DOES EWOM AFFECTS GEN Z DECISION IN ONLINE BOOKING HOTEL APPLICATION?

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ABSTRACT

Purpose: The purpose of this study is to investigate the factors of eWOM affecting online hotel bookings with the Generation Z booking app. In particular, it can be better understood by analyzing the relationship between the three eWOM variables (Valence, Quantity of eWom, Quality of EWOM), the Technology Acceptance Model (TAM), and hotel booking intention.

Theoretical framework: This study classifies eWOMs and technology acceptance models based on research by many authors.

Design/methodology/approach: Use the PLS-SEM method to analyze data collected from online surveys conducted on a 210 Gen Z sample to evaluate the theory behind the study.

Findings: The survey made three findings: (1) perceived usefulness is an important factor in users' decisions about the acceptance and adoption of technology in online hotel booking, and (2) perceived enjoyment can also create a positive experience and increase user satisfaction after using the technology. This may lead to continued use, maintenance, and enhanced support in the future for online hotel booking technology, (3) perceived of ease use and user-friendly experience created in ease also helps to reduce distractions and stress for users. This can lead to greater satisfaction, continued use, and improved future support for the technology. The research on online hotel booking has yielded a lot of valuable information about the travel market, consumer behavior, and technological developments.

Research, Practical & Social Implications: In a completely new digital era with the strong participation of Internet use, eWOM has become a decisive factor, an essential factor contributing immensely to the tourism industry in general and hotel booking through online hotel booking applications in particular.

Originality/value: Provides the theory of eWOM and its role in tourism and hospitality. It also provides research on how Gen Z's behavior, occupation, age, income, and eWOM influenced Gen Z's hotel booking intention.

Keywords: Ewom, Genz, PLS SEM

1. Introduction

With the growth and growing popularity of social media sites, today's consumers can interact and communicate "easily" online (Deighton and Kornfeld 2009). The development of the Internet has shaped the way tourists search for information and buy products. (Buhalis and Law 2008a). Through social networking sites, consumers are actively searching for and exchanging information about services and products, and social media sites have become one of the main paths for consumers to make decisions. (Varkaris and Neuhofer 2017a). The tourism and hospitality industries, as economic activities, are exposed to constant market volatility, resulting from daily changes in consumer habits. (Radwan, Jones, and Minoli 2012). As a result, many hotel companies have used social media sites as one of the most important marketing tools to improve brand and consumer relationships. (Su, Mariadoss, and Reynolds 2015). With the development and popularity of mobile technology, mobile devices have become the ideal companion of travelers, enabling them not only to access information and services on the go but also to book a room (Murphy and Partners, 2016). According to a study by HeBS Digital, in the first quarter of 2014, more than 15% of hotel bookings were made via mobile devices. Out, computer bookings decreased by 5% from the first half of 2013, while mobile bookings increased by 86% from the same period of 2014 (HeBS Digital mid-year rating, 2014). One of the important functions of social networking sites is electronic verbal communication (eWOM), which is defined as 'any positive or negative statement made by a potential, fact or structure. Past structures and shared content have a major influence on their peers. eWOM has grown with the development of the Internet, allowing people to have faster access to other people's thoughts, opinions, judgments, and experiences. (Sen and Lerman 2007).This creates more opportunities to collect and disseminate product information. People no longer just use physical communication to share information; they also use online forums, chat rooms, blogs, reviews, and newsgroups. (Fei 2011). Nielsen research shows that 61% of customers read e-reviews before deciding to buy (Nielsen, 2012). It is also estimated that 69% of customers consider e-reviews and personal recommendations to be equal (Haller et al. 2011). Considering the development and importance of eWOM, this study was used to investigate the impact of e-assessment on hotel reservation intentions using the Gen Z reservation app.

With the growth and increasing popularity of social media sites, today's consumers canengage in online interactions and communications "easily" (Deighton and Kornfeld,2009:6). Many hotel

companies use social media as one of the most important marketingtools to improve the relationship between brands and consumers (Su et al., 2015).Consumers actively search, and share information about products and services throughsocial networking sites. Social media sites have become one of the most importantdecision-making paths for consumers (Varkaris and Neuhofer 2017b).

