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FACTORS AFFECTING THE TOURIST'S BEHAVIOURAL OF BOOKING TOURS VIA ONLINE NETWORKS IN THE NEW STAGE: CASE OF HO CHI MINH CITY

Bui Mai Hoang Lam

Van Hien University
Email: lambmh@vhu.edu.vn
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Abstract

With the rapid development of society in the era of information technology, the tourism industry is also required to connect with new revolutionary technology tools to increase exploitation efficiency. In addition, recently, the impact of the COVID-19 epidemic has caused heavy damage, especially to the tourism industry in Vietnam and around the world. The article focuses on analyzing the factors affecting the Behavioural Intention of the tourist via online networks. The study was conducted using quantitative and qualitative methods based on a survey of 355 tourists in Ho Chi Minh City. The results show that the most important factor affecting the Behavioural Intention to purchase an online tour is Perceived Behavioral Control (β = 0.449), Subjective Norm (β = 0.261), and Perceived Usefulness (β = 0.230).

***Keywords**: theory of planned behavior (TPB), technology in tourism, technology acceptance model (TAM), tourism.*

1. Introduction

The rapid development of society in the current era of information technology requires the Tourism Industry to connect with new tools and means to further stimulate inherent strengths. According to the government's policy, the Ministry of Culture, Sports and Tourism (2014) has decided to approve the tourism marketing campaign for 2020 mentions the need to develop electronic marketing through e-commerce (Vietnam Ministry of Culture, Sports and Tourism, 2014). Facing the current situation, the acute respiratory infection caused by a new strain of Corona Virus (COVID-19) affects all aspects of social life globally, causing a great impact on human health as well as different business sectors, especially the industry that suffers the most damage and directly in the sector of tourism, food, beverage, entertainment, fashion, followed by the economic, real estate, and financial sectors, media advertisement.

This is the period after the end of the Covid-19 epidemic combined with the progressive development of technology 4.0. That is, everything related to the Internet's cyber-physical system. As we can all feel, technology is and will make a huge impact

on all industries and areas of life. This stage of difference creates super-fast social and production development, breaking with previous traditions. The new stage opened up to bring people many advantages in building a developed and civilized society. Here people are seen at the center of development and technology is born to help us do our jobs more efficiently. In addition, the new era also offers people an unlimited potential for development, improving quality of life, and moving towards a more civilized society. According to the authors Kartajaya and Kotler (2021), talking about the generation gap and the evolution of marketing, the decade 2020 - 2030 is currently a period of transformation marketing development 4.0 to 5.0, is a type of business using digital technology and technology for the sake of humanity, this is the period when customers are in the age group Y (born: 1981-1996), Z (born: 1997-2009), Alpha (born after 2010) live, they are the customers born and raised in this new period, and they will be the catalyst for new ways of doing business using most of the advancements of the company and technology in their lives, so businesses need to pay special attention to the evolution of customer behavior during these stages.

The Vietnam e-commerce report 2021 of the Department of E-commerce and Digital Economy shows that 70% of Vietnamese users participate in online shopping, equivalent to 49.3 million people; in which the number of people booking accommodation/ tours accounted for 21% in the e-commerce market (Vietnam E-commerce and Information Technology Agency, 2021). It can be seen that online travel booking is a very practical solution in the current period.

Buying travel products online provides customers with more convenience and savings, but also has limitations such as this type of online travel booking, which is new and has not been popular in the habit of traveling, customers do not feel secure when ordering, or customers are mostly people in urban areas and often use information technology. Understanding the thoughts, behaviors, and factors affecting customers' behaviors takes necessary actions and plays a pioneering role in implementing push and approach solutions before customers make online tour buying decisions.

Based on the combined approach of two theories: The theory of Planned Behavior - TPB (Ajzen, 1991) and Technology Acceptance Model - TAM (Bagozzi et al., 1992; Davis, 1989), the article aims to help companies that are using or intend to apply online booking to understand better the factors affecting visitors' intentions, contributing to predicting behavior and increasing tourism efficiency in Ho Chi Minh City in particular and Vietnam, contributing to the overall development of Vietnam's tourism industry smarter.

