

Interpretation of the Customers' Behavioral Intention in Online Hotel Rooms Booking: Application of the Extension of the Unified Theory of Acceptance and Use of Technology, a Field Study of Some Hotels in Eastern Algeria

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Abstract:

The aim of this study is to investigate the factors that influence customers' intention to book hotel rooms online using the unified theory of acceptance and use of technology. Specifically, the study will explore the impact of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Habit, Price Value, Hedonic Motivation, and Perceived Trust in hotels across several states in eastern Algeria. To collect data for the study, a self-administered questionnaire was designed and distributed to a sample of 303 hotel users, and the data were analyzed using SPSS v.25.

Findings show that customers' behavioral intention to book hotel rooms online is positively influenced by all the constructs of the unified theory of acceptance and use of technology. However, the degree of impact varies across the dimensions studied. The constructs that had the most significant impact on customers' behavioral intention were habit, social influence, hedonic motivation, and perceived trust. In comparison, Performance Expectancy, Effort Expectancy, facilitating conditions, and price value had a lesser impact.

Based on these findings, the study offers theoretical contributions, practical recommendations for hotel managers, and suggests future research prospects.

Keywords: Behavioral Intention, Online Hotel Booking, Extension of the Unified Theory of Acceptance and Use of Technology (UTAUT2), Hotel Managers.

Jel Classification Codes: M31.M39

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I. INTRODUCTION

The considerable development of information and communication technology (ICT) has increased the interaction with this technology in helping individuals to facilitate their lives. (Nofadhila, Prasetio, & Sofyan, 2018). Nowadays, this technology has allowed humans to do their various work and aided them in various aspects of their lives because now anyone can get information anywhere and anytime just by clicking a finger.

Algeria, like other countries of the world, has been affected by this modern technology. Many survey results show that users of the Internet and smart phones in Algeria constantly increase every year. The presence of these new technologies reinforces people's enthusiasm to use them to help them in their daily activities. In Algeria, the Internet was has used by about 83.80% of the total population up to 31 December 2021, according to the website (internet world stats, 2022).

In light of these developments, hotel establishments have found themselves obliged to adopt information technology through online bookings and the promotion of their services. Websites, platforms, content, and pages have appeared on social media sites to facilitate hotel services. Some studies confirm that easy-to-use online hotel booking apps to use, this leads to frequent use and, in turn, reduces the effort and time of customers (Lata, 2021), and that the online booking system has improved customer service in hotels better than before (Malkawi, 2016). Some statistics indicate that the number of customers using online booking apps to book travel tickets, accommodation, airline tickets, and car rental services is on the rise (Bilgihan, Nusair, Okumus, & Cobanoglu, 2015). Hotel owners and developers of hotel booking applications should be able to integrate all customer acceptance determinants and use applications when designing hotels to enhance their usage, attractive applications will enhance adoption and encourage customers to book a room directly with the hotel (Ismail, Hanafiah, Hemdi, Sumarjan, & Azdel, 2020).

The current study explains customers' behavioral intention to book hotel rooms online and the category interviewed was potential hotel customers from Eastern Algeria. The online hotel booking system should respond to customers' needs at every time, place, and continuously. Hotel managers need to understand whether the online booking system is the main factor in influencing the behavioral intent of the respective customers.

Research on the acceptance and use of information technology - from a psychological and social perspective - has evolved in several stages, beginning in the twentieth century, starting with the Theory of Reasoned Action (TRA), for its owner (Fishbein & Ajzen, 1975), and then the Technology Acceptance Model (TAM) for:

(Davis & Davis, 1989) This model indicates that when a new computer device and new technology are introduced to users, the factors influencing their decision on how they use this technology are perceived usefulness, perceived ease of use, and over time and the evolution of theories that study users' behavior (Venkatesh, Morris, Davis, & Davis, 2003) developing a more effective model of users' behavior towards acceptance of new technology which called Unified Theory of Acceptance and Use of Technology (UTAUT) which contains four fundamental constructs: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, these four variables have a direct relationship with intention and other variables such as gender, age, voluntariness and experience beside having a direct impact on usage (Mutlu & Der, 2017). After many studies and experiments, both (Venkatesh, Thong, & Xu, 2012) developed and expanded the unified theory of acceptance and use of technology and suggested that it be named The Extension of the Unified Theory of Acceptance and Use of Technology (UTAUT2), combining other variables: Facilitating Conditions, Price Value, Habit, as well as the four previous variables in the first model to study the user's intention and behavior, making it more powerful and effective than the previous models, and the (UTAUT2) model has been used in many areas and fields and has proven its efficacy to interpret the behavioral intention for users.

1. Research Model and Research Hypotheses

During this study, (UTAUT2) model was used to find out about customers' behavioral intentions in booking hotel rooms online, and then describe the background of (the UTAUT2) model followed by study hypotheses.