Many studies on eWOM in the hospitality industry have been carried out recently. One study has proposed eWom management strategies for hospitality and tourism based on document quality assessments. (Litvin et al., 2007). Researchers analyzed the impact of eWOM on booking intentions based on the product and gender knowledge of readers (Kim and colleagues, 2011).

One of the key functions of social networking sites is electronic oral communication (eWOM), which is defined as "any positive or negative statement about a product or company by potential, current or former customers that are offered to many individuals and organizations over the Internet" (Hennig-Thurau et al. 2004).

The informal media has the most influence on consumers, and people in general. (Huete-Alcocer 2017). According to Jovanovic et al. (2018), the growing importance of eWOM is closely linked to the growing purchasing power of the younger generation in the industry. Electronic Vocabulary (e-WOM) affects previous customer decision-making (Xie, 2011), with product reviews and beliefs (Filieri, 2016), hotel reservation intentions and attitudes (Ladhari and Michaud, 2015), and purchasing decisions (Mauri and Minazzi 2013). It's e-WOM, information between consumers and consumers in the formof opinions and ratings. In travel services in general, especially in the hospitality industry, e- WOM is very important.Building on the problem statements in the previous section, this study provides a necessary, thorough understanding of online booking and its goals:

- To investigate the effect of eWOM on Gen Z's online hotel booking intention

- To identify eWOM for online search and booking purposes based on previous user satisfaction.

- To better understand online reviews including the value, quantity, quality, cognitive usefulness, perceived pleasure, and cognitive usability of eWOM.

2. Literature Review

2.1 eWOM

eWOM (electronic word-of-mouth) is "any information sent to consumers by Internet-based technology about the use or characteristics of specific goods and services, or their suppliers."

This includes communications between manufacturers and consumers, as well as between customers. (Litvin, Goldsmith, and Pan 2008a). With the advancement of information technology, customers rely more and more on online reservations (Rianthong, Dumrongsiri, and Kohda 2016) and customer reviews (Schuckert, Liu, and Law 2015). This information technology is shaping popular channels for travel products and services and consumer behavior. (Buhalis and Law 2008b)(Lu et al. 2015). Consumer decisions are largely persuaded by social media content. Social media has changed the way consumers interact with each other. 75% of global travelers use eWOM as their primary source of information when planning their trip. (Manes and Chechik, 2018). They use online media to search for hotel information, plan trips, compare prices of different hotels and services, book flights, book accommodation, and make decisions about other activities (Chan et al.,) More than 200 million reviews can be found on various travel-related review sites (Boo and Busser 2018). Most consumers read online reviews before deciding to purchase a product or service. (Poddar, Banerjee, and Sridhar 2019). In the UK, around 86% of online travelers say online reviews are useful information for hotel bookings. (Parker and Nicola, 2015). When consumers rate online reviews, the considerations largely depend on four factors, including overall rating (66%), positive and negative reviews (63%), detailed reviews (62%), and review status (40%) (Guerreiro and Moro 2017). In addition to the importance of online reviews in consumer decision-making and the influence of e-WOM on consumer behavior, it also adds opportunities and challenges for hospitality managers and academics to function in the online environment.

2.2 Online hotel booking app

An increasing number of tourists search for and book their travel through various online channels, such as computer websites and mobile apps. (apps). Mobile technology offers consumers alternative options and provides additional distribution channels for travel and hotel professionals (Wang et al., 2016). PhoCusWright that total mobile travel bookings in the United States reached $75.85 billion in 2017, while the number of computer travel reservations (from a desktop or laptop) fell by 1.6% (eMarketer, 2017). With the rapid development of mobile travel, more and more hotel service providers have added mobile internet channels to their desktop Internet. Online website design strategies can generate a short-term orientation for consumers and it leads to creating purchasing motivation among them and it acts as a precursor to online purchasing intentions (Peña-García et al. 2020). The quality of service that develops has a significant impact on consumer satisfaction, and it creates a tendency to acquire. (Wilkins, Merrilees, and Herington 2007). Good communication, website utility, and security work as independent variables for customer trust or loyalty (Agag and El-Masry 2016a). The influence of different brand displays on product or service choices on social media has become a new and prominent activity for consumers. (Humphrey Jr, Laverie, and Rinaldo 2017). Website design,