2. Theoretical basis and research model

2.1. Theoretical basis

2.1.1. Theory of Planned Behavior - TPB

The theory of Planned Behavior was formulated and supplemented by Ajzen (1991) from the Theory of Reason Actions - TRA (Azjen and Fishbein, 1980; Fishbein and Ajzen, 1977) whereby Perceived Behavioral Control is added to influencing Behavioural Intention, and it also affects the Actual Behavioural of consumers. In this theory, the Actual Behavioural is

affected by the Behavioural Intention. Behavioural Intention is influenced by three factors: Attitudes toward the behavior, Subjective norms, and Perceived behavioral control. In particular, perceived behavioral control has a direct impact on Actual Behavioural and also affects Behavioural Intention along with Subjective norms and Attitudes.

2.1.2. Technology Acceptance Model - TAM

TAM theory was built and developed by Davis et al. (1989) Technology Acceptance Model (TAM) explains user behavior and technology adoption. This model further explains the Attitude Toward Using through the impact of two factors: Perceived Usefulness and Perceived Ease of Use. These two factors are influenced by External variables.

2.2. Proposed research model and hypothesis

The research used a combination of two main theories: Theory of Planned Behavior - TPB (Ajzen, 1991) and Technology Acceptance Model - TAM. However, the Attitude factor will not be included in this research model because it does not act as a full intermediary for Perceived Usefulness on Behavioral Intention according to the study of Davis et al. (1989). The research will be based on factors such as Perceived Usefulness, Perceived Ease of Use, Subjective Norms and Perceived Behavioral Control to detect the impact of these factors on the Behavioural Intention of booking a tour via an online network.

2.3. Proposed research model

The author proposes a research model based on the Theory of Planned Behavior and based on the factors affecting the booking of the tour via online network as shown in Figure 1.

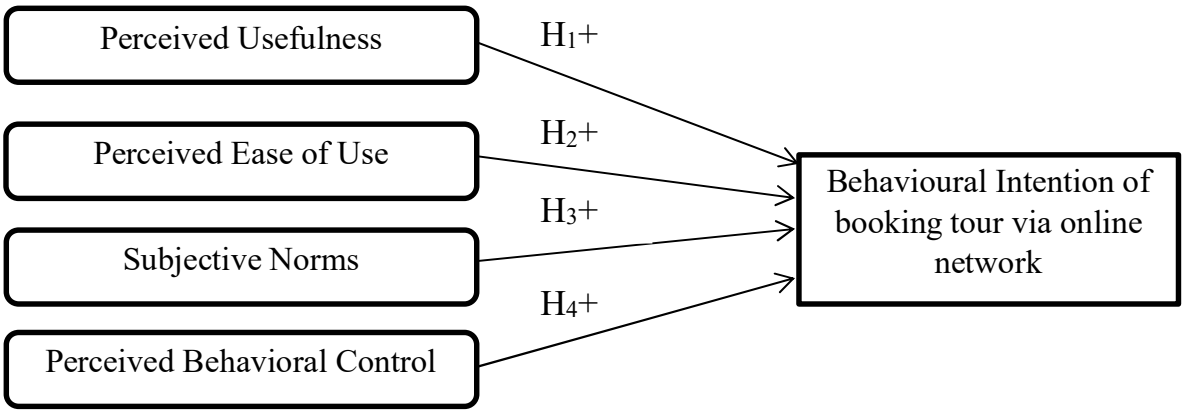

Figure 1. Proposed research model

Describe the variables included in the model: **Behavioural Intention** of booking tour via online network: this is the behavior that indicates a customer's willingness to make online travel bookings. This is the act that has a direct impact on the Customer's Actual Travel Booking Order and plays an important role in the purchase behavior of the Customer (Ajzen, 2002); **Perceived Usefulness** of booking tour via online network: the extent to which customers believe that through booking tour via online network, their booking will be more effective; **Perceived Ease of Use** of

booking tour via online network: how much customers believe booking tour via online network is easy and effortless; **Subjective Norms** of booking tour via online network: this factor is to determine the influence of important people who influence customers in their customers' plans to book online travel (they can be spouses, parents, friends, colleagues, etc.) (Ajzen, 1991); **Perceived Behavioral Control** of booking tour via online network: based on the previous experience of using online travel services or depending on the availability and conditions and opportunities available, customers can make their own online travel booking decision directly.

