooms and public spaces at all times.

The Sport and Activities division did the planning, organizing, and leading activities for their customers. Supervisors and sport trainers have also explained the rules for activities and instructed participants at a variety of skill levels, including safety rules to prevent injury. Sales and Marketing departments allocate the tasks to get more intention and awareness from new customers and build strong customer loyalty with old customers. With the aid of the customer relationship department, the customers receive a satisfying service provided.

Therefore, the IT department is focused on improving day-to-day operations. Through the digital platforms of Ngwe Saung Yatch Club and Resort, the users may easily understand the up-to-date events and discount promotion of Ngwe Saung Yatch Club and Resort. The making and sport activities divisions' organization structure of Ngwe Saung Yatch Club and Resort vary based on travel season, emergency and trends.

### **3.2 Hotel Reservation System of Ngwe Saung Yatch Club and Resort**

Ngwe Saung Yatch Club and Resort offers both phone reservation or traditional reservation and online reservation. There are three types of online reservation ways are available. First, online hotel booking through the third-party websites (for example, agoda.com, trip.com, booking.com, expedia, so forth). The users may get not only the seasonal discount provided by Ngwe Saung Yatch Club and Resort, but also may get discount from the third-party websites. Secondly, book the room through the Facebook Page of Ngwe Saung Yatch Club and Resort. This is the suitable way for the users who would like to have the interaction with the staff from Ngwe Saung Yatch Club and Resort. Final way is through the website of Ngwe Saung Yatch Club and Resort. The online hotel reservation system through the website of Ngwe Saung Yatch Club cover this study.

### **3.3 Unified Theory of Acceptance and Use of Technology (UTAUT) model practice of Ngwe Saung Yatch Club and Resort**

The study focused on the UTAUT framework proposed by Venkatesh et al. UTAUT and extended theoretical frameworks have been widely used in recent years in order to predict behavioral intention for the adoption of technology. The framework was illustrated by showing that customers' usage intentions are likely to be predicted by performance expectancy (PE), effort expectancy (EE), and social influence (SI). In this study, they decided to include risk perception and trust factors and were encouraged to reestablish the model to measure influencing factors for Ngwe Saung Yatch Club and Resort.

#### **3.3.1 Performance Expectancy of Ngwe Saung Yatch Club and Resort**

Ngwe Saung Yatch Club and Resort offers both a phone reservation or traditional reservation and an online reservation. There are three types of online reservation available. First, online hotel booking through third party websites (for example, agoda.com, trip.com, booking.com, expedia, so forth). The users may not only get the

seasonal discount provided by Ngwe Saung Yatch Club and Resort, but also may get a discount from third party websites. Secondly, book the room through the Facebook Page of Ngwe Saung Yatch Club and Resort. This is a suitable way for users who would like to interact with the staff of Ngwe Saung Yatch Club and Resort. The final way is through the website of Ngwe Saung Yatch Club and Resort. The online hotel reservation system through the website of Ngwe Saung Yatch Club covers this study.

In this competitive world, marketers are trying to attract potential consumers and, at the same time, to maintain the regular consumers. Therefore, Ngwe Saung Yatch Club and Resort is utilizing the online hotel reservation system as a main social media marketing practice, which is the performance of technological influence. There are many ways of booking and most other hotels use third party websites instead of building their own website. Despite this, Ngwe Saung Yatch Club and Resort prefers its own Facebook page and own website to be the major platform to intercommunicate with the customers.

The reason for its own Facebook page and own website being preferred social media advertising platforms for Ngwe Saung Yatch Club and Resort is that it allows the business to reach millions of audiences. Additionally, Facebook Page features sophisticated audience filters to target the right audience with the appropriate advertising at the right times. Since the resort uses Facebook advertising to announce new schedules and their updated news. The advertising often consists of an image or a collection of images demonstrating the products and services provided and always includes a call-to-action button of "Book Now" to drive audiences to the webpage of Ngwe Saung Yatch Club and Resort, where the audience can easily make an online hotel room booking.

The Facebook page of Ngwe Saung Yatch Club and Resort constantly looks professional and maintains the image of the business. The website of Ngwe Saung Yatch Club and Resort also does the same. Therefore, consumers may be inspired and motivated to use the online hotel reservation system of Ngwe Saung Yatch Club and Resort. In this way, consumers can engage with a resort through Facebook Page interaction. To increase engagement, social media posts must keep a professional, high-quality appearance by using relevant information with high-quality graphics or images to attract the audience. Also, the interaction between Facebook admins and users helps to build a long-term relationship with customers.

### **3.3.2 Effort Expectancy of Ngwe Saung Yatch Club and Resort**

Ease of use is an essential drive for users to use the online hotel reservation system of Ngwe Saung Yatch Club and Resort. With the help of understandable instructions and relevant information, many users are able to use the online hotel reservation system of Ngwe Saung Yatch Club and Resort without anyone's help. As mentioned in the performance expectancy, the Facebook Page and Website of Ngwe Saung Yatch Club and Resort have linked. Therefore, it is able to inquire about the non-understandable parts and can confirm the unclear parts when the users feel the system procedure is beyond their capability level.

The service is expected to make their life easy by providing a user-friendly interface and quick set payment setups. The website of Ngwe Saung Yatch Club and Resort helps users to achieve visual experience before. This led the user to achieve hedonic drive to decision making process. Moreover, the website of Ngwe Saung Yatch Club and Resort linked the blog page at their website which is sharing the relevant information about the business background information, their activities and services, update news of locals and other relevant information.

The perceived ease-of-use had an impact on online booking. However, while website trust was added to the model for further analysis, no significant difference was found to exist between perceived ease-to-use and online booking. Effort expectancy is considered a prominent factor that has a great influence on behavioral intention. The Ngwe Saung Yatch Club and Resort prepared many activity clubs, classes, and tours in order to get more customer attention and customer satisfaction. For example, the Surf Camp for every month has 4 schedules or classes every month. The camp mainly focuses on one-on-one instruction, which is also suitable for beginners.

Moreover, the seasonal promotions, monsoon promotions, special deals, and so forth are also provided by Ngwe Saung Yatch Club and Resort. Those promotions are not only money promotions (for example, cash back, save up discount, so on), but also service promotions like the trial chance to attend a free surf camp class or special tour to experience the daily life of locals, a free dinner with fresh seafood or local food service, so on.

### **3.3.3 Social Influence of Ngwe Saung Yatch Club and Resort**

Social influence is defined as the degree to which an individual believes that they should use a new system with the help of the behavior of people around them. For

example, a user decides to use an online hotel reservation system because people around them are using the system. In order to align with other people, an individual believes a new technology and system are necessary to adopt. They believed that it would help maintain and boost their status in a social group. They were more likely to use such a technology, which could raise his visual status in the virtual social world.

UTAUT model practices on social media platforms are primarily done through "Share", "Review" and "Tag" by the audience. If the user "Shares" social media posts of Ngwe Saung Yatch Club and Resort and remarks on it as an UTAUT model practice, it can not only help the resort reach a larger audience but also be likely to have an impact on potential consumers' decision-making process. Therefore, Ngwe Saung Yatch Club and Resort looks through the most shared posts to find common interests. If a type of content gets a frequent or large amount of "share" on social media, that content can create numerous UTAUT model practices for Ngwe Saung Yatch Club and Resort.