security, or privacy indicate a positive relationship to the quality of e-services, while customer service indicates a negative relationship to E-Services. (Rita, Oliveira, and Farisa 2019). In another study, website design and customer service show their role as a precedent of e-services quality with a strong relationship, while security does not make much sense to predict the quality of E-Services (Blut et al. 2015). As a result, consumers will read previous experiences from other customer reviews on hotel booking apps. Measuring the quality of the service that a hotel offers when a customer makes a hotel reservation via the hotel booking app is important. When visiting a hotel, consumers may feel several problems. While customers will be satisfied with the quality of e-services provided by the hotel reservation apps, they may not be happy with the actual service the hotel receives. The poor experience of customers who write reviews through apps or hotel reservation sites and the quality of this service during their stay can hurt the brand.

2.3 Generation Z

Generation Z or iGen, Gen Z, is the demographics between Millennials (Generation Y) and Alpha Generations, born between the mid-1990s and early 2010s (Haddouche & Salomone, 2018; Roslinda et al, 2019; Singh, 2014; Vidya Jha, 2021). (Reinikainen et al., 2020).Generation Z is defined as people living in an environment influenced by technology. They know technology from birth and use smartphones, tablets, and so on. Therefore, they are seen as people who understand technology, familiar with the use of technology in everyday life. (Francis & Hoefel, 2018; Haddouche & Salomone, 2018; Monaco, 2018; Ninan et al., 2020).According to Apptus, there are some interesting statistics to list about iGen and their online shopping habits: 77% acted for reasons they trusted, 23% even boycotted a brand, and 65% bought something at the suggestion of an influencer. (Apptus, 2019). In addition, iGen has a different view of purchasing and consuming than previous generations. (Apptus, 2019). Francis & Tracy (2018) point out that iGen is a new generation of influencers as they regularly create new trends in behavior and experiential activity. Understanding the behavior of young travelers allows destinations and travel companies to improve their travel experience and better manage their destinations; in return, state administrations also have the authority to enact policies to support and care for tourists better (Lojo, Li, and Xu 2020).

2.4 eWOM and Generation Z

As Generation Z grows to become the largest consumer market on the planet (Dunkley 2017), digital influencers also become an essential marketing tool. Social media sites and apps have changed the way travelers share and evaluate information, before and during their trip. They often deliberately or unintentionally influence other people's perceptions of destinations or brands through eWOM by posting and sharing online travel experiences (cf. Goldsmith and Horowitz, 2006). The increasing popularity of social media has meant that the thoughts and

opinions of other tourists have become a more influential source of information than information coming from travel (Litvin, Goldsmith, and Pan 2008b). Moreover, recent research shows that sharing experiences on social media is crucial to the experiences and emotions of tourists after their (Kim and Fesenmaier 2017). According to an article by Affilinet (2015), Generation Z's confidence in digital influence is so high that it lies right behind the advice of friends and family and greater than traditional media and advertising. The same study found that 52% of Generation Z say they trust information from an influencer (Fontein 2019) and 63% prefer to see an influential person in advertising than a celebrity. (Arthur 2016). People with digital influences can build an authentic relationship with Generation Z in just eight seconds or less. (Bradley 2016). This is an even more valid statement concerning the younger Generation Z (after the Millennials), who never really knew a world empty of the Internet, social media, mobile technology, and smartphones. (Turner, 2015). Since Millennial and Generation Z consumers will make up an increasing share of future tourists and tourists, travel managers must understand them better and design strategies to attract them; otherwise, they are at risk of spreading negative eWOMs. (Leask et al., 2014). This paper aims to assess the fundamental process by which the cognitive characteristics of eWOM influence the level of awareness of usability, application, and purchase intention.