2.4. The research hypothesis

H_1: Perceived Usefulness of booking tour via online network has a positive impact on Behavioural Intentiom of booking tour via online network; **H_2:** Perceived Ease of Use of booking tour via online network has a positive impact on Behavioural Intentiom of booking tour via online network; **H_3:** Subjective Norms of booking tour via online network has a positive impact on Behavioural Intentiom of booking tour via online network; **H_4:** Perceived Behavioral Control of booking tour via online network has a positive impact on Behavioural Intentiom of booking tour via online network.

3. Methodology

Research is conducted through two main phases: Qualitative research and Quantitative research: Qualitative research was conducted through hand-to-hand interviews with experts who often use the form of online travel, members of travel clubs, and lecturers in the tourism - restaurant - hotel industry with sample size is five. This is to detect and adjust the scale accordingly. Quantitative research is conducted through two processes: a test survey with a sample number is 50, the purpose is to detect errors and improve the questionnaire and the official survey will conduct interviews with tourists staying in Ho Chi Minh City with a larger number of samples.

Table 1. Scale of factors that influence Behavioural Intention of booking tour via online network scale

Name of the variable	Denoted	Questions
Perceived Usefulness scale (PU)	PU1	I find the service online travel bookings will improve my efficiency.
	PU2	I find travel booking service over the network increases my efficiency.
	PU3	I find online travel services to increase my productivity.
	PU4	I find the online travel reservation service will help me reach my goal quickly.
	PU5	I find travel services booked online will make booking flights easier schedule.
	PU6	I found the online travel service very helpful
Perceived	PEU1	Learning how to use the online travel booking service is easy for

Ease of Use scale (PEU)		me.
	PEU2	I find it very easy to use the online travel booking service to do what I want.
	PEU3	My interaction with the online travel booking service is clear and easy to understand.
	PEU4	Online travel booking service is flexible to interact.
	PEU5	It is very easy for me to become more proficient in using the online travel booking service.
	PEU6	I find the online travel booking service easy to use.
Subjective Norms scale (SN)	SN1	People who influence my behavior think I should use the online travel booking service.
	SN2	Those who are important to me think that I should use an online travel booking service.
	SN3	Other people (except for the two groups above) that I know expect that people will like me using online travel booking service.
Perceived Behavioral Control scale (PBC)	PBC1	I am the one who proactively decides to book a trip online.
	PBC2	I have no problem using the online travel reservation service.
	PBC3	I can always order the travel I have chosen through the online travel reservation service.
	PBC4	I can use the travel booking service whenever I want.
	PBC5	When using the online travel reservation service, I am not bound by any problems.
Behavioural Intention scale (Y)	BI1	I plan to book an online trip for the next business trip/ travel.
	BI2	I will use online travel reservation service when needed.
	BI3	I intend to use the online travel reservation service.
	BI4	I intend to use online travel booking service forever after.

The sample size is calculated based on the following studies: According to Hair (2009), the number of observations for EFA factor analysis must be at least four or five times higher than the number of observed variables, the research topic has 24 variables observations, so the number of samples needed will be 24*5 = 120. On the other hand, according to Gorsuch (1990), factor analysis requires at least 200 observations. Tabachnick and Fidell (2007) suggest that the sample size will give the corresponding research results: 50 is very poor, 100 is poor, 200 is quite good, 300 is good, 500 is very good and 1000 is excellent. In addition, this study was conducted with tourists, so a large sample size is needed to achieve a high level of confidence and high representativeness. Therefore, this study needs to have a minimum sample size of more than 200. With the ability and time allowed, this study conducted a survey of 300 tourists to collect the best number of valid samples. The number of official questionnaires issued was 300; after the end of the survey, the

number of valid copies was 244/300. Then 244 surveys will be used in the analysis process. After collecting enough information, the data will be processed by SPSS software. The observed variables will be coded, entered, and cleaned to form a data set for analysis.

4. Results and Discussion

4.1. Information on research samples

The proportion of customers with a higher proportion of Women than Men (54.5%), customers in the age group of 23 - 30 years old accounted for the highest proportion (62.3%), the marital status of single customers was the majority (75.8%), the highest educational attainment is University (68%), the common occupation is Office worker (51.2%) and the monthly income of the majority of customers is from 6 to 10 million (49.2%).