1.1. Background to the Unified Theory of Acceptance and Use of Technology (UTAUT2)

This theory extends the Technology Acceptance Model (TAM), a merging of eight other theories. It provides a useful tool for managers who need to assess the prospects for the success of new technologies. The theory also uses an understanding of the driving forces to accept a proactive design of interventions aimed at people less inclined to adopt and use new systems.

This theory also helps to unify popular theories in previous studies, integrate the four key constructs, and take into account vital influences including organizational context, user experience, and demographic characteristics.

This theory results from multiple theories and models illustrating technology acceptance behavior. When researchers encounter the problem of choosing from these multiple models, where they are accustomed to choosing factors influencing

the acceptance of technology from different theories or choosing one theory at the expense of other theories that affect the contribution of other theories and therefore recognize the need to combine these factors into a single system to reach a unified vision for the study, analysis, and acceptance of technology for users.

Thus, (Venkatesh, Morris, Davis, & Davis, 2003) proceeded to integrate the eight models of technology acceptance and proposed the Unified Theory of Technology Acceptance and Use (UTAUT) model. These theories are shown in Table (1) :

Table (1): Theories and models used in the User Acceptance Model

Theory/Model	Reference
Theory Of Reasoned Action (TRA)	(Fishbein & Ajzen, 1975)
Technology Acceptance Model (TAM)	(Davis, 1989)
The Social Cognitive Theory (SCT)	(Bandura, 1986)
Innovation Diffusion Theory (IDT)	(Moore & Benbasat, 1991)
Theory of planned behavior (TPB)	(Ajzen, 1991)
The model of PC utilization (MPCU)	(Thompson, Higgins, & Howell, 1991)
Motivational Model (MM)	(Davis, Bagozzi, & Warshaw, 1992)
A model combining : TPB,TAM TAM and TPB (C-TAM-TPB))	(Taylor & Todd, 1995a) and (Taylor & Todd, 1995)

Source: Prepared by researchers based on (Venkatesh, Thong, & Xu, 2012).

According to the UTAUT model, there are four independent variables, namely Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions, the four variables can affect the intention of use and the behavior of users in customers, the other four variables, namely: gender, age, experience and voluntariness of use, play the role of modifying the relationship between independent variables and dependent ones, (Venkatesh, Morris, Davis, & Davis, 2003), model variants (UTAUT) are explained as follows by: (Venkatesh, Morris, Davis, & Davis, 2003)

Performance Expectancy: the degree to which an individual believes that using the system will help him or her to attain gains in job performance.

Effort Expectancy: the degree of ease associated with the use of the system

Social Influence: the degree to which an individual realizes that people who are important to him/her (family and friends) believe that they should use a particular technique.

Facilitating Conditions: the degree to which an individual believes that an organization's technical infrastructure exists to support the use of the system.

According to the model (UTAUT), each performance expectancy, effort expectancy, and social influence, affect the behavioral intention to use the

technology. In contrast, the behavioral intention and facilitating conditions influence the user's behavior.

1.2. Extension of the Unified Theory of Technology Acceptance and Use (UTAUT2)

After much research and studies taken from the model (UTAUT) as a reference, and this underscores its utilitarian value of it, Venkatesh, Thong, and Xin Xu developed this model by adding other variables to it and became called the extension of the standardized theory of acceptance and use of technology (UTAUT2), these variables are the hedonic motivation, price value, consumer habit, as well as first form variables (UTAUT), and they explained the variables as follows: (Venkatesh, Thong, & Xu, 2012)

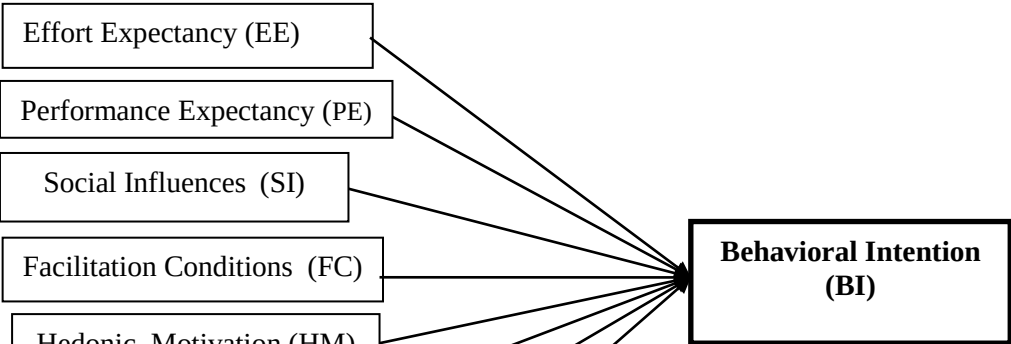
Hedonic Motivation: It is fun derived from the use of technology.