People usually spread social media posts by sharing and writing their opinions. By clicking the "Share" tab on the resort's published posts, consumers usually share their additional information as an UTAUT model practices with the posts. Users usually share on social media about their experience, knowledge, pros and cons, and price comparisons. Getting tagged by consumers can help Ngwe Saung Yatch Club and Resort get more Facebook followers and, consequently, more sales. These UTAUT model practices are highly impactful on business since UTAUT model practices are mostly authentic.

The "review" technique used by Ngwe Saung Yatch Club and Resort can build or break its own reputation. Consumers write reviews to connect with companies on social media. These reviews become significant UTAUT model practices which are utilized by potential consumers to make decisions. The UTAUT model practices of Ngwe Saung Yatch Club and Resort include a review response plan. The Ngwe Saung Yatch Club and Resort believes that a considerate response to an UTAUT model practice can convert a one-time consumer into a loyal consumer.

#### **3.3.4 Risk of Ngwe Saung Yatch Club and Resort**

The risk associated with adopting mobile banking behavior influences users' decision to use Ngwe Saung Yatch Club and Resort's online hotel reservation system. By nature, people are resistant to making a move from their comfort zone or changing their habitual behavior. Therefore, fear of additional security issues or loss of privacy refrained

from making a change. Lack of proper understanding of how the online hotel reservation system of Ngwe Saung Yatch Club and Resort works and self-perception of privacy hinders adoption of innovation.

The day-to-day operational risk of hotel and resort is the focusable problem for every hotel business. Especially for the adoption of new system which is the online hotel reservation system with the extension of social media platform. Ngwe Saung Yatch Club and Resort understand the worrisome of users' privacy secure and fear to adopt the online hotel reservation system of Ngwe Saung Yatch Club and Resort. By recruiting developers to maintain the process of online hotel reservation system in order to avoid the system error or system broke and to protect data from data leakage. Moreover, extending the own website for online hotel reservation system in order to handle the confidential data of users by its own and protect privacy for users.

Because Ngwe Saung Yatch Club and Resort offers a wide range of outdoor activities, such as clubs, tours, and classes, there are a number of risks associated with each activity or class plan. Ngwe Saung Yatch Club and Resort carefully focus on the project risk of every project by hiring special instructors, superiors who are well-experienced and professional in related industries, and technicians to manage everything. Also, to solve the most concerning risk for tour plans, Ngwe Saung Yatch Club and Resort connected the professional tour guide with the locals' collaboration in order to avoid unnecessary errors and accidents.

The Ngwe Saung Yatch Club and Resort used Plan-Do-Check Up process to ensure there is no project risk in their events, classes, tours and outdoor activities. The Ngwe Saung Yatch Club and Resort always hire the professionals from related fields with seasonal employee contract. Also, under the direct management of general manager, the plausibility of causing accidents or error is nearly zero. The Ngwe Saung Yatch Club and Resort believes that a considerate experience review after every activity or class can convert the effective improvement for next schedule.

### **3.3.5 Trust of Ngwe Saung Yatch Club and Resort**

Trust was proposed as an attitudinal belief for the behaviors of getting information and purchasing. Social media interaction refers to all of the interactions and touchpoints that occur between businesses and their customers. Consumers can interact with the resort through social media at any time and from any location. So, the users understand that the

business or the system provides 24-hour service for them. Although the human interaction of Facebook Admin response could not be responded to immediately.

Regardless of whether they are a first-time purchaser or a loyal customer, every follower of the resort's social media is a potential customer. Consumers follow the Ngwe Saung Yatch Club and Resort 's social media specifically to learn about new services or update promotions. Therefore, growing the resort's social media follower count builds trust between users and businesses. Trust to be included, perceived usefulness and ease of use. Trust is an essential key to building trust is the core service quality.

The Ngwe Saung Yatch Club and Resort offers a broad and deep range of banks, which lets users have a variety of choices for payment. Building trustworthiness, privacy security, and data protection is the main essential part. To reflect their responsiveness to consumer problems, the Ngwe Saung Yatch Club and Resort offer a variety of payment methods, not just banking, offer individual advice and recommendation services for those who have not made a decision, personalize information and conditions for most users, offer interactive decision support tools like chat bots, and offer a Facebook group community to share the reviews and recommendations. They also open the review section to share the reviews and recommendations.

The UATUT model practice in this study is primarily concerned with the interaction between other users and businesses. Therefore, the resort never ignores a dissatisfied customer who shares their dissatisfied experience in the review section. Moreover, the resort promptly decides to improve their interaction with the consumer in order to understand the customer's point of view and their needs and wants, then provides an explanation, and offers an apology for their troubles. Little by little, in this way, the resort builds a trust relationship with their customers and also creates a better reputation.

### **3.4 Profile of the Respondents**

The analysis requires the respondents' demographic information and social media usage patterns since it could reveal the main target segments for social media marketing in Ngwe Saung Yatch Club and Resort. Multiple-choice questions on the survey form were used to screen the respondents. The survey form includes five questions to learn about the demographic profile of the respondents and five additional questions to learn about their social media usage patterns. 382 respondents who are consumers of Ngwe Saung Yatch Club and Resort participated in the survey.

### 3.4.1 Demographic Profile of the Respondents

The demographic profile of the respondents is divided into five categories based on the survey data, including gender, age group, level of education, occupation, and monthly income. A structured questionnaire was used to survey 382 respondents in order to understand the demographic factors of respondents from the Ngwe Saung Yatch Club and Resort. The respondents' demographic profile is shown in Table (3.1).

**Table (3.1) Demographic Profile of the Respondents**

No.	Variable	Demographic Factors	No. of response	Percentage (%)
	<b>Total</b>		382	100.00%
1	Gender	Male	127	33.25
		Female	255	66.75
2	Age	Under 20 years	0	0.00
		21-30 years	270	70.68
		31-40 years	107	28.01
		41-50 years	3	0.79
		Above 51 years	2	0.52
3	Education	Undergraduate	5	1.31
		Bachelor Degree	241	63.09
		Master and higher	136	35.60
4	Occupation	Student	16	4.19
		Employee	236	61.78
		Self-employed	108	28.27
		Other (part- timer, freelancer, etc.)	22	5.76
5	Income	Less than 300,000 MMKs	29	7.59
		300,001 – 600,000 MMKs	202	52.88
		600,001 – 900,000 MMKs	131	34.29
		Over 900,000 MMKs	20	5.24

Source: Survey Data (2022)

There are 255 respondents, who are female and 127 respondents are male. According to the age group between 21 and 30 years, which accounted for 270 respondents, 70.68% of the total respondents is the primary age group that purchases from Ngwe Saung Yatch Club and Resort. Table (3.1) also classified the respondents' age group into five categories. In terms of education, the biggest number of respondents are bachelor degree holders. There are 241 respondents, which is 63.09% of respondents hold a bachelor's degree and 136 respondents are holding a master's degree. It can be assumed that almost all respondents from the customers of Ngwe Saung Yatch Club and Resort are graduated.

The respondents have four different occupations, according to the survey data. Four occupations are student, employee, self-employed, and others (part-timer, freelancer, so forth). Most respondents are employees, making up the largest occupational group with 236 respondents, followed by self-employed people with 108 respondents and others (part-timer, freelancer, so forth) with 22 respondents. The rest of the 18 respondents are students. Among the monthly income category, 202 respondents are from the group of 300,001 – 600,000 MMKs, followed by 131 respondents from the group of 600,001 – 900,000 MMKs, 29 respondents have monthly income less than 300,000 MMKs and the rest of 20 respondents from the group of over 900,000 MMKs.