2.5. Hypothesis

2.5.1 eWOM and TAM

In the hospitality industry, fifteen electronic evaluation factors, divided into six categories, affect customer satisfaction (Ye, Li, and Law 2013). Moreover, eWOM reflects the factors that determine customer satisfaction with the hotel (Xu, 2020). Previous research has shown that eWOM is significantly related to how useful it feels to users (Erkan and Evans 2016). (Erkan and Evans 2016). Moreover, usefulness is perceived as an important predictor of online purchasing intentions (Sahli and Legoherel 2016), as consumers tend to interact with information when they find it useful. (Lee & Koo, 2015). Venkatesh (2000) claims that interesting likes can be used to measure the extent to which online users find technology interesting. Social network users who find eWOM comfortable on social networking sites are more likely to experience positive emotions when choosing a specific product or service (Di Pietro et al., 2012)(Kim & Moon, 2017). Previous studies used cognitive happiness indicators to predict behavioral intentions and found that happiness has a positive correlation with higher customer preconceived intentions (Sahli&Legohérel, 2015) and repetitive purchasing intentions. (Tom Dieck et al. 2017). This study will solve the problem by splitting the eWOM into the value, quantity, and quality of the e WOM while examining the relationship of each variable with the TAM model.

Thus, the hypotheses are as follows:

H1a: VA has a positive effect on PU.

H1b: VA has a positive effect on PE.

H1c: VA has a positive effect on PEOU.

H2a: QL has a positive effect on PU.

H2b: QL has a positive effect on PE.

H2c: QL has a positive effect on PEOU.

H3a: QN has a positive effect on PU.

H3b: QN has a positive effect on PE.

H3c: QN has a positive effect on PEOU.

2.5.2 TAM and Hotel Booking Intention

Davis (1989) defines perceived ease of use as "the extent to which one believes that the use of a particular system will be easy" (p. 320) and argues that the perception of easiest use has a positive impact on the sensed usefulness. In another study, meeting organizers also agreed that ease of use affects their perception of the usefulness of social networks (Lee and colleagues, 2013). Cho and Sagynov (2015) and Tong (2010) found the very significant effects of a sense of ease of use on the sensory utility among online customers. In the context of online booking, the sensitive utility refers to the sense of Internet users that using online booking is useful for booking or paying online. Perceived usefulness can be one of the factors determining whether they use online reservations (Agag and El-Masry 2016b); (Kucukusta et al. 2015a); Özbek et al., 2015). The impact of online booking technology on intended use far exceeds the impact of user-friendliness. (Kucukusta et al. 2015b). Therefore, the researcher argues that the functionality, performance, and efficiency of online booking technology are more important than its usability. On the contrary, perceived ease of use does not have a significant impact on perceived usefulness. (Pai & Yeh, 2014). Therefore, we make the following recommendations:
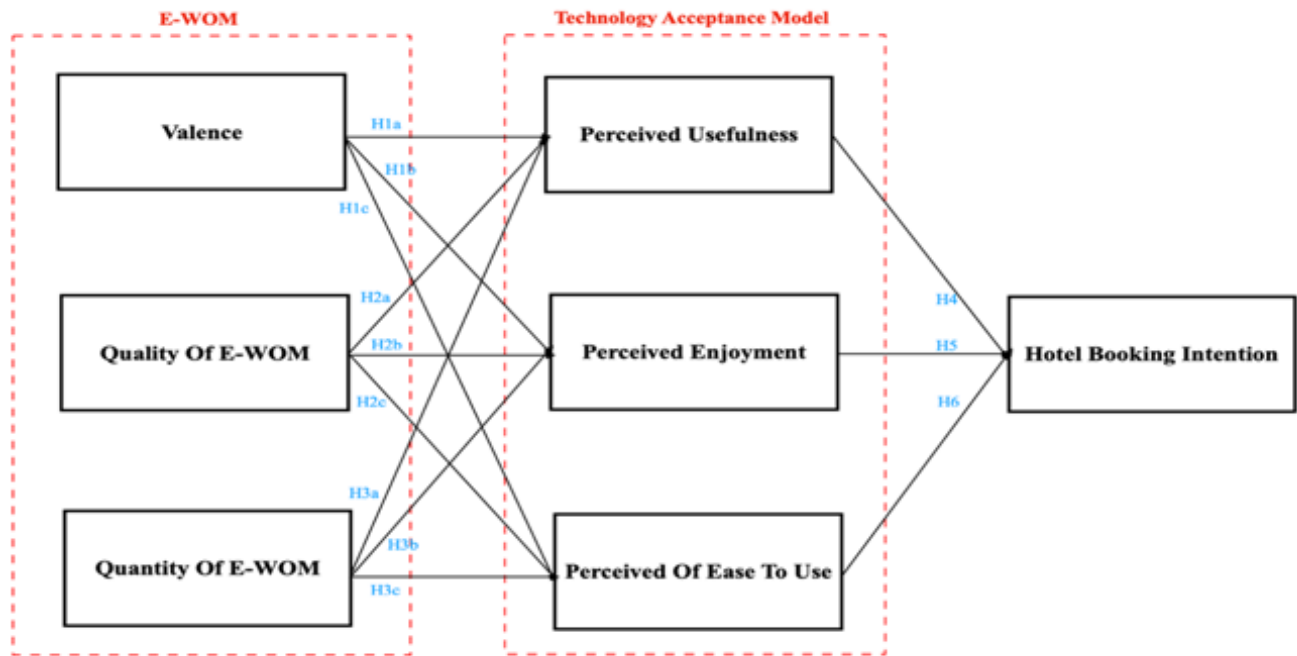
H4: PU has a positive effect on HBI.