Price Value: The consumer's cognitive trade-off between the perceived benefits of applications and their cash cost.

Consumer Habit: that is, how much people tend to perform behaviors automatically due to learning.

In the model (UTAUT2) Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit influence behavioral intention to use technology, while behavioral intention, facilitating conditions, and consumer habit influence the user's behavior, whereas age, gender, and experience play a role in the rate. In this study, we will depend on the interpretation of customers' behavioral intention to book hotel rooms online, applying a theory of (UTAUT2), as we will add another variable of Perceived Trust and knowledge of its impact on behavioral intention so that the study model illustrated in Figure (1):

Figure (1): Scheme for extension of the Unified Theory for Acceptance and Use of Technology (UTAUT2) proposed for this study.



Price Value (PV)

Habit (HB)

Perceived Trust (PT)

The perceived trust variable can be defined as a mutual agreement between two parties that one will not exploit the other party's weaknesses (Barney & Hansen, 1994), behavior based on one person's beliefs about another's characteristics, because the degree of uncertainty in virtual environmental transactions is higher than in the traditional environment (Roca, García, & Vega, 2009).

2. Development of hypotheses in the model (UTAUT2)

The theory of extension, the acceptance and use of technology (UTAUT2) focuses on customers' acceptance and use of technology. This model has therefore been adapted under this study to test existing hypotheses to determine the underlying factors affecting customers' intention in online hotel booking, and based on a model (UTAUT2) the following hypotheses are proposed:

2.1. Performance Expectancy (PE) and Behavioral Intention (BI):

Usually, when new technology is introduced to the customer, and we inform him about its importance and the need to operate, it improves performance and is likely to continue to be used in the future. (Venkatesh, Morris, Davis, & Davis, 2003). As part of a study conducted by the researcher (Al-Farani & Al- Hujaili, 2020), in the field of education, performance expectancy was found to be one of the main factors influencing teacher's acceptance of artificial intelligence (AI) applications, and their acceptance had a positive impact on their intention to use it in the process of education, as confirmed by a study (Yawised, Apasrawirote, Chatrangsan, & Muneesawang, 2022), that expected performance is among the key factors affecting medium and small enterprises' intention to adopt mobile travel applications, in addition to which both (Chang, Liu, Huang, & Hsieh, 2019) attempted to identify factors that affect online hotel booking, and finding that expected performance has a significant impact on online hotel booking intent within a model (UTAUT2) The expected performance is an essential determinant to explain customers' behavioral intention. The hypothesis has therefore been formulated as follows:

H1: The performance expectancy affects customers' behavioral intention to book hotel rooms online at the hotel field of study.

2.2. Effort Expected (EE) and Behavioral Intention (BI):

According to a study by (Huang, Pan, & Hsieh, 2012), users are influenced by the quality of the online recruitment site's web service, and have the constant intention and loyalty to use it, (china, tin, & Yuh, 2009) noted that when customers compared new technology to what they used earlier and found that the new technology was easier to use and did not require much training. They are likely to increase their intention to use new technology. According to previous studies, perceived ease of use was a determining factor driving users to use a new technique, and efforts to use new technology have directly affected users' acceptance and implementation of technology. As (Lai, Huang, Lu, & Chang, 2013) mentioned that perceived ease of use has effects on online booking. The anticipation of effort is a significant factor that has a significant impact on behavioral intention in the (UTAUT2) model, so we suggest the following hypothesis based on previous studies:

H2: The Expectancy effort affects customers' behavioral intention to book hotel rooms online at the hotel field of study

2.3. Social Influence (SI) and Behavioral Intention (BI):

(Venkatesh, Morris, Davis, & Davis, 2003), considers that social influence is the degree to which an individual sees others' belief in the need to use a new system, where an individual decides to make online purchases because individuals around him do the same, and among previous studies that have found that social influence has a significant role to play in influencing behavioral intention. The study (Hassan, 2021), argued that social influence was an essential factor for financiers as it ranked first of all factors in a model (UTAUT2). The study of (Ul-Ain, Kaur, & Waheed, 2015) confirmed that students' intention towards using the learning management system (LMS) is influenced by their friends or teachers' beliefs about the use of this system, and the social influence on behavioral intention is shown positively in the study of (Nathan, Victor, Tan, & Maria, 2020), when customers use the Airbnb app when booking hotel rooms in the historical city of Malacca, Indonesia, through the influence of important and influential people on purchasing behavior. The following hypothesis is therefore raised:

H3: Social influence affects customers' behavioral intention to book hotel rooms online at the hotel field of study.