The study shows that women are the majority of respondents. It may be due to the rise of employed and self-employed women in Myanmar. In this study, it can be concluded that women use the online hotel reservation system of Ngwe Saung Yatch Club and Resort more frequently than men. The highest population of respondents have a bachelor's degree. Most respondents can earn between 300,001 – 600,000 MMKs and are typically employed by businesses and self-employed with their own businesses.

#### **3.4.2 Behavior of the Respondents**

There are five questions about respondents' behavior and travel style. Behavior factors which included the most common travel style, reservation method and payment method.

A total of 382 respondents' answers were collected. The result stated that 222 respondents travel for relaxation. 85 respondents travel for family trips while 56 respondents travel for business. The rest of 19 respondents are travelling for other reasons such as for health care, seasonal vacation, company anniversary or group trip, so on.

Out of all respondents, 176 respondents travel with family while 38.22% of total respondents (146 respondents) travel with friends. There are 35 respondents who travel with colleagues while 16 respondents travel alone. The rest of 9 respondents chose others, which meant travelling with partners, classmates, club members, so forth.

**Table (3.2) Behavior of the Respondents**

No.	Variable	Behavior Factors	No. of response	Percentage (%)
	<b>Total</b>		382	100.00%
6	<b>Reason of Travel</b>	Business Reasons	56	14.66
		Relax and Relaxation	222	58.12
		Family Trips	85	22.25
		Other (health care, seasonal vacation, company anniversary or group trip, etc.)	19	4.97
7	<b>Travel along with</b>	Alone	16	4.19
		Friends	146	38.22
		Colleagues	35	9.16
		Family	176	46.07
		Other (travelling with partners, classmates, club members, etc.)	9	2.36
8	<b>Travel Frequency</b>	One time in a month	5	1.31
		Four times in a year	199	52.09
		Two times in a year	103	26.96
		One time a year	75	19.63
9	<b>Booking Style</b>	Online Reservation System	302	79.06
		Phone Booking	57	14.92
		Facebook Booking	0	0.00
		Third Party Website	23	6.02
10	<b>Payment Method</b>	Cash	207	54.19
		Mobile Banking	103	26.96
		Bank Transaction	46	12.04
		Card Payment	26	6.81
		E-Wallet	0	0.00

Source: Survey Data (2022)

Among the travel frequency category, 199 respondents travel four times a year, followed by 103 respondents travelling two times a year, 75 respondents once a year and the rest of 5 respondents travel once a month. This finding could indicate that the majority of respondents like to travel frequently.

According to the Table (3.2), 302 respondents use an online reservation system to book rooms. 57 respondents use a phone reservation system to book the hotel room, 23 respondents use third party websites such as agoda.com, trip.com, booking.com, expedia, so on, to reserve hotel room. There is no respondent who reserves a hotel room through the Facebook Page of Ngwe Saung Yatch Club and Resort.

The findings indicated that most respondents pay in cash, with 54.19%, regardless of the majority of respondents, the online hotel reservation system. Out of 382 respondents, 103 respondents use a mobile banking payment system while 46 respondents use a bank transaction system and 26 respondents use a card payment method for payment at Ngwe Saung Yatch Club and Resort.

The result of Table (3.2), indicated that the majority of respondents like to travel frequently. Most respondents state that they always travel with friends and the majority of respondents answered that they travel four times in a year. 79.06% of respondents used the online hotel reservation system to reserve the hotel room while 54.19% of respondents pay in cash.

### **3.5 Reliability Test**

To ensure accurate measurement across different statements in the questionnaire set, the reliability test is carried out. Cronbach's alpha, which has a value between 0 and 1, is used to describe the reliability of factors extract from questionnaires. All of the questions can be used as the research instrument for this study if the Cronbach's Alpha calculation yields a result greater than or equal to 0.7. If this number is less than 0.7, the results of the data are unreliable. If it is larger than 0.7, the results of the data are reliable. The internal consistency of the study's questionnaire sets is expressed as a percentage of how near the Cronbach's alpha coefficient score is to 1.0.

**Table (3.3) Results from Reliability Test**

No.	Scale	No. of Items	Cronbach's Alpha	Data Consistency
1	Performance Expectancy	7	0.816	Very good
2	Effort Expectancy	7	0.746	Good
3	Social Influence	7	0.761	Good
4	Risk	7	0.750	Good
5	Trust	7	0.813	Very good
6	Behavioral Intention	7	0.965	Excellent
7	Actual Usage	7	0.828	Very good
	<b>TOTAL</b>	<b>49</b>	<b>0.810</b>	

Source: Survey Data (2022)

Table (3.3) describes the reliability of the study's instruments and the Cronbach's Alpha value determined in the study for the influencing UTAUT model practices on behavioral intention towards Ngwe Saung Yatch Club and Resort. All of the variables in the table have Cronbach's Alpha values that are higher than 0.7.

As a result, all of the questions are reliable and appropriate to use as the study instrument for this research, and all of the respondents are suitable and ready to participate in the study. Table (3.3) displays the analytic results of Cronbach's alpha for each variable. The data demonstrates that the questionnaires' overall variables have been completed with consistency and stability.

## **CHAPTER 4**

### **ANALYSIS ON BEHAVIORAL INTENTION AND ACTUAL USAGE FOR ONLINE HOTEL RESERVATION OF NGWE SAUNG YATCH CLUB AND RESORT**

This chapter represents the analysis of behavioral intention and actual usage of the online hotel reservation system of Ngwe Saung Yatch Club and Resort and discusses the study in three sections. The first section is to explain about the overall mean value of UTAUT model practices, which includes performance expectancy, effort expectancy, social influence, trust factor and risk factor based on the findings. The second section is to discuss the multi-linear regression analysis that influences UTAUT model practice on the behavioral intention of Ngwe Saung Yatch Club and Resort. The final section is to examine the relationship between behavioral intention and actual usage of Ngwe Saung Yatch Club and Resort.

#### **4.1 UTAUT Model Practices of Ngwe Saung Yatch Club and Resort**

This section includes the descriptive analysis and interpretation of mean values and overall mean values of variables. The mean value provides seven possible answers to a statement or question that allows respondents to indicate their negative-to-positive strength of agreement regarding the question or statement. If the mean value is less than 1, the statement is strongly disagreed by respondents. If the mean value is between 1 and 2, the statement is disagreed by respondents. If the mean value is between 2 and 3, the statement becomes neutral. If the mean value is between 3 and 4, the statement is agreed by respondents. If the mean value is between 4 and 5, the statement is strongly agreed by respondents. This section is composed of the UTAUT model practices of the Ngwe Saung Yatch Club and Resort, behavioral intention towards the Ngwe Saung Yatch Club and Resort.

##### **(a) Performance Expectancy**

In this section, the combination of seven structural questions is used to find out the perception of 382 respondents who have liked and followed on the Facebook Page of the Ngwe Saung Yatch Club and Resort. The individual mean scores and overall mean score of the questions are described in Table (4.1).

According to the results in Table (4.1), “useful to book rooms” is highest with 4.55 for the mean score. Which means most of the respondents agreed that the online hotel reservation system of Ngwe Saung Yatch Club and Resort is useful for booking hotel rooms.