H5: PE has a positive effect on HBI.

H6: PEOU has a positive effect on HBI.

2.6 Research model

Figure 3.3: Framework model

Source: By Authors

3. METHODOLOGY

3.1 Sampling Method

Conducted research through the release of Google Forms. With 210 people taking the survey, the response rate was 100%.To get 210 respondents, research and survey with 4 criteria(1): GenZ (2): have a smartphone or device that can access a hotel booking app; (3) Experience in using the appto book a hotel; (4): willing to accept the survey. Then, the research is based on the judgmental sampling method with the experience of booking a hotel by the app.The advantage of this sampling method is that it is specific to the survey participants, narrowing and controlling the survey scope. The advantage of this sampling is easy to collect data from a large population. This sampling method has also been applied in the article "Compliance with eWOM: The Influence of hotel reviews on booking intention from the Perspective of consumer conformity" (Tsao et al..,2015).Google Form was chosen as a survey tool because: it saves time and costs, has automation and real-time access, and is convenient for respondents.

3.2 Sample Size

The sampling method by PLS using a sample of at least 10 times suggests that the survey sample size should be at least 10 times larger than the maximum number of causal observed variables used to measure a single concept or 10 times the maximum number of structural paths directed at a particular concept in the structural model.(Barclay et al.., 1995). 6 latent variables in the proposed model suggest using a minimum sample size of ten times the maximum number of paths aiming at any construct in the outer model, therefore, the minimum sample size should be 60. (Sample size 210 has met the minimum requirement of 60).

Another sampling method is to use G*Power. Along with the 6 latent variables mentioned in the research model and the setting parameters (Effect size $f^2 = 0.15$; α err prob = 0.05; Power(1-β err prob) = 0.8; Number of predictors = 6), we have the minimum number of samples that we need to survey to give the best result, which is 98. (Sample size 210 has met the minimum requirement of 98).

