

# **Using technology acceptance model in online booking accommodation (Airbnb, Booking, Hotels)**



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# Importance of the Topic



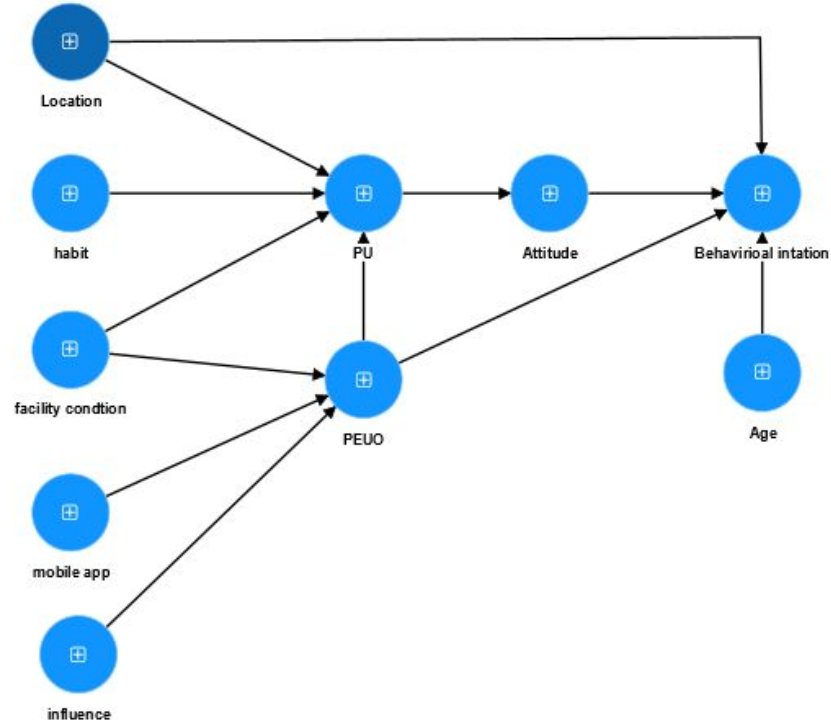
## Data Collection



# Google Forms

- Friends
- Groupmates
- Facebook groups

# TAM model



# Results Tables and Hypothesis Tables

	Age	Attitude	Behaviorial intation	Location	PEUO	PU	facility condtion	habit	influence	mobile app
Age										
Attitude	0.233									
Behaviorial intation	0.274	0.735								
Location	0.513	0.774	0.502							
PEUO	0.199	0.517	0.306	0.620						
PU	0.267	0.188	0.300	0.496	0.447					
facility condtion	0.084	0.214	0.513	0.355	0.328	0.092				
habit	0.169	0.357	0.260	0.428	0.405	0.269	0.278			
influence	0.327	0.807	0.538	0.681	0.474	0.382	0.315	0.781		
mobile app	0.087	0.392	0.184	0.178	0.265	0.308	0.087	0.150	0.369	

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attitude	0.369	0.412	0.590	0.341
Behaviorial intation	0.753	0.914	0.846	0.651
Location	0.049	0.394	0.119	0.180
PEUO	0.816	0.849	0.915	0.843
habit	0.611	-1.638	0.245	0.345
influence	0.343	0.442	0.177	0.290

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Age → Behaviorial intation	-0.017	0.000	0.185	0.090	0.928
Attitude → Behaviorial intation	-0.508	-0.486	0.248	2.052	0.040
Location → Behaviorial intation	0.422	0.219	0.443	0.953	0.340
Location → PU	0.667	0.202	0.618	1.079	0.281
PEUO → Behaviorial intation	-0.083	-0.004	0.227	0.367	0.714
PEUO → PU	0.203	0.221	0.172	1.183	0.237
PU → Attitude	0.002	-0.008	0.238	0.010	0.992
facility condtion → PEUO	0.175	0.175	0.146	1.195	0.232
facility condtion → PU	-0.322	-0.256	0.157	2.049	0.040
habit → PU	-0.466	-0.091	0.385	1.211	0.226
influence → PEUO	0.440	0.124	0.517	0.852	0.394
mobile app → PEUO	-0.295	-0.261	0.148	1.996	0.046

# Conclusion

- Attitude has a positive influence on the behavioral intention
- Facility condition will have an impact on the PU
- Mobile app has an influence on the PEOU

All other hypotheses are rejected