Table 2. Information on research sample

	Characteristics	Amount	Ratio (%)
Gender	Male	111	45.5
	Female	133	54.5
Age	15 - 22	30	12.3
	23 – 30	152	62.3
	31 - 40	48	19.7
	41 - 55	11	4.5
	> 55	3	1.2
Marital status	Married	54	22.1
	Single	185	75.8
	Others	5	2.0
Academic level	College	34	13.9
	University	166	68.0
	Postgraduate	28	11.5
	Secondary and lower	7	2.9
	High school & professional secondary	9	3.7
Career	Lecturer/ Teacher	11	4.5
	Student	43	17.6
	Other freelance jobs	50	20.5
	Officer	125	51.2
	Housewife	15	6.1
Income	VND 11 - 15 million/ month	22	9.0
	VND 6 - 10 million/ month	120	49.2
	< VND 5 million/ month	84	34.4
	> VND 15 million/ month	18	7.4

4.2. Scale Reliability and Validity

The reliability of the scale is analyzed through Cronbach's Alpha coefficient. The scale is accepted when Cronbach's Alpha coefficient is 0.7 or higher and observed variables with a total correlation coefficient less than 0.4 will be removed (Hoang Trong and Chu Nguyen Mong Ngoc, 2008).

Cronbach's Alpha reliability coefficients of independent variables: Perceived Usefulness scale, Perceived Ease of Use scales, and Subjective Norms scale have Cronbach's Alpha coefficient greater than 0.7 and the observed variables all have a correlation coefficient of the total variable greater than 0.4 so these observed variables will be uniform, retained and used in Exploratory Factor Analysis (EFA). Perceived Behavioral Control scale has a Cronbach's Alpha coefficient is 0.750, we find that the observed variable PBC1 has a correlation coefficient of the variable smaller than 0.4 (correlation of a total variable of 0.389), so remove the variable and run again for this scale. Results after removing the observed variable PBC1, Cronbach's Alpha coefficients do not change by 0.750, and all observed variables have a total correlation coefficient greater than 0.4, so these observed variables will be retained for use in Exploratory Factor Analysis.

Table 3. Cronbach's Alpha reliability coefficients of independent variables

Observed variables	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cronbach's Alpha reliability coefficients of Perceived Usefulness scale: 0.790				
PU1	18.52	7.534	0.696	0.719
PU2	18.63	7.642	0.621	0.738
PU3	18.61	8.140	0.529	0.761
PU4	18.31	8.240	0.507	0.766
PU5	17.94	8.700	0.427	0.784
PU6	17.97	8.468	0.470	0.774
Cronbach's Alpha reliability coefficients of Perceived Ease of Use scale: 0.823				
PEU1	18.09	9.518	0.564	0.800
PEU2	18.29	9.070	0.644	0.782
PEU3	18.42	9.380	0.564	0.800
PEU4	18.30	9.834	0.522	0.808
PEU5	18.33	9.161	0.631	0.785
PEU6	18.24	9.161	0.607	0.790
Cronbach's Alpha reliability coefficients of Subjective Norms scale: 0.761				
SN1	6.36	2.208	0.628	0.640
SN2	6.38	2.055	0.643	0.619
SN3	6.36	2.397	0.511	0.768

Observed variables	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cronbach's Alpha reliability coefficients of Perceived Behavioral Control scale: 0.750				
PBC1	13.56	7.161	0.389	0.750
PBC2	14.07	6.106	0.610	0.669
PBC3	14.10	6.644	0.518	0.705
PBC4	13.63	6.892	0.503	0.711
PBC5	14.13	6.260	0.561	0.688
Cronbach's Alpha reliability coefficients of Perceived Behavioral Control scale after removing the variable PBC1: 0.750				
PBC2	10.26	4.242	0.547	0.691
PBC3	10.29	4.380	0.555	0.686
PBC4	9.82	4.823	0.464	0.733
PBC5	10.32	4.011	0.616	0.650

Cronbach's Alpha reliability coefficients of dependent variable: Cronbach's Alpha reliability coefficients of Behavioural Intention scale is 0.763; the observed variable BI2 has a correlation coefficient of less than 0.4 (total correlation coefficient of 0.392), so remove the variable and run again for this scale. The result is run again after removing BI2 variable for Cronbach's Alpha Coefficient dependent scale. The intended behavior is increased to 0.785 and all observed variables have a total correlation coefficient greater than 0.4, only the correlation The BI1 coefficients are greater than 0.4 but Cronbach's Alpha coefficients if the type of variables will increase but not significantly (0.785 - 0.795); moreover, the question in the model must go through a process of research and research. Research and inherit from the proven scale, so the author retains this SN3 observation variable for analysis. Therefore, these observed variables will be kept for use in Exploratory Factor Analysis.