3.3 Questionnaire Design

The questionnaire borrowed all questions from previous studies and modified them to be more suitable for the objective of this study. Lastly, the questionnaire was written in English. Applied the seven-level Likert scale for each question (from 1 "completely disagree" to 7 "completely agree) to understand the perception of participants related to the phenomenon of interest (Joshi et al., 2015). *"*Valence (VA)"has 6questions;" Quantity Of E-WOM (QN)"has 4 questions;" Quality Of E-WOM (QL)"has 5 questions;" Perceived Usefulness (PE)"and" Perceived Enjoyment (PE)" has 3 questions;" Perceived Ease Of Use (PEOU)" has 5 questions; Hotel Booking Intention (HBI) has 3 questions.

The answers were rated on a five-point Likert scale with the options ranging from "Not at all agree" to "Extremely agree".

Table 3: Questionnairs

CONSTRUCTS	QUESTIONS	SOURCES
Valence (VA)	VA1: Please indicate the extent to which you would consider a negative E-WOM review of a hotel (containing some negative information about its performance) to be relevant or relevant to an online hotel review line.	(Stefanov 2014)
	VA2:Please rate the extent to which an E-WOM on a hotel (contains some negative information about its performance)is an	

	indication of whether online hotels are good or bad.	
	VA3:Please indicate the degree to which a negative E-WOM about a hotel (containing some negative information about its performance) would be useful to you for evaluating the online hotel.	
	VA4:Please indicate the degree to which you would consider a positive E-WOM about a hotel(containing some positive information about its performance) to be relevant or irrelevant for evaluating the online hotel.	
	VA5: Please rate the degree to which a positive E-WOM about a hotel (containing some positive information about its performance) is indicative of how good or bad the online hotel is.	
	VA6:Please indicate the degree to which a positive E-WOM about a hotel (containing some positive information about its performance) would be useful to you for evaluating the online hotel.	
Quantity Of E-WOM (QN)	QN1:The large number of E-WOMs, infer that online hotel booking is popular.	(Chevalier and Mayzlin 2006)
	QN2:High ratings and recommendations, inferring that the hotel online is of good quality.	
	QN3:Higher ratings and recommendations, infer that the hotel online has a good reputation.	
	QN4: The E-WOM count does not promise that the quality rating is good.	
Quality Of E-WOM (QL)	QL1: In online hotel booking, E-WOM is very clear.	(Lin et al, 2013) (Lee et al, 2008)
	QL2: In online hotel booking, E-WOM is understandable.	
	QL3:In online hotel booking, E-WOM is very useful.	
	QL4:In online hotel booking, the E-WOM reviews have enough reason to support the opinions.	

	QL5: Overall, the quality of each E-WOM is high.	
Perceived Usefulness (PU)	PU1: E-WOM from app booking useful for booking hotel	(Ho and Gebsombut 2019)
	PU2:E-WOM help improve the quality of my booking hotel	
	PU3:E-WOM help me have more convenient and easy trips	
Perceived Enjoyment (PE)	PE1:I like to read E-WOM before booking a hotel	(Lee, Min, and Yuan 2021)
	PE2:I enjoy reading E-WOM	
	PE3:App booking's ads are fun and engaging	
Perceived Ease Of Use (PEOU)	PEOU1:I can easily find and read E-WOM when I book hotel in the app booking	Factors influencing online hotel booking intention of the Vietnamese - research in HoChi Minh City, SGU, 2021
	PEOU2:I can easily receive information from E-WOM	
	PEOU3:Thanks to E-WOM, I can easily find hotel information	
	PEOU4:Thanks to E-WOM, I can easily know the quality of the hotel	
	PEOU5:I find the hotel booking or cancellation process simple and fast	
Hotel Booking Intention (HBI)	HBI1:I will book hotel to the destination mentioned on review	(Cheng, Wei, and Zhang 2020)
	HBI2:I will give priority to book hotel at the destination mentioned on app booking over other places other tourist spots	
	HBI3:I will book the hotel to a destination on app booking that I am interested in	