**Table (4.1) Performance Expectancy**

No.	Que Item	Mean	Std Deviation
1	Useful for travel	4.44	0.58
2	Useful to book rooms	4.55	0.60
3	Helpful to save travel time	4.49	0.59
4	Raises motivation to travel again	4.38	0.60
5	Provide results to meet needs	4.37	0.60
6	Makes easier to book desire room	4.40	0.60
7	Useful for lifestyle	4.37	0.60
	<b>Overall</b>	<b>4.43</b>	

Source: Survey Data (2022)

As shown in Table (4.1), the lowest mean of 4.37 is found to “provide results to meet needs” and “useful for lifestyle”. Regarding the mean scores, the data indicates that some of the respondents are still concerned about the system's usefulness for fulfilling their needs and daily lifestyle. The overall mean score of performance expectancy is 4.43 and that means that the performance expectancy on the online hotel reservation system of the Ngwe Saung Yatch Club and Resort attracts most of the respondents' satisfaction. Therefore, the performance expectancy on the online hotel reservation system of the Ngwe Saung Yatch Club and Resort is recognized as an effective and appropriate UTAUT model, practice to attract the respondents.

**(b) Effort Expectancy**

In this section, the combination of seven structural questions is used to find out the perception of 382 respondents who have liked and followed on the Facebook Page of the Ngwe Saung Yatch Club and Resort. The individual mean scores and overall mean score of the questions are described in Table (4.2).

According to the results in Table (4.2), “able to use fluently” is highest with a 4.60 mean score. Which means most of the respondents agreed that the online hotel reservation system of Ngwe Saung Yatch Club and Resort is able to be used fluently.

**Table (4.2) Effort Expectancy**

No.	Que Item	Mean	Std Deviation
1	Easy to use	4.49	0.59
2	Can use system by own self	4.54	0.60
3	Easily learn to reserve a hotel room	4.24	0.54
4	Able to use fluently	4.60	0.55
5	Not take much time to familiar	4.41	0.59
6	Easily understandable	4.35	0.56
7	Steps are clear and easy to access	4.39	0.59
	<b>Overall</b>	<b>4.43</b>	

Source: Survey Data (2022)

As shown in the table, "easily learn to reserve a hotel room" is the lowest mean at 4.24. Regarding the lowest mean score, the data indicates that some respondents are still not confident about learning the system of online hotel reservations for booking rooms. The overall mean score of effort expectancy is 4.43 and shows that the effort expectancy on the online hotel reservation system of the Ngwe Saung Yatch Club and Resort attracts most of the respondents' satisfaction. Therefore, the effort expectancy on the online hotel reservation system of the Ngwe Saung Yatch Club and Resort is recognized as an effective and appropriate UTAUT model practice to attract the respondents.

**(c) Social Influence**

In this section, the combination of seven structural questions is used to find out the perception of 382 respondents who have liked and followed the Facebook Page of the Ngwe Saung Yatch Club and Resort. The individual mean scores and overall mean scores of the questions are described in Table (4.3).

According to the results in Table (4.3), "use because of friends" is the highest, with a 4.53 mean score. Which means most of the respondents agreed that the Ngwe Saung Yatch Club and Resort has a social influence, especially the influence of friends, which makes users adopt the system.

**Table (4.3) Social Influence**

<b>No.</b>	<b>Que Item</b>	<b>Mean</b>	<b>Std Deviation</b>
1	Think it is fashionable	4.21	0.49
2	Forces from people who influence behavior	4.36	0.61
3	Forces from people who are important	4.44	0.57
4	Use because of well-known reputation	4.42	0.58
5	Use because of friends	4.53	0.60
6	Use because of family	4.49	0.59
7	Use because of favorite person	4.36	0.60
	<b>Overall</b>	<b>4.40</b>	

Source: Survey Data (2022)

As shown in the table, "Think it is fashionable" is the lowest mean, at 4.21. Regarding the lowest mean score, the data indicates that some of the respondents are willing to see more modified and fashionable systems and resorts in the future. The overall mean score of social influence is 4.40, which indicates that the social influence on the online hotel reservation system of the Ngwe Saung Yatch Club and Resort attracts most of the respondents to adopt the system. Therefore, the social influence on the online hotel reservation system of the Ngwe Saung Yatch Club and Resort is recognized as an effective and appropriate UTAUT model practice to attract the respondents.

**(d) Risk Factor**

In this section, the combination of seven structural questions is used to find out the perception of 382 respondents who have liked and followed on the Facebook Page of the Ngwe Saung Yatch Club and Resort. The individual mean scores and overall mean score of the questions are described in Table (4.4).

According to the results in Table (4.4), the highest, with a 4.59 mean score, is found at "Club and Resort can be fully refunded easily". Which means most of the respondents agreed that the Ngwe Saung Yatch Club and Resort believe that the Club and Resort will be fully refunded if there is any mistake at any time.

As shown in the table, "concerned information is not securely managed" is the lowest mean at 4.23. Regarding the mean scores as shown in Table (4.4), the data indicates that the respondents trust that there is no risk of choosing the Ngwe Saung

Yatch Club and Resort enough to adopt the online hotel reservation system of Ngwe Saung Yatch Club and Resort.

**Table (4.4) Risk Factor**

No.	Que Item	Mean	Std Deviation
1	Fear that collects too much information	4.33	0.57
2	Worrying information use for other purposes without authorization	4.54	0.60
3	Concerned information is not securely managed	4.23	0.54
4	Uneasy about the trustworthiness	4.58	0.56
5	Club and Resort can be fully refunded easily	4.59	0.55
6	Payment methods and procedures are secure	4.45	0.58
7	Cancellation fee is free	4.53	0.60
	<b>Overall</b>	<b>4.46</b>	

Source: Survey Data (2022)

The overall mean score of risk factor is 4.46 and that means that the risk factor on the online hotel reservation system of the Ngwe Saung Yatch Club and Resort helps most of the respondents to adopt the system. Therefore, the risk factor in the online hotel reservation system of the Ngwe Saung Yatch Club and Resort is recognized as an effective and appropriate UTAUT model for attracting the respondents.

**(e) Trust Factor**

In this section, the combination of seven structural questions is used to find out the perception of 382 respondents who have liked and followed on the Facebook Page of the Ngwe Saung Yatch Club and Resort. The individual mean scores and overall mean score of the questions are described in Table (4.5). According to the results in Table (4.5), “trust the Club and Resort” is the highest mean score at 4.55. Which means most of the respondents agreed that the Ngwe Saung Yatch Club and Resort is trustable.

As shown in the table, the lowest mean is 4.33 at "the system is trustworthy." Regarding the mean scores as shown in Table (4.5), the data indicates that the respondents trust Ngwe Saung Yatch Club and Resort enough to adopt the online hotel reservation system of Ngwe Saung Yatch Club and Resort. The overall mean score of the risk factor is 4.41, which means that the trust factor helps the online hotel reservation system of the Ngwe Saung Yatch Club and Resort help most of the respondents adopt the

system. Therefore, the trust factor in the online hotel reservation system of the Ngwe Saung Yatch Club and Resort is recognized as an effective and appropriate UTAUT model practice to attract the respondents.