Table 4. Cronbach's Alpha reliability coefficients of a dependent variable

Observed variables	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cronbach's Alpha reliability coefficients of Behavioural Intention scale: 0.763				
BI1	10.08	4.158	0.615	0.678
BI2	9.72	5.595	0.392	0.785
BI3	10.21	4.462	0.640	0.665
BI4	10.45	4.298	0.614	0.677
Cronbach's Alpha reliability coefficients of Behavioural Intention scale after removing the variable BI2: 0.785				
BI1	6.31	2.791	0.549	0.795
BI3	6.44	2.823	0.672	0.663
BI4	6.68	2.645	0.661	0.668

After analyzing the reliability of the scales based on Cronbach's Alpha coefficient, we removed 02 observed variables: PBC1 and BI2 (due to the correlation coefficient, the sum is less than 0.4). A total of 22 remaining variables will be used for the next step in Exploratory Factor Analysis.

4.3. Exploratory Factor Analysis

Through the KMO and Barlett test results of the independent variable scale, the KMO coefficient is quite high at 0.858 (satisfying the requirement of 0.5≤ KMO ≤ 1) with the p-value of Barlett's testing being 0.000, showing Exploratory Factor Analysis is appropriate. In addition, five factors are drawn from 19 observed variables with an Eigenvalue level greater than 1. The extracted coefficients of 63,28% satisfy the requirement to be greater than 50% and show that these five factors explain 63,28% variation of data. The results show that all Factor Loading of observed variables is greater than the requirement of 0.5. Should the observed variables be retained? The scale is focused on five factors instead of the original four factors. The reason is that the observed variables in the Perceived Usefulness variables are split into two. Nguyen Dinh Tho (2011) explained that this phenomenon is because the original concept is a unidirectional concept (1 factor). However, when surveying customers, they perceive them as two different multidirectional concepts (2 factors) (Nguyen Dinh Tho, 2011). Proceed to rename these two new factors and adjust the model and hypothesis, accordingly, based on the observed variables also located on one factor and combined with the meaning of the observed variables.

The first factor consists of a set of three observed variables PU1, PU2, and PU3. These observed variables reflect customers' perceptions of the increased efficiency, so the name of the factor is Perceived Effectiveness (PEF).

The second factor consists of a set of three observable variables PU3, PU4, and PU5, which all reflect the Customer's perceptions of ease, quickness and usefulness, thus naming the factor as Perceived Convenient Awareness (PCA).

The third factor consists of a set of six observed variables PEU1, PEU2, PEU3, PEU4, PEU5, PEU6 are all part of the Perceived Ease of Use variable, so the name is called Perceived Ease of Use (PEU).

The fourth factor includes the set of three observation variables SN1, SN2, SN3, which are all part of the Subjective Norms variable, so named this factor Subjective Norms (SN).

The fifth factor consists of a set of four observed variables PBC2, PBC3, PBC4, PBC5, all belonging to the component of Perceived Behavioral Control, so named the factor is Perceived Behavioral Control (PBC).

4.4. Adjusted model and research hypotheses

The model with the hypotheses is adjusted as follows:

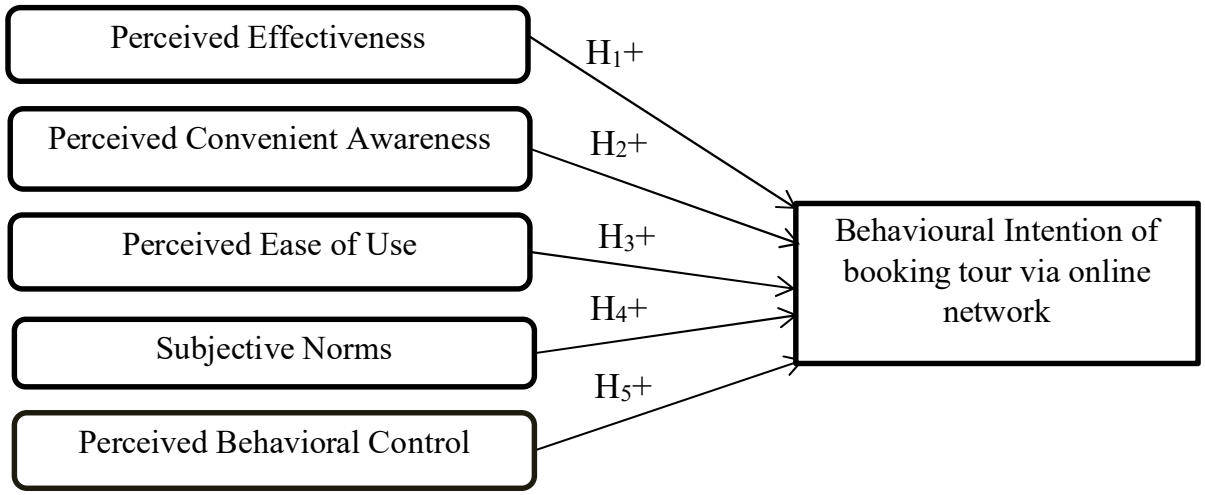

Figure 4. Adjusted research model

The adjusted hypotheses for the study are as follows: **H_1:** Perceived Effectiveness of booking tour via online network has a positive impact on Behavioural Intention of booking tour via online network; **H_2:** Perceived Convenient Awareness of booking tour via online network has a positive impact on Behavioural Intention of booking tour via online network; **H_3:** Perceived Ease of Use of booking tour via online network has a positive impact on Behavioural Intention of booking tour via online network; **H_4:** Subjective Norms of booking tour via online network has a positive impact on Behavioural Intention of booking tour via online network; **H_5:** Perceived Behavioral Control of booking tour via online network has a positive impact on Behavioural Intention of booking tour via online netwo.

4.5. Correlation analysis and regression analysis

Correlation analysis: The correlation analysis is based on Pearson correlation analysis, the results show that the independent and dependent variables are correlated with the dependent variables, so independent variables can be included for regression analysis.

Regression analysis: The Coefficients regression coefficient at the significance level of 5% shows that there are three independent variables with statistical significance ranked by the level of influence from high to low is Perceived Behavioral Control, followed by the Subjective Norms and the lowest is Perceived Effectiveness with sig. coefficients are less than 0.05 at the 5% significance level. Hence hypotheses H1, H4, H5 are accepted. The two independent variables that are not statistically significant in the model are Perceived Convenient Awareness and Perceived Ease of Use due to the Sig. coefficient is greater than 0.05, so hypotheses H2 and H3 are rejected.

Table 7. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	B
(Constant)	-0.237	0.289		-0.821	0.413		
F_PEF	0.230	0.065	0.207	3.529	0.001	0.631	1.585
F_PCA	0.004	0.070	0.003	0.054	0.957	0.732	1.367
F_PEU	0.089	0.080	0.068	1.116	0.266	0.584	1.711
F_SN	0.261	0.063	0.233	4.137	0.000	0.686	1.458
F_PBC	0.449	0.068	0.381	6.580	0.000	0.648	1.543
Dependent Variable: F_BI							

Perceived Effectiveness factor (PEF): With sig. level significance is 0.001 (<0.05), this variable is statistically significant in the model. Regression coefficient B is 0.230, bearing a positive sign (+), showing a positive correlation with the dependent variable. So, hypothesis H1 is accepted. Thus, at the 5% significance level, when the Customer's Perceived Effectiveness increased by one unit, their Behavioral Intention increased to 0.230 units. Through the standardized Beta coefficient of 0.207, we found that the Perceived Effectiveness variable has a third influence on Behavior Intention of booking tours via online network. The perceived Effectiveness factor is an element that is separated from the Perceived Usefulness factor, which is useful due to the factual process of the tourist survey, which can be seen for tourists to have an effect on their intended behavior.