3.4 Respondents Profile

Of the 210 answers collected in the Google Form survey, all were identified as GenZ. There was a commitment to ensuring that the identities of survey participants were completely confidential, and the answers would not be judged as right or wrong, so they just answered all the questions frankly. Of these, 110 were women, 52.38%, and 100 were men, 47.62% of the total respondents. The number of people born between 1996 and 2003 was 39.05% and 60.95% from 2004 to 2012. 10% were workers, 7.14% were professionals, 13.81% were self-employed and 69.05% were students. Most of those affected by E-WOM booked hotels online through hotel booking apps, with 47.62% trusting selective E- WOM and 34.29% trusting E - WOM. Very few people are not

affected by E-WOM, only 18.10%. 37 responded to survey questions. 14% went 3 to 7 times a year, 33.33% went more than 7 times per year, and 29.52% went less than 3 times in a year. Of those surveyed, 35.71% chose to pay between 250.000 – 450.000 VND per night for hotel bookings, 35.71% paid between 550.000 – 800.000 DKK per night, and since most of the respondents were students, only 28.57% accepted more than 800.000 VDN per night.

Table 3.4: Respondent's profile

Demographic characteristic		Frequency	Percentage
Gender	Female	110	52.38%
	Male	100	47.62%
Birthday	1996 - 2003	82	39.05%
	2004 - 2012	128	60.95%
Job	Employee/Worker	21	10.00%
	Professional	15	7.14%
	Self-employed	29	13.81%
	Student	145	69.05%
eWOM	I am not affected by eWOM	38	18.10%
	I choose to trust eWOM selectively	100	47.62%
	I completely believe in eWOM	72	34.29%
Frequency	Under 3 times/year	62	29.52%
	From 3 - 7 times/year	78	37.14%
	Over 7 times/year	70	33.33%
Money	250.000 VND - 450.000 VND/night	75	35.71%
	550.000 VND - 800.000 VND/night	75	35.71%
	Over 800.000 VND/night	60	28.57%

Source: By Authors

3.5 Internal Assessment

In the first step, the need to confirm that is to evaluate the external model before evaluating the theoretical csc inside the internal model. Factor Loading, Construct reliability and validity, and Fornell and Lacker cross loading are part of the evaluation process.

Factor loading indicates the correlation between the observed variables and the factors. According to Hair et al. 2010, a load coefficient of 0.5 is a good quality observation variable. In Figure 4.1A, the load coefficient reached above 0.7, which suggests that the observed variable is statistically significant.

Cronbach's Alpha is an indicator that measures the internal consistency of observed variables with the closer correlation, the more consistent the scale is. According to (Nunnally 1978), the best measurement scale should have Cronbach's Alpha reliability above 0.7, and looking at Figure 4.1A, the proposed values have reached above the recommended threshold of 0.7, which has shown that the values are unidirectional and have achieved reliability. Furthermore, according to Hair et al. (2016), the extracted average difference (AVE) is recommended for assessing convergence validity, in which the value of the AVE must be greater than 0.50 before it is affirmed to be confirmed.

Fornell and Lacker's cross-loading assessment is the consideration of whether a research concept is unique and reflects a different phenomenon than other research concepts in the model. With this evaluation criterion, the external load coefficient of any observed variable in the parent factor also needs to be greater than the total cross-load factor of that observation variable with the other factors in the model. (Figure 4.1B)

Figure 4.1A: Assessment results of the measurement model

Constructs	Items	Loadings	Cronbach's Alpha	CR	AVE
VA	VA1	0.955	0.979	0.983	0.904
	VA2	0.956			
	VA3	0.952			
	VA4	0.950			
	VA5	0.947			
	VA6	0.945			
QN	QN1	0.949	0.962	0.972	0.897
	QN2	0.951			
	QN3	0.956			
	QN4	0.933			
QL	QL1	0.949	0.970	0.977	0.894
	QL2	0.939			
	QL3	0.949			
	QL4	0.948			
	QL5	0.944			
PU	PU1	0.954	0.953	0.970	0.914
	PU2	0.953			
	PU3	0.961			
PE	PE1	0.963	0.959	0.973	0.924
	PE2	0.961			
	PE3	0.959			
PEOU	PEOU1	0.955	0.976	0.981	0.913
	PEOU2	0.954			
	PEOU3	0.956			
	PEOU4	0.962			
	PEOU5	0.950			
HBI	HBI1	0.962	0.962	0.975	0.930
	HBI2	0.968			
	HBI3	0.962			