2.4 . Facilitating Conditions (FC) and Behavioral Intention (BI):

Facilitating conditions are defined as the degree to which an individual believes that the organizational and technical infrastructure exists to support the use

of the system (Venkatesh, Morris, Davis, & Davis, 2003). Previous studies have shown that promoting conditions are highly and positively associated with facilitating conditions in different fields. (Ahmed, Streimikiene, & Streimikis, 2021) Emphasized that enabling conditions positively affect behavioral intention. The latter influence user behavior in their acceptance of the learning management system during the Covid-19 pandemic, as confirmed by the study of (Ali Younis, 2021) that facilitating conditions significantly affect behavioral intention and actual use of mobile shopping applications in Egypt, as well as in the field of banking services, where we find a study that emphasized the impact of facilitating conditions on the intention of individuals in Sudan to use the internet for banking (Al-Shukri, Khair, & Hamad, 2016). Thus, it can be inferred that using Internet in hotel room booking processes will affect customers' behavioral intentions in booking hotel rooms online. Therefore, we assume that the following hypothesis is made:

H4: Facilitating conditions affect customers' behavioral intention to book hotel rooms online at the hotel field of study.

2.5. Hedonic Motivation (HM) and Behavioral Intention (BI) :

According to the study of (Venkatesh, Thong, & Xu, 2012), hedonic motivation is the pleasure or enjoyment derived from using technology. It has been proven to play a prominent role in determining the user's acceptance of technology. A strong relationship between hedonic motivation and behavioral intention can be found in many studies and various areas. In the area of local administration, the results of the study (Saputra, Izzati, & Rahmadiani, 2021) confirmed that hedonic motivation affects the intention of employees to use the Government Resource Planning system, i.e. the more pleasure the employee gets, the more likely it is to influence the intention of use, and in the area of booking through tourism and travel agencies confirmed (Lubis & Rahmiati, 2019) that the motivation for pleasure has a significant impact on the acceptance and use of technology so that the more fun and amusement customers feel in using online booking of tickets, the more they use this technology, so the hedonic motivation and amusement of an enterprise strategy to attract customers to use it. Based on these assumptions, we propose the following hypothesis:

H5: Motivation affects customers' behavioral intention to book hotel rooms online at the hotel field of study.

2.6. Price Value (PV) and Behavioral Intention (BI):

Many previous studies have emphasized the importance of price and its role in influencing behavioral intention, stating (Bouaballah, 2020) in his study that low price is important and affects the intention of booking hotels online with customers

in Algeria. A study (Chan, Gong, Xu, & Thong, 2008) also noted the reason for the spread of SMS service is its low cost, as confirmed by the study by (Mohamad, Radzi, & Hanafiah, 2021), the price value significantly affects consumers' behavioral intentions towards booking hotels via mobile phone, through the discounts given to them and the quality of service provided, and it is easy to assume that there is a relationship between price value and behavioral intention. Therefore, we put forward the following hypothesis:

H6: The price affects the behavioral intention of customers to book hotel rooms online at the hotel field of study.

2.7. Habit (HB) and Behavioral Intention (BI):

Consumer habit has been used, which means how much people tend to perform behavior automatically due to learning in a model (UTAUT2) by Venkatesh, Thong, & Xu, 2012). Habit is an essential factor in influencing behavioral intention, and this is confirmed by (Moura, Gosling, & Christino, 2017) through their study on understanding behavioral intentions and using the internet by older people to choose a tourist destination in Brazil, confirmed by the study of (Gupta & Dogra, 2017) about identifying factors that affect tourists' intentions to use map applications while traveling and by applying a model (UTAUT2), the most important precedent of behavioral intentions was found to be habits, and the researchers (Lubis & Rahmiati, 2019) concluded their study on user acceptance of online travel agents in millennials and generations (Z) which habit has a significant influence on behavioral intention. Based on the foregoing, we hypothesize the following:

H7: Habit affects customers' behavioral intention to book hotel rooms online at the hotel field of study.

2.8. Perceived Trust (PT) and Behavioral Intention (BI)

Perceived trust is a signature given by service providers to users (Gefen, Karahanna, & Straub, 2003). Several previous studies have confirmed that perceived trust is the basis for consumers' acceptance and use of technologies due to associated risks and uncertainties (Lin, 2011). The study of (Lata, 2021), found that perceived trust is an important indicator of the interpretation of customers' behavioral intention in booking hotels through smartphone applications and that hotel managers must have accurate up-to-date, and reliable application information. As confirmed by the study of (E.Mohamed & Abdelaal, 2021) perceived trust is the most significant

factor influencing the intentions of booking hotels online using travel brokers' apps, as well as the study of (Hao, 2021) found that trust plays a major role in accepting contactless technology in the hospitality industry that has been popular during the pandemic of Covid19. In addition, previous studies have revealed the impact of perceived trust on behavioral intentions, including the use of the Internet by older persons (Moura, Gosling, Christino, & Macedo, 2017). The impact of trust on medical staff's intention to use the electronic health records system in hospitals (Alazzam, Basari, Shibghatullah, & Ibrahim, 2016). The impact of trust on consumers' intention to buy products online using the UTAUT2 model, as a basic model (Singh, Alaryalat, Alzubi, & Sarma, 2017), so we assume the following hypothesis:

H8: Perceived trust influences the behavioral intention of customers to book hotel rooms online in the hotel field of study.