**Table (4.5) Trust Factor**

No.	Que Item	Mean	Std Deviation
1	Trust that would not misuse personal information	4.41	0.59
2	Confidence in the service and quality	4.34	0.56
3	Trust the Club and Resort	4.55	0.59
4	No regret about using	4.49	0.59
5	System is reliable	4.36	0.60
6	System shows cares about users	4.42	0.61
7	System is trustworthy	4.33	0.57
	<b>Overall</b>	<b>4.41</b>	

Source: Survey Data (2022)

Among the five variables of the UTAUT model of the Ngwe Saung Yatch Club and Resort, the overall mean value of performance expectancy is 4.43, the overall mean value of effort expectancy is 4.43, the overall mean value of social influence is 4.40, the overall mean value of the risk factor is 4.46, and the overall mean value of the trust factor is 4.41. According to the interpretation, the statements of all variables are agreed upon by respondents because the mean values are between 3 and 4.

In comparison, all practices have nearly the same overall mean score. As a result, the data suggests that the Ngwe Saung Yatch Club and Resort focuses on all aspects of UTAUT model practices in order to attract more visitors, build a strong relationship, and encourage users to use the Ngwe Saung Yatch Club and Resort's online hotel reservation system.

#### **4.1.1 Behavioral Intention of Ngwe Saung Yatch Club and Resort**

In this study, the survey on behavioral intention of Ngwe Saung Yatch Club and Resort included seven questions, and the survey was answered by 382 respondents. As described in Table (4.6), the highest mean score is obtained by "will use for next trip and vacation" at 4.58. It indicates that respondents tend to use the online hotel reservation system of the Ngwe Saung Yatch Club and Resort for their next trip or next vacation.

The lowest mean score is obtained by "willing to use" at 4.50. Although it is the lowest mean score, it still indicates that most of the respondents are willing to use the online hotel reservation system of the Ngwe Saung Yatch Club and Resort repeatedly. The overall mean score is 4.55. The result indicates that the majority of respondents had behavioral intentions towards the online hotel reservation system of the Ngwe Saung Yatch Club and Resort.

**Table (4.6) Behavioral Intention**

<b>No.</b>	<b>Que Item</b>	<b>Mean</b>	<b>Std Deviation</b>
1	Willing to use	4.50	0.64
2	Plan to use each time for travel	4.55	0.63
3	System is interesting to use	4.57	0.63
4	Will use to book a hotel	4.57	0.63
5	Will use consistently	4.56	0.62
6	Intend to use in the next six months	4.51	0.63
7	Will use for next trip and/or vacation	4.58	0.58
	<b>Overall</b>	<b>4.55</b>	

Source: Survey Data (2022)

The study shows that the majority of the respondents are assumed to have behavioral intentions towards the Ngwe Saung Yatch Club and Resort. Despite pandemic concerns, people are starting to adapt to the new normal lifestyle. Many industries are transforming to digital to fulfill the new needs of customers. Therefore, the Ngwe Saung Yatch Club and Resort, which adopted an online reservation system of its own, uses digital platforms like the website and Facebook page in order to offer the best quality of service to their customers. To be concluded, according to the results, most of the respondents are willing to use the online hotel reservation system of Ngwe Saung Yatch Club and Resort.

#### **4.1.2 Actual Usage of Ngwe Saung Yatch Club and Resort**

In this study, the survey on actual usage of Ngwe Saung Yatch Club and Resort included seven questions and the survey was answered by 382 respondents. As described in Table (4.7), the highest mean score of 4.56 is found at “mostly use system for getting discount prices”. It indicates that respondents hope to gain a lot of pleasure from using the

online hotel reservation system to get more promotions and discount prices as they mostly use online reservation system to get more promotions and discount prices.

**Table (4.7) Actual Usage**

No.	Que Item	Mean	Std Deviation
1	Often use whenever I go trip	4.37	0.58
2	Always use when I go to Ngwe Saung	4.31	0.58
3	Satisfied with the service	4.37	0.58
4	Recommend others to use	4.37	0.58
5	Advise friends to use	4.21	0.51
6	Gain much pleasure from using	4.55	0.56
7	Mostly use system for getting discount prices	4.56	0.57
	<b>Overall</b>	<b>4.39</b>	

Source: Survey Data (2022)

The lowest mean score is obtained by “advise friends to use” with 4.21. Although it is the lowest mean score, it is still over the mean score of 4, which indicates that most of the respondents are going to recommend friends to use the online hotel reservation system of the Ngwe Saung Yatch Club and Resort. The overall mean score is 4.39. The result indicates that the majority of respondents actually use the online hotel reservation system of the Ngwe Saung Yatch Club and Resort.

The study shows that the majority of the respondents assumed that they actually use the online hotel reservation system of the Ngwe Saung Yatch Club and Resort. Despite pandemic concerns, people are starting to adapt to the new normal lifestyle. Many industries are transforming to digital. Therefore, the Ngwe Saung Yatch Club and Resort has an online reservation system of its own, such as a website and Facebook Page and offers the best quality of service, so the users use the online hotel reservation system repeatedly. To be concluded, according to the results, most of the respondents are using the online hotel reservation system of Ngwe Saung Yatch Club and Resort.

## **4.2 Analysis of Influencing UTAUT Model Practices on Behavioral Intention of Ngwe Saung Yatch Club and Resort**

In this section, influencing UTAUT model practices on the behavioral intentions of Ngwe Saung Yatch Club and Resort are identified by using multiple linear regression analysis. In this study, there are two main variables: influencing UTAUT model practices which consists of five sub dimensions, which are performance expectancy, effort expectancy, social influence, trust factor, and risk factor and behavioral intention. Influencing UTAUT model practices are treated as independent variables, while behavioral intention is used as the dependent variable.

**Table (4.8) The Effect of Influencing UTAUT Model Practices on Behavioral Intention**

Variables	Unstandardized Coefficients		Beta	Standardized Coefficients	t	Sig.	
	B	Std. Error				Tolerance	VIF
(Constant)	-0.77	0.252		-3.06	0.002		
Performance Expectancy	0.309**	0.129	0.224	2.395	0.017	0.129	7.756
Effort Expectancy	0.529**	0.182	0.338	2.911	0.004	0.083	5.994
Social Influence	0.219**	0.104	0.143	2.112	0.035	0.246	4.059
Risk	0.069	0.117	0.044	0.592	0.554	0.201	4.976
Trust	0.075***	0.139	0.053	0.537	0.000	0.114	3.735
R	0.759						
R Square	0.576						
Adjusted R Square	0.571						
F Value	92.277***						
Durbin-Watson	1.708						

Source: Survey Data (2022)

\*\*\* Significant at 1% level, \*\*Significant at 5% level, \*Significant at 10% level

With the assumption of multiple linear regression statistics, all the data types and sample sizes are consistent. Influencing factors of the UTAUT model practices have a

positive effect on behavioral intention towards Ngwe Saung Yatch Club and Resort. The coefficient of effort expectancy and the trust factor are regressed on behavioral intention. The results of the regression analysis are presented in Table (4.8).

As presented in Table (4.8), the value of the R square is 0.576 and the value of the adjusted R square is 0.571. This model explains that the variation of behavior intention is predicted by influencing UTAUT model practices, including performance expectancy, effort expectancy, social influence, risk factor, and trust factor, as the value of the adjusted R square is 57.1%. According to the variance inflation factors (VIF), it is found that there is no multicollinearity. The value of the F test, the overall significance of the model, is highly significant at 1 percent. This specific model can be said to be valid.

The Durbin-Watson coefficient is close to two (1.708). Therefore, it indicates that there is no autocorrelation in the sample. With respect to potential problems relating to multi-collinearity, variance inflation factors (VIF) were used to provide information on the extent to which non-orthogonality among independent variables inflates standard errors. All VIF values are less than 10 and mean that the independent variables are not correlated with each other. Therefore, there are no substantial multi-collinearity problems encountered in this study.