Subjective Norms factor (SN): With sig significance level 0.000 (<0.05), this variable is statistically significant in the model. Regression coefficient B is 0.261, positive sign (+), showing the positive correlation with the dependent variable. So, hypothesis H4 is accepted. So, at a 5% significance level, when a customer's Subjective Norms increased by one unit, their Behavioral Intention also increased to 0.261 units. Through the standardized Beta coefficient of 0.233, we find that the Subjective Norms variable has the second highest impact on the Behavioral Intention of booking tours via online networks. For the fact in Ho Chi Minh City, this is appropriate because when customers want to book a trip, they often refer to information and comments from their neighbors.

Perceived Behavioral Control (PBC) factor: With significance level sig. 0.000 (<0.05), this variable is statistically significant in the model. Regression coefficient B is 0.449, bearing a positive sign (+), showing a positive correlation

with the dependent variable. So, hypothesis H5 is accepted. Thus, at the 5% significance level, when the Customer's Perceived Behavioral Control increased by one unit, the Behavioral Intention also increased to 0.449 units. Through the standardized Beta coefficient of 0.381, the variable Behavioral Control has the highest impact on Behavioral Intention of booking tours via online networks.

Perceived Convenient Awareness (PCA) factor: with the coefficient sig. = 0.957> 0.05, this variable is not statistically significant in the research model. Show that in the Behavioreal Intention model of booking tours via online networks for tourists in Ho Chi Minh City, customers do not care much about the Perceived Convenient Awareness factor.

Perceived Ease of Use (PEU) factor: with the coefficient sig. = 0.266>0.05, this variable is not statistically significant in the research model. Show that in the Behavioral Intention model of booking tour via online network for tourists in Ho Chi Minh City, customers do not care much about the Perceived Ease of Use factor. In fact, the survey subjects are people of the age who have access to advanced technology and are highly qualified, so this factor does not affect their intended behaviors.

The relevance of the model is 47.2%, suggesting that there are still other factors influencing the tourist's intended behavior. This can be explained by the research problem related to cognitive relationship (due to individual awareness, impact perception due to close relationships that are difficult to predict) so R-squared does not reflect that while regression coefficient Beta will be more meaningful than.

5. Conclusion and recommendation

5.1. Conclusion

The study contributes to the practical application and completes the theoretical model that predicts the factors that influence the Behavioral Intention; This is considered one of the first applied research applications in the field of online travel business in Vietnam in order to help businesses better understand the factors affecting tourists' plans, contribute to increasing tourism exploitation efficiency. With the results from the research, the author would like to provide some implications for businesses that use or are interested in the online travel business as follows:

The factor Perceived Behavioral Control: This factor is most appreciated in the factors affecting the Behavioral Intention and has a positive impact on Behavioral Intention. That is, in fact, true because before the factors that influence, the decision makers are still the tourists themselves. They will be based on their own experience or predictions based on considering the factors outside, consult relatives, friends, etc. but above all, it is necessary to see their conditions and availability to carry out their decision-making behavior. This factor also includes customers' perceptions of the characteristics brought about by the form of online travel, which show that this factor is highly subjective due to the characteristics of users feel and based on individual customer conditions, businesses need to take measures to influence the prices,

programs, reasonable promotion policies, etc. to suit Customer's available condition.

The factor Subjective Norm: The Subjective Norm criterion has a positive effect on the Behavioral Intention of booking tour via online network, in practice it is appropriate. Companies need to focus more on this issue in order to build in the heart of each Customer good feelings for business to be more effective. The direct and indirect impacts through social networking sites, groups, forums, etc. are actions that need to be taken to gain positive comments and comments about the business. Business travel businesses need to build their own network of loyal customers and building a professional customer care team is an important issue that needs to be addressed in order to answer customers' questions quickly and best. If good internal factors and communication methods to influence customers effectively are ensured, then the feelings of customers will be positive and effective.

The factor Perceived Usefulness: The Perceived Usefulness has a positive impact on the Behavioral Intention of booking tour via online network. The main object of booking online travel through the survey is the majority of people who are office workers in the modern age, so they will require a lot of efficiencies. Businesses need to understand that and must take measures to focus on efficiency to really make customers realize that using online travel is an effective way in the current period.