II. Methods and Materials:

This section will present the tools adopted in data collection, which were introduced in a questionnaire. As for the statistical methods used in the study, the SPSS23 program was used.

1. Data collection tools

This study was based on the questionnaire distributed to the participants who made an online booking in hotels in the side of Eastern Algeria where an electronic questionnaire was placed on the websites of some hotels, as well as the sites of tourism and travel agencies to participate as customers. Thus, 150 questionnaires were distributed to some clients with the essential requirements and some tourism and travel agencies, the number of electronic answers reached 208 acceptable answers, and 102 questionnaires were retrieved. Only 07 questionnaires were excluded because they were not valid for statistical study. Finally, the final number of analyzed questionnaires was 303 which is an acceptable sample for statistical analysis leading to the acceptance and dissemination of results to the study population.

2. Analysis tool

In this study, the survey questionnaire was developed from the original one submitted by (Venkatesh, Thong, & Xu, 2012). Some phrases were used and modified depending on the nature of the study. The questionnaire included two parts as follows:

Part I: Includes general data on personal information through the respondents' sex, age, educational level, and income.

Part II: this contains the variables of the unified theory extension model for the acceptance and use of technology which includes 28 questions and consists of nine combinations, namely: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Value, Habit, Perceived Trust, and Behavioral Intention?

The 5-Point Likert scale⁰⁵ has been used to distribute the scores of answers from the lowest weight (strongly disagree) and has been given a single score, to the highest weight (strongly agree) for which it has been given five degrees, thus indicating the arithmetic mean of answers as follows:

Table (2): Response levels of the five-point Likert scale.

Level	Very low	Low	Average	High	Very high
Weights	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Scales	01	02	03	04	05
Arithmetic mean	1-1.80	1.81-2.60	2.61-3.40	3.41-4.20	4.21-5

Source: Prepared by researchers based on : (Sekaran & Bougie, 2016, p. 207)

3. Data analysis

To analyze the results, we have used an SPSS25 program to empty and codify answers and statistical analysis of data through which we have adopted the following statistical methods:

- Alpha Cronbach to measure the degree of credibility of responses to questionnaire items;
- The arithmetic mean, standard deviation, and standard arithmetic error to detect the orientation of sample individuals toward questionnaire questions;
- Determination coefficient to recognize the relationship between variables;
- Simple linear regression to study the impact of each element of extension of the unified theory of acceptance and use of technology on customers' behavioral intention to book hotel rooms online;
- Multiple linear regression to study the impact of the sum of independent variables - the extension of the unified theory of acceptance and use of technology - simultaneously on the dependent variable - the behavioral intention of customers to book hotel rooms online -.

4. Determine the reliability of the study tool :

To test the degree of reliability, we studied the reliability of the questionnaire. One of the most important transactions used is the "Alpha Cronbach", which takes the value from 0 to 1 to reflect the ratio of reliability that shows the proportion of customers from the sample who re-answer if they are questioned again in the same circumstances, where the test results were as shown in Table (3).

Table (3): Stability test results for variables.

Measure	Cases	Items	Alpha Cronbach
All variables	303	24	0.898

Source: Prepared by the researchers based on the outputs of the SPSS program.

The results of the above table show that the Alpha Cronbach coefficient was "89.8%", which indicates that the study tool has very high reliability, and gives the authority to the questionnaire to analyze and interpret the results of the study and test its hypotheses.

III. Results

1. Descriptive statistics of measurement items

Individuals were distributed according to gender, age, level of education, and income. The following is the distribution of the sample members according to the variable of personal data:

Table (4): Description of the research sample according to personal data.

Gender	Percentage	Age	Percentage	Education level	Percentage	Income	Percentage
Male	53.5%	Less than 30 years	28.7%	Secondary level	18.5%	Less than 40000DA	48.9%
Female	46.5%	From 31 years to 45 years	51.8%	University level	52.8%	From 40000DA to 60000DA	30%
		More than 45 years	19.5%	Higher education	28.7%	More than 60000DA	21.1%
Total	100%	Total	100%	Total	100%	Total	100%

Source: Prepared by the researchers based on the outputs of the SPSS program.

According to the previous table, the total number of respondents was 303 (53.5%) male and (46.5%) female. This can be returned to accept males to answer questionnaire questions seriously, unlike the female segment.