From multiple linear regression analyses, the coefficient of trust factor is significant at 1 percent. The coefficient of performance expectancy, effort expectancy and social influence are significant at 5 percent. In the Table (4.8), the trust factor also has a significantly positive effect on behavioral intention at 1 percent level. A unit increase in trust factor resulted in a 0.075 units increase in behavioral intention of Ngwe Saung Yatch Club and Resort. The trust factor of Ngwe Saung Yatch Club and Resort is provided by creating their own website, active interaction with the customers on the social media (Facebook Page), connecting with the variety of mobile banking systems for payment, so forth, in order to make customers increase their behavioral intention towards Ngwe Saung Yatch Club and Resort.

In addition, performance expectancy, effort expectancy and social influence have a significantly positive effect on behavioral intention at 5 percent level. A unit increase in performance expectancy results in a 0.309 units increase in behavioral intention. The providing performance expectancy creates behavioral intention on Ngwe Saung Yatch Club and Resort. A unit increase in effort expectancy results in a 0.529 units increase in

behavioral intention. The providing effort expectancy creates behavioral intention on Ngwe Saung Yatch Club and Resort. A unit increase in social influence results in a 0.529 units increase in behavioral intention. The providing social influence creates behavioral intention on Ngwe Saung Yatch Club and Resort.

According to the standardized coefficient (Beta), The performance expectancy, effort expectancy and social influence factor of Ngwe Saung Yatch Club and Resort are caused by providing qualified products and services such as seasonal promotions and special promotions for their loyal customers, outdoor activities for their customers and Yatch club and tour trip activities and so forth, creating their own website, active interaction with the customers on the social media (Facebook Page) in order to make customers increase their behavioral intention towards Ngwe Saung Yatch Club and Resort. This result indicated that performance expectancy, effort expectancy and social influence factor and trust factor of the UTAUT model practice drive customers to build the behavioral intention towards Ngwe Saung Yatch Club and Resort.

Since Ngwe Saung Yatch Club and Resort creates multi-channels of social media platforms for their customers and prepares the attractive appeal of design to build the relationship with customers, the full relevance information about products and services they provide to customers to understand more and open the customer review section on their social media platforms create better customer interaction environment and connection with almost all payment systems can build the trustworthiness towards Ngwe Saung Yatch Club and Resort. Therefore, this result indicated that the customers of Ngwe Saung Yatch Club and Resort have behavioral intentions towards Ngwe Saung Yatch Club and Resort 's UTAUT model practices.

#### **4.3 Analysis of the Relationship Between Behavioral Intention and Actual Usage of Ngwe Saung Yatch Club and Resort**

In this section, the relationship between behavioral intention and actual usage of Ngwe Saung Yatch Club and Resort is identified by using linear regression analysis. With the assumption of linear regression statistics, all the data types and sample sizes are consistent. Behavioral intention has a positive effect on actual usage of Ngwe Saung Yatch Club and Resort. Actual usage is regressed with behavioral intention. The results of regression analysis are presented in Table (4.9).

**Table (4.9) The Effect of Behavioral Intention on Actual Usage**

Variables	Unstandardized Coefficients		Beta	Standardized Coefficients	t	Sig.	
	B	Std. Error				Tolerance	VIF
(Constant)	2.675	0.139		19.307	0.000		
Behavioral Intention	0.378***	0.03	0.54	12.499	0.000	1.000	1.000
R	0.54						
R Square	0.291						
Adjusted R Square	0.289						
F Value	56.223***						
Durbin-Watson	1.643						

Source: Survey Data (2022)

\*\*\* Significant at 1% level, \*\*Significant at 5% level, \*Significant at 10% level

As presented in Table (4.9), the value of the R square is 0.291 and the value of the adjusted R square is 0.289. This model explains that the variation in actual usage is predicted by influencing behavioral intention, as the value of the adjusted R square is 28.9%. According to the variance inflation factors (VIF), it is found that there is no multicollinearity. The value of the F test, the overall significance of the model is highly significant at 1 percent. This specific model can be said to be valid.

The Durbin-Watson value is close to 2 (1.643). Therefore, it indicates that there is no autocorrelation in the sample. With respect to potential problems relating to multicollinearity, variance inflation factors (VIF) were used to provide information on the extent to which non-orthogonality among independent variables inflates standard errors. All VIF values are less than 10 and mean that the independent variables are not correlated with each other. Therefore, there are no substantial multi-collinearity problems encountered in this study.

Simple linear regression analyses, the coefficient of behavioral intention is significant at 1 percent. In the Table (4.9), behavioral intention has a significantly positive effect on behavioral intention at a 1 percent level. A unit increase in behavioral intention results in 0.378 units increase in actual usage. Customers' behavioral intentions drive current usage of the Ngwe Saung Yatch Club and Resort's online hotel reservation

system. The behavioral intention of customers of Ngwe Saung Yatch Club and Resort provided by the better service quality of the online hotel reservation system of the Ngwe Saung Yatch Club and Resort made customers increase their actual usage of the online hotel reservation system of the Ngwe Saung Yatch Club and Resort.

Since Ngwe Saung Yatch Club and Resort creates multi-channels of social media platforms for their customers and prepares the attractive appeal of design to build the relationship with customers, the full relevance information about product and services they provided to customers to understand more and open the customer review section on their social media platforms create better customer interaction environment and connection with almost all payment systems can build the trustworthiness towards Ngwe Saung Yatch Club and Resort. Those preparations are in order to build UTAUT model practices of Ngwe Saung Yatch Club and Resort which influence on the behavioral intention. Therefore, the result shows that behavioral intention can create actual usage of the online hotel reservation system of Ngwe Saung Yatch Club and Resort.

## **CHAPTER 5**

### **CONCLUSION**

This chapter is divided into three sections, mainly based on the analytical data from the previous chapters. These are findings and discussions, suggestions and recommendations, and the need for further research.

#### **5.1 Findings and Discussion**

The overall objective of this study is to examine the influence of UTAUT model practice on behavioral intention towards Ngwe Saung Yatch Club and Resort. Based on the responses of 382 respondents, both descriptive analysis and regression analysis were conducted in this study. The respondents are Ngwe Saung Yatch Club and Resort's consumers who liked and followed the Facebook Page of Ngwe Saung Yatch Club and Resort. Most consumers actively participated by answering structured questionnaires, and all data was evaluated using multiple regression analyses on SPSS software.

It is found that the majority of respondents are females and bachelor's degree holders. The age group of 21 to 30 years purchases from Ngwe Saung Yatch Club and Resort at a higher rate than other age groups. Regarding occupational status, most of the respondents are employees, and it is the highest rating for that category. Most respondents have a potential income, according to the monthly income category.

Among the five variables of the UTAUT model of the Ngwe Saung Yatch Club and Resort, the overall mean value of performance expectancy is 4.43, the overall mean value of effort expectancy is 4.43, the overall mean value of social influence is 4.40, the overall mean value of the risk factor is 4.46, and the overall mean value of the trust factor is 4.41. In comparison, all practices have nearly the same overall mean score. As a result, the data suggests that the Ngwe Saung Yatch Club and Resort focuses on all aspects of UTAUT model practices in order to attract more visitors, build a strong relationship, and encourage users to use the Ngwe Saung Yatch Club and Resort's online hotel reservation system.