5.2. Recommendations

Based on the analysis results, the author has the following solutions and recommendations:

To influence the Perceived Behavioral Control of customers, companies need to pay attention to the following: According to the actual survey, the majority of tourists with average income have a university education and the majority have a career as an office worker. This feature shows that customers are most modern people, often have access to scientific and technical advances, and they are people who have a deep and practical perception, so businesses need to identify the main customers that their company needs to target, combine with building products with associated costs and quality to suit the needs of customers. Some recommendations the author recommends:

- Companies need to have a variety of travel programs that are affordable for different customers. For high-class customers, high-income levels, the associated utilities will be increased (hotels, shuttles, meals, more attractions, etc.), customers with If the income is not high, the product programs will be more economical.
- Companies should create articles with an analysis of the savings that customers will save when participating so customers can compare.
- Companies should often have incentives, and promotions for target customers such as office workers, students, etc. Encourage customers to travel in groups to get price incentives.
- Ensure the quality of services to best serve customers at the price customers pay. Customer's comments, questions, or complaints must also be answered in the best way to retain customers.

- The information and wording on the website must be clear and easy to understand, and the ordering process must be easy and neat. Always create a friendly way, without any hindrance when customers participate in booking travel online.

To influence the Subject Norm of customers, companies need to pay attention to: It is not easy to influence the feelings of those around you and your loved ones, but it is very important and plays a vital role in today's competitive time. On the one hand, businesses have to perfect their tourism products as well as build an online travel business page to create goodwill with customers. On the other hand, they must enhance the advertising and propaganda to create a good brand. Positive crowd response with good feelings to your business. To solve this problem, the author has some suggestions as follows:

- Focus on the company's webmaster team to build a high-profile website through online keyword purchases, SEO tips to increase presence, etc. And above all, set up a website with functions and layout, eye-catching, user-friendly presentation.

- Enhance communication effectiveness through online media such as groups, forums, popular social networking sites, high-traffic websites, travel websites, and social media websites, e-commerce websites, etc.

- Set up scoring and commenting function on the website so customers can comment. This is to collect customer reviews as well as give customers a review of the service of the business to capture timely and improve the quality. This is an effective way and is widely used on travel and room booking websites around the world and has a significant impact on customer choices. However, it is necessary to have a moderation team before the customer comments are posted to avoid negative comments and tricks of other competitors.

- Guaranteed information posted as well as products and services.

- Build a professional customer care team to be able to respond to customer requests, inquiries and complaints quickly and best, bringing customer satisfaction in every customer request.

- Companies should have preferential policies for member customers and loyal customers. Such as discount policies, gratitude programs, gifts, and lucky customer programs when booking an online trip, have the opportunity to win, etc. in order to build a loyal customer base with businesses.

- Participate and organize annual events, fairs, and tourism promotion programs to maintain and enhance the brand image with customers. Through this, it will propagate and encourage customers to regularly use the online booking method through their business website.

To influence the Perceived Usefulness of customers, companies need to pay attention to: The solutions to increase customers' effective awareness are as follows:

- Using communication methods to talk about the effectiveness of booking online travel and linking to using this form via the company's website (published in the newspaper and newspaper), networks,

websites, attending travel fairs, distributing leaflets, etc.

- Participating in the smartphone ordering system through applications, ordering system through smart TVs, etc. to show customers the convenience and efficiency of booking travel online.

- Ensuring the effectiveness of the tools on the website: easy registration, quick ordering, lightweight procedures, flexible payment methods, quick and timely delivery of vouchers, comparison tool, reference, search to ensure requirements, avoid congestion when the order volume is too high.

5.3. Limitations of the study and further research directions

This study has identified factors affecting the travel behavior of domestic tourists in Ho Chi Minh City; however, there are the following limitations: this study only focuses on factors that influence customers' intended behavior but do not say how those factors affect actual buying behavior, further research should have an impact on customer buying behavior; the sampling method is convenient and the research is only conducted at famous and popular hotels and tourist attractions in Ho Chi Minh City, so the representation is not high, the number of research samples is small because the target is a tourist, so the sample needs more; the target audience is guests who are staying and are interested in booking online without focusing on potential customers and foreign tourists, the following studies need to focus on the above subjects and can choose other methods of data collection to make the data more representative; the research results only explain 47.2% of the variation of the data, and further research needs to study more variables affecting the intended behavior to a better model.

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