We also found that the majority of the sample 51.8% belonged to the age group from 31 to 45 years, followed by the group under 30 years of age 28.7%. The third category, which is more than 45 years, is 19.5%. This is also due to the proportionality or consistency of services directed by the hotel of this category and work to attract them more than the rest of the slides in addition to the fact that the youth category is the most interesting and popular in online booking.

As for the educational level, we note that the individuals representing secondary education are 18.5%, In contrast, the individuals representing university education are 52.8%, and the graduate students are 28.7%, which indicates that most customers are highly conscious and are the most used for online hotel bookings.

Regarding income level, we note that the number of individuals representing a category below 40000DA is 48 .9%, and the number of individuals representing a category from 40000DA to 60000DA is 30%, In comparison, the number of individuals with income above 60000DA is 21.1%, i.e. the majority of customers are in the category of less than 40000 DA, which indicates that most of the sample members are employees.

2. Analysis of the questionnaire sections

We will analyze the sections of the questionnaire to answer the study's questions, where descriptive statistics measures were used, which are the arithmetic means and standard deviations, to know the importance of the items of each of the sections of the questionnaire, and the results of the study variables were summarized in the following table (5)

Table (5): Arithmetic Means and standard deviations for the study variables

N°	Item	Arithmetic mean	Standard deviation	Ranking by Importance	Importance level
1	Performance Expectancy	4.19	0.64	01	High
2	Effort Expectancy	4.06	0.72	02	High
3	Social Influence	3.61	0.89	06	High
4	Facilitating Conditions	3.76	0.86	05	High
5	Hedonic Motivation	3.98	0.80	03	High
6	Price Value	3.90	0.81	04	High
7	Habit	3.54	0.97	08	High
8	Perceived Trust	3.58	0.87	07	High

The general arithmetic mean of variable elements of extension of the Unified Theory of Acceptance and Use of Technology UTAUT2	3.43	0.82	/	High
Interpret customers' behavioral intention to book hotel rooms online	3.80	0.84	High	

Source: Prepared by the researchers based on the outputs of the SPSS program.

It is clear from the above table that the general arithmetic mean of the elements of the variables extending the Unified Theory of Acceptance and Use of Technology amounted to (03.43), The arithmetic mean of the theory variables reached the highest value of (04.19) for the performance expectancy, followed by the effort expectancy dimension of (04.06), then after the hedonic motivation (03.98), followed by price value (3.90), then facilitating conditions (3.76), sixth place is social influence (3.61), then perceived trust (3.58), and finally consumer habit (03.54).), as for the dimension of interpreting the behavioral intention of customers to book hotel rooms online, it reached (03.80), and it is clear from the table that all the arithmetic means were high for all variables. This indicates the success and contribution of all variables of extension of the unified theory of acceptance and use of technology together in achieving high levels of influence on the interpretation of customer booking behavior for hotel rooms online.

3. Hypothesis testing

To test the hypotheses of the study, simple linear regression and multiple regression were used to find out the effect of the dimensions of extending the unified theory of acceptance and use of technology on the behavioral intention of customers to book hotel rooms online.as follows :

Table (6): Results of a simple regression of the impact of UTAUT2 extension dimensions on the behavioral intention of customers to book hotel rooms online

Hypothesis	Determination coefficient R²	Statistical Standards				Estimated Parameters	
		R	F	Bêta	Significance level	Stabl e	B1
H1	0.146	0.445	74.33	0.445	0.000	1.69	0.52
H2	0.198	0.551	130.97	0.551	0.000	1.92	0.52
H3	0.303	0.391	54.32	0.391	0.000	2.37	0.38
H4	0.150	0.530	117.27	0.530	0.000	1.58	0.55
H5	0.280	0.417	63.39	0.417	0.000	2.11	0.43

H6	0.174	0.645	214.93	0.645	0.000	1.81	0.56
H7	0.417	0.531	118.28	0.531	0.000	1.96	0.51
H8	0.282	0.445	74.33	0.445	0.000	1.69	0.52

Source: Prepared by the researchers based on the outputs of the SPSS program.