According to the mean values of the UTAUT model practice of Ngwe Saung Yatch Club and Resort, the risk factor is the highest in the mean score. Therefore, Ngwe Saung Yatch Club and Resort's consumers believe that the UTAUT model practice of Ngwe Saung Yatch Club and Resort can form the behavioral intention of the users. The

UTAUT model practices of Ngwe Saung Yatch Club and Resort include performance expectancy, effort expectancy, social influence, risk factor, and trust factor.

For the first objective, the UTAUT model practices of Ngwe Saung Yatch Club and Resort include five dimensions, which are performance expectancy, effort expectancy, social influence, risk factor, and trust factor, in order to understand whether the five dimensions of the UTAUT model practices are influencing the behavioral intention. After analyzing the data, the performance expectancy, effort expectancy, and social influence factor of Ngwe Saung Yatch Club and Resort are caused by providing qualified products and services such as seasonal promotions and special promotions for their loyal customers, outdoor activities for their customers, Yatch club and tour trip activities, and so forth, creating their own website, and active interaction with the customers on social media (Facebook Page) in order to make customers increase their behavioral intention towards Ngwe Saung Yatch Club and Resort. This result indicated that performance expectancy, effort expectancy, social influence factor, and trust factor of the UTAUT model practice drive customers to build their behavioral intention towards Ngwe Saung Yatch Club and Resort.

For the second objective, behavioral intention is positively significant to actual usage. The results are from the analysis on the relationship between behavioral intention and actual usage of the Ngwe Saung Yatch Club and Resort. This is proved by the positive tendency of respondent's answers. Thus, as found in this study, the behavioral intention can create actual usage of the online hotel reservation system of Ngwe Saung Yatch Club and Resort by providing better service quality. Ngwe Saung Yatch Club and Resort creates multi-channels of social media platforms for their customers and prepares the attractive appeal of design to build the relationship with customers, the full relevance information about products and services they provide to customers to understand more and open the customer review section on their social media platforms create better customer interaction environment and connection with almost all payment systems can build the trustworthiness towards Ngwe Saung Yatch Club and Resort.

## **5.2 Suggestions and Recommendations**

Based on the findings of this study, some of the relevant suggestions and recommendations for the resort are provided to stimulate the influence of UTAUT model practices on behavioral intention and actual usage of Ngwe Saung Yatch Club and Resort.

According to the results of this study, the resort should emphasize more and implement the UTAUT model practices to generate behavioral intention and actual usage.

The performance expectancy, effort expectancy, and social influence factor of Ngwe Saung Yatch Club and Resort are caused by providing qualified products and services such as seasonal promotions and special promotions for their loyal customers, outdoor activities for their customers, Yatch club and tour trip activities, and so forth, creating their own website, and active interaction with the customers on social media (Facebook Page) in order to make customers increase their behavioral intention towards Ngwe Saung Yatch Club and Resort. It is found that the resort organizes the UTATU model practice very well in order to achieve the customers' satisfaction and behavioral intention. The result proved that, out of five dimensions, effort expectancy and trust factor of the UTAUT model are strongly significant enough to ignore the other dimensions. To generate greater behavior intention, Ngwe Saung Yatch Club and Resort should also support the other dimension, facilitating condition of the UTAUT model practices by regularly updating the trend to better service quality and fulfill the needs of customers.

Behavioral intention has a significant influence on the actual usage of Ngwe Saung Yatch Club and Resort. It is evident that behavioral intention plays an important role in the decision-making process of actual usage of the online hotel reservation system of Ngwe Saung Yatch Club and Resort. To get a higher commitment, the resort should implement creative social media advertising depending on the seasons and weather to meet the requirements of the consumers and understand the relationships of trust, privacy, and risk factors, which have a direct impact on the actual usage. The managers of a resort should understand that behavioral intention is an important matter in the actual usage of the online hotel reservation system of Ngwe Saung Yatch Club and Resort.

Finally, the important implication of achieving the behavioral intention and of actual usage of Ngwe Saung Yatch Club and Resort is that the resort is implementing the UTAUT model of practices, which includes performance expectancy, effort expectancy, social influence, risk factor, and trust factor. These UTAUT model practices lead to enhancing the customers' behavioral intention, which could lead to the actual usage of the online hotel reservation system of the Ngwe Saung Yatch Club and Resort. It is also recommended that the resort should manage the social media marketing team to implement more delightful promotional campaigns such as homestay experience, outdoor

games & activities, and local tours that are attractive enough to attract more customers who care about the virtual world.

### **5.3 Needs and limitation for Further Research**

The primary focus of this study is to find out the influence of UTAUT model practices on behavioral intention towards Ngwe Saung Yatch Club and Resort. This analysis excludes other hotels and resorts that might affect the competition in Myanmar's hotel industry. The survey results were based on 382 respondents, the majority of whom were consumers from Ngwe Saung Yatch Club and Resort who liked and followed the Facebook page of Ngwe Saung Yatch Club and Resort. This research includes a small sample size and resource limitations. As a result, not all Ngwe Saung Yatch Club and Resort consumer segments are covered by this survey. The interpretation cannot be applied to other businesses in the same industry. To conduct any further research to better understand the impact of UTAUT model practice on behavioral intention and actual usage, it would be great if a larger sample size could be applied, as well as if the entire Myanmar hotel industry could be covered. Additionally, this study will act as a starting point for individuals who want to expand on this subject and do related research who wish to examine the entire industry. A future study with the inclusion of such external variables may find different implications for the online reservation system of the hotel and resort by using the UTAUT model for Ngwe Saung Yatch Club and Resort in Myanmar's hotels industries.

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## APPENDIX I

### Questionnaire

#### **Behavioral Intention and Actual Usage of Consumers towards Online Hotel Reservation of Ngwe Saung Yacht Club & Resort**

This questionnaire will be used to study Behavioral Intention and Actual Usage of Consumers towards Online Hotel Reservations of Ngwe Saung Yacht Club & Resort, Ngwe Saung Beach. All responses will be kept highly confidential and used for academic purpose only. Your cooperation and contribution are highly appreciated and valued.

#### **Section (A): Demographic Information**

Instruction: Please mark ✓ in  for the most possible answer

1.1 1.1 **Do you ever make hotel reservations before trips?**

Yes  No

1.2 **Gender**  Male  Female

1.3 **Age**  Under 20  21–30  31–40

41–50  51 and Above

1.4 **Education**  High School/ Diploma  Bachelor Degree

Master Degree or Higher  Other

1.5 **Occupation**  Student  Self-Employed

Employee  Other

1.6 **Income**  Under 300,000 Ks  300,001 – 600,000 Ks

600,001 – 900,000Ks  Above 900,000 Ks

1.7 **What are the main Reasons for your trip?**

Business Reasons  Relax and Relaxation

Family Trips  Other

1.8 **Who do you travel with?**

Alone  Friends  Other

Collages  Family

1.9 **How often do you travel?**

One time in a month  Four times in a year

Two times in a year  One time a year

1.10 **How do you book a hotel?**

- Reservation System       Phone Booking  
 In Facebook Booking       Third-Party Websites

1.11 **Way of Paying**

- Cash       Bank Transfer  
 Mobile Banking       E-Wallet  
 Card Payment

**Section (B)**

**The following questions indicate how UTAUT Theory Practices affect Behavioral Intention to Actual Usage for online hotel reservations to book Ngwe Saung Yacht Club & Resort, Ngwe Saung Beach.**

Please read the following statements and circle the number that represents your degree of agreement/disagreement with them (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

No.	Statement	1	2	3	4	5
<b>Performance Expectancy</b>						
1	I found online hotel reservation system of Ngwe Saung Yacht Club & Resort is useful for my travel.					
2	I found the online hotel reservation method useful to book Ngwe Saung Yacht Club & Resort.					
3	Using of the online hotel reservation system of Ngwe Saung Yacht Club & Resort is help me to save travel time.					
4	Using the online hotel reservation system of Ngwe Saung Yacht Club & Resort raises my motivation to travel again.					
5	Online hotel reservation method can provide results that meet my needs.					
6	Using online hotel reservation system of Ngwe Saung Yacht Club & Resort makes easier for me to book desire room.					
7	Online Hotel Reservation system of Ngwe Saung Yacht Club & Resort is useful for my lifestyle.					
<b>Effort Expectancy</b>						
1	Online Hotel Reservation system of Ngwe Saung Yacht Club & Resort is easy to use.					