Through the results of the above table, we find that :

The significance of the model, as we note that the level of significance calculated (0,000) is less than the significance level (0,05), and this indicates the existence of a relationship between the variables of extension of the unified theory of acceptance and use of technology and the behavioral intention of customers to book hotel rooms online. The results indicate that there is a weak direct correlation for each of the variables performance expectancy, effort expectancy, facilitating conditions, and price value, which are in order : (38.2%, 44.5%, 39.10%, 41.70%), and the behavioral intention of customers to book hotel rooms online .And there is a medium direct correlation relationship for each of the remaining four variables, which are: social influence (55.10%), hedonic motivation (53%), Habit (64.50%), perceived trust (53.10%), and behavioral intention of customers to book online hotel rooms. , which is statistically significant at the level of significance (0.05) in booking online hotel rooms., it is explained by the performance expectancy dimension, and that what is (19.80%) of the variance in the dependent variable is explained by the effort expectancy dimension, and that what is (30.30%) of the variance in the dependent variable is explained by the social influence dimension, and that what is (the facilitating conditions explain 15% of the variance in the dependent variable, and the hedonic motivation explains 28% of the variance in the dependent variable, and the price value explains 17.40% of the variance in the dependent variable. In addition, the value of (41.70%) of the variation in the dependent variable is defined by the dimension of habit, and the value of (28.20%) of the variation in the dependent variable (the behavioral intention of customers to book hotel rooms online) is explained by the dimension of perceived trust.

The value of b1 (0.50, 0.52, 0.52, 0.38, 0.55, 0.43, 0.50, 0.56, 0.51) illustrates the strength of the impact of the independent variable on the dependent variable. For example, whenever the performance expectancy element increases by one unit, the value of customers' behavioral intention in online hotel booking increases by 0.50 units. Thus, the higher the element of perceived trust in one unit, the higher the value of customers' behavioral intention in online hotel booking by 0.51 units, and so on.

Thus, through the results of simple regression, we accept the hypotheses H1, H2, H3, H4, H5, H6, H7, and H8 that there is a statistically significant effect for : (for performance expectancy, effort expectancy, social influence, facilitating conditions,

hedonic motivation, price value, habit, and perceived trust) on the behavioral intention of customers to book hotel rooms online in the hotel field of study.

The following table summarizes the results of the multiple regression model test :

Table (7): Results of multiple regression of the effect of extending the Unified Theory of Acceptance and Use of Technology (UTAUT2) on the behavioral intention of customers to book hotel rooms online

Variables	Estimated Parameters		T	Bêta	Significance Level	Significance
	Parameter value	Standard error				
Stable	1.000	0.244	4.105	-	0.000	-
Performance Expectancy	-0.023	0.079	-0.289	-0.017	0.773	Insustantial
Effort Expectancy	0.088	0.077	1.139	0.076	0.256	Insustantial
Social Influence	0.179	0.055	3.231	0.189	0.001	Substantial
Facilitating Conditions	-0.126	0.056	-2.239	-0.129	0.026	Substantial
Hedonic Motivation	0.155	0.062	2.502	0.147	0.013	Substantial
Price Value	0.001	0.060	0.014	0.001	0.989	Insustantial
Habit	0.351	0.054	6.500	0.403	0.000	Substantial
Perceived Trust	0.142	0.055	2.600	0.147	0.010	Substantial

Source: Prepared by the researchers based on the outputs of the SPSS program.

We note from the above table, which represents the results of the multiple regression, and through the student (t) test, that the variables of performance expectancy, effort expectancy, and price value are not significant because the calculated level of significance (0.773), (0.256) and (0.989) is greater than the level of significance adopted (0.989). 0.05), while the rest of the other dimensions are significant at the level (0.05%), they significantly impact the behavioral intention of customers to book hotel rooms online .

As for the parameters of the model, they show the relative importance of each variable in influencing the behavioral intention of customers to book hotel rooms online. Among the remaining elements: performance expectancy, effort expectancy, facilitating conditions, and price value do not affect the behavioral

intention of customers to book hotel rooms online., and thus they are excluded from the overall multiple regression model.

Therefore, from it we accept the alternative hypothesis: There is a statistically significant effect at a significant level (0.05) of the behavioral intention of customers to book hotel rooms online by applying the extension of the unified theory of acceptance and use of technology in some hotels in eastern Algeria, and therefore the equation can be written as follows: Customers' behavioral intention to book hotel rooms online = 0.35 (habit) + 0.17 (social influence) + 0.15 (hedonic motivation) + 0.14 (perceived trust) + 1.000.

IV. Discussion

1. Theoretical contributions

The study objective is to analyze the extension of the unified theory of acceptance and use of technology proposed by (Venkatesh, Thong, & Xu, 2012), in the context of hotel services and online room booking, with the addition of another dimension to the basic dimensions of the theory, which is the dimension of perceived trust. The Unified Theory of Technology Acceptance and Use Extension Model is an acceptable model for analyzing the behavioral intention of customers to book hotel rooms online.

All the variables of the case study (performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, and perceived trust) had high approval by the research sample members, and this is consistent with many previous studies that adopted the model Extension the Unified Theory of Technology Acceptance and Use of Technology to explain consumer behavior to accept new technology.

This study examined the dimensions of extension of the unified theory of accepting and using technology to explain the behavioral intention of customers to book hotel rooms online, in the addition to another dimension, which is perceived trust, given that there is a lack of previous studies in this field in developing countries in general and Algeria in particular, This research has the potential to contribute to the existing knowledge in this field, albeit in a limited capacity, and can serve as a foundation and point of reference for future studies.

The elderly consider technology to be complicated, whereas young people see it as very useful, that it is designed to save time and effort, and that their frequent use of technology makes them feel proud and happy, which is what motivates them to go out and book hotel rooms online.

This study dealt with the study of the interpretation of the behavioral intention of customers to book hotel rooms online in light of the variables of extension of the unified theory of acceptance and use of technology. Hotel booking online can make it much easier for customers to carry out various bookings for hotel rooms without getting tired and gaining time, effort, and money. Online hotel booking, which is a new phenomenon in Algerian society. But will society accept it or not in the context of digital hotel services? Or will it take a cautious stance on them?

2. Administrative implications

The results of this study confirmed that habit, social influence, hedonic motivation, and perceived trust have a significant impact on the behavioral intention of customers to book hotel rooms online. This means that facilities must be provided continuously through the application of information technology when customers need help, through call centers or instant messaging services, and this is what helps to decide to book online, as well as the compatibility between what is offered through the hotel's websites and the actual reality to gain the trust of customers, in addition to preserving the privacy of the information provided by the customer in the reservation processes and making it safer. Thus, this leads to customers' demand for reservations without fear.

Hotel owners can also rely on a market segmentation strategy to facilitate the use of technology so that they allocate easy-to-use websites and applications for older people and others for the rest of the groups, as well as relying on entertainment-related applications such as music, video clips, games, attractive images... and presenting Promotional offers to attract more youth

3. Limitations and Future Research

After (Venkatesh, Thong, & Xu, 2012) developed the (UTAUT 2) model, which contains seven basic variables, an independent variable, and a dependent variable, studies have proven the validity of this model to explain consumer behavior through experimental tests, as our current study demonstrated. Its validity in interpreting the behavioral intention of customers to book hotel rooms online.

The results of this study are consistent with many previous studies, including the study of (Chang, Liu, Huang, & Hsieh, 2019), the study of (Hao, 2021), the study of (Lata, 2021), and the study of (Anggraenia, Raditha, & Muslimc, 2021)...

The model of extension of the Unified Theory of Acceptance and Use of Technology (UTAUT 2) has not been used much in Algeria in the search for an explanation of consumers' behavior to accept a particular technology. Therefore it is

recommended to carry out other extensive research in this field. It is advised to expand the topic to explain the behavioral intention of customers to book hotel rooms online in Algeria in classified hotels only, besides the interpretation of the behavior of customers booking ready-made apartments online in the eastern Algerian states in light of the extension of the Unified Theory of Acceptance and Use of Technology. All this is in the aspect of the hospitality industry, and this theory can also be used in various fields such as: (banks, education sector, management...).

4. Recommendations

The study concluded with several recommendations, including:

- Hotels should be interested in creating online booking platforms and apps or engaging in global booking platforms such as: booking .com, Kayak.com, Hotels .com, and Agoda.com...
- Hotel establishments should encourage their customers to book online to reduce costs. In return, they should be honest in their photos to promote their services on various websites to earn customers' trust.
- Exchange experiences between local and international hotel establishments in the framework of twinning between hotels and exchange experiences to gain expertise and experience, through forums, missions, and intensified composition...
- Hotels should also pursue retail market strategy to facilitate the delivery of technology to as many customers as possible by age group, age, income, or educational level and following the strategy of targeting and mindfulness such as targeting a particular category of society by providing more excellent facilities to groups that do not know how to use technology while also focusing on the category of young people by motivating them more than any other through the hedonic motivation, through fun applications (music, videos, mobile games...), as well as special promotions to attract them.
- The need to pay attention to the expected performance of the hotel service by accelerating online booking processes, facilitating booking cancellations, and providing the necessary information about hotel promotions provided by hotels.
- Hotels are also interested in the price dimension by providing promotions commensurate with customers' income and enabling them to save money compared to traditional methods during online bookings.
- Addressing the topic by adding other dimensions to the extension of the standardized theory of acceptance and use of technology such as perceived risks, the

study of the impact of demographic factors (age, gender, income, educational level) as an intermediary variable.

V. Conclusion

This study aims to investigate customers' behavioral intention to book hotel rooms online. The study found that all constructs of the model, namely Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, and Perceived Trust, have an impact on customers' behavioral intention to book hotel rooms online. However, the degree of impact varies. The study found that the most significant factor influencing customers' behavioral intention to book hotel rooms online is the habit factor, followed by Social Influence, then Perceived Trust, Hedonic Motivation, Effort Expectancy, Price Value, Performance Expectancy, and Facilitating Conditions, in that order.

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