2	I can use the online hotel reservation system of Ngwe Saung Yacht Club & Resort myself.					
3	I can easily learn how to reserve a hotel room by using online hotel reservation system of Ngwe Saung Yacht Club & Resort myself.					
4	I think I would be able to use online hotel reservation system of Ngwe Saung Yacht Club & Resort fluently.					
5	Online Hotel Reservation system of Ngwe Saung Yacht Club & Resort would not take much time to familiar with it.					
6	The instruction for online hotel Reservation system of Ngwe Saung Yacht Club & Resort is easily understandable.					
7	The steps of online hotel reservation system of Ngwe Saung Yacht Club & Resort are clear and easy to access.					
<b>Social Influence</b>						
1	I think that using online hotel reservation method is fashionable.					
2	People who influence my behavior would think that I should use online hotel reservation method.					
3	People who are important to me would think that I should use online reservation method for hotel rooms.					
4	I use online hotel reservation system of Ngwe Saung Yacht Club & Resort because of their well-known reputation.					
5	I use online hotel reservation system of Ngwe Saung Yacht Club & Resort because my friends use it.					
6	I use online hotel reservation system of Ngwe Saung Yacht Club & Resort because my family uses it.					
7	I use online hotel reservation system of Ngwe Saung Yacht Club & Resort because my favorite person uses it.					
<b>Risk</b>						
1	I fear that online hotel reservation system of Ngwe Saung Yacht Club & Resort collects too much personal and banking information from me.					
2	I worry that the online hotel reservation system of Ngwe Saung Yacht Club & Resort will use my personal information for other purposes without my authorization.					

3	I feel concerned that my personal information is not securely managed on the online hotel reservation system of Ngwe Saung Yacht Club & Resort.					
4	I feel uneasy about the trustworthiness of the online hotel reservation system of Ngwe Saung Yacht Club & Resort.					
5	Online hotel reservation system of Ngwe Saung Yacht Club & Resort can be fully refunded easily.					
6	Payment methods and procedures to book hotel rooms from online hotel reservation system of Ngwe Saung Yacht Club & Resort are secure.					
7	The hotel booking cancellation fee of online reservation system of Ngwe Saung Yacht Club & Resort is free.					
	<b>Trust</b>					
1	I trust that using online hotel reservation system of Ngwe Saung Yacht Club & Resort is not a misuse of my personal information.					
2	I have confidence in the service and quality of online hotel reservation system of Ngwe Saung Yacht Club & Resort.					
3	I have trust between me and Ngwe Saung Yacht Club & Resort.					
4	I have no regret about using online hotel reservation system of Ngwe Saung Yacht Club & Resort.					
5	Online hotel reservation system of Ngwe Saung Yacht Club & Resort is reliable.					
6	Online hotel reservation system of Ngwe Saung Yacht Club & Resort shows their cares about their users.					
7	Online hotel reservation system of Ngwe Saung Yacht Club & Resort is trustworthy.					

No.	Statement	1	2	3	4	5
	<b>Behavioral Intention</b>					
1	I am willing to use an online hotel reservation system of Ngwe Saung Yacht Club & Resort.					

2	I plan to use online hotel reservation system of Ngwe Saung Yacht Club & Resort to book a hotel each time I need it for travel.					
3	The use of online hotel reservation system of Ngwe Saung Yacht Club & Resort for hotels is interesting.					
4	I like to use this online reservation system of Ngwe Saung Yacht Club & Resort to book a hotel.					
5	I will use this online hotel reservation system of Ngwe Saung Yacht Club & Resort consistently.					
6	I intend to book online hotel system of Ngwe Saung Yacht Club & Resort in the next six months.					
7	As soon as I am able, I will make the online hotel reservation at Ngwe Saung Yacht Club & Resort for my next trip and/or vacation.					

No.	Statement	1	2	3	4	5
	<b>Actual Usage</b>					
1	I often use online hotel reservation method whenever I go trip.					
2	I always use the online reservation system of Ngwe Saung Yacht Club & Resort to book hotel rooms when I go to Ngwe Saung.					
3	I am satisfied with the service of online reservations system of Ngwe Saung Yacht Club & Resort.					
4	I recommend others use the online hotel reservation system of Ngwe Saung Yacht Club & Resort.					
5	I advise my friends to use online hotel reservation system of Ngwe Saung Yacht Club & Resort.					
6	I gain much pleasure from using online reservation system of Ngwe Saung Yacht Club & Resort to book hotels.					
7	I mostly use online hotel reservation system of Ngwe Saung Yacht Club & Resort for getting discount prices.					

## APPENDIX II

### REGRESSION ANALYSIS

#### 1. Motivation Factors on Job Satisfaction

##### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.759a	0.576	0.571	0.37020	1.708

a. Predictors: (Constant), TRUST, RISK, SOCIAL INFLUENCE, PERFORMANCE EXPECTANCY, EFFORT EXPECTANCY

b. Dependent Variable: BEHAVIORAL INTENTION

##### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	70.086	5	14.017	92.277	.000b
Residual	51.531	376	0.137		
Total	121.618	381			

a. Dependent Variable: BEHAVIORAL INTENTION

b. Predictors: (Constant), TRUST, RISK, SOCIAL INFLUENCE, PERFORMANCE EXPECTANCY, EFFORT EXPECTANCY

##### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.770	0.252		-3.060	0.002
	PERFORMANCE EXPECTANCY	0.309	0.129	0.224	2.395	0.017
	EFFORT EXPECTANCY	0.529	0.182	0.338	2.911	0.004
	SOCIAL INFLUENCE	0.219	0.104	0.143	2.112	0.035
	RISK	0.069	0.117	0.044	0.592	0.554
	TRUST	0.075	0.139	0.053	0.537	0.000

a. Dependent Variable: BEHAVIORAL INTENTION

## 2. Behavioral Intention on Actual Usage

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.540a	0.291	0.289	0.33353	1.643

a. Predictors: (Constant), BEHAVIORAL INTENTION

b. Dependent Variable: ACTUAL USAGE

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	17.378	1	17.378	56.223	.000b
Residual	42.272	380	0.111		
Total	59.650	381			

a. Dependent Variable: ACTUAL USAGE

b. Predictors: (Constant), BEHAVIORAL INTENTION

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.675	0.139		19.307	0.000
BEHAVIORAL INTENTION	0.378	0.030	0.540	12.499	0.000

a. Dependent Variable: ACTUAL USAGE