Source: By Authors

Figure 4.1B: Fornell-Lacker's criterion

	HBI	PE	PEOU	PU	QL	QN	VA
HBI	0.964						
PE	0.961	0.961					
PEOU	0.965	0.964	0.956				
PU	0.964	0.957	0.966	0.956			
QL	0.968	0.965	0.966	0.955	0.946		
QN	0.966	0.967	0.971	0.961	0.970	0.947	
VA	0.969	0.972	0.974	0.968	0.974	0.974	0.951

Source: By Authors

Figure 4.1B: Cross-loadings

|	HBI	PE	PEOU	PU	QL	QN	VA
HBI1	**0.962**	0.926	0.934	0.930	0.935	0.929	0.933
HBI2	**0.968**	0.935	0.929	0.929	0.933	0.933	0.944
HBI3	**0.962**	0.918	0.927	0.929	0.932	0.932	0.926
PE1	0.913	**0.963**	0.925	0.916	0.925	0.933	0.931
PE2	0.932	**0.961**	0.923	0.926	0.926	0.930	0.938
PE3	0.926	**0.959**	0.932	0.916	0.930	0.924	0.933
PEOU1	0.931	0.927	**0.955**	0.932	0.929	0.936	0.942
PEOU2	0.917	0.915	**0.954**	0.915	0.925	0.922	0.927
PEOU3	0.925	0.927	**0.956**	0.921	0.928	0.924	0.929
PEOU4	0.923	0.922	**0.962**	0.925	0.924	0.933	0.932
PEOU5	0.914	0.916	**0.950**	0.921	0.908	0.924	0.924
PU1	0.927	0.916	0.917	**0.954**	0.913	0.919	0.928
PU2	0.909	0.908	0.916	**0.953**	0.903	0.910	0.922
PU3	0.929	0.921	0.938	**0.961**	0.924	0.928	0.927
QL1	0.917	0.916	0.911	0.911	**0.949**	0.914	0.932
QL2	0.906	0.915	0.916	0.898	**0.939**	0.922	0.916
QL3	0.924	0.914	0.927	0.910	**0.949**	0.923	0.931
QL4	0.928	0.923	0.921	0.914	**0.948**	0.924	0.925
QL5	0.902	0.893	0.891	0.883	**0.944**	0.902	0.903
QN1	0.906	0.910	0.929	0.907	0.911	**0.949**	0.916
QN2	0.927	0.922	0.930	0.922	0.922	**0.951**	0.928
QN3	0.935	0.935	0.928	0.926	0.933	**0.956**	0.938
QN4	0.893	0.895	0.892	0.886	0.909	**0.933**	0.909
VA1	0.926	0.928	0.929	0.933	0.922	0.926	**0.955**
VA2	0.917	0.930	0.926	0.915	0.933	0.929	**0.956**
VA3	0.923	0.919	0.927	0.924	0.929	0.924	**0.952**
VA4	0.924	0.925	0.933	0.925	0.933	0.932	**0.950**
VA5	0.925	0.925	0.921	0.907	0.916	0.920	**0.947**
VA6	0.914	0.917	0.922	0.918	0.926	0.927	**0.945**

Source: By Authors

3.6 External Assessment

The next step is to use the Bootstrapping process to measure the determination factor (R2) and the coefficient of 1000 re-samples. The evaluation of structural models indicates the validation of hypotheses. The results show that Valence (VA) has a positive impact on the model of technology acceptance. (TAM). Thus, H1a (β = 0,084; p_value < 0.05), H1b (β= 0.084, p_value< 0.05, H1c(β = 0.068, p_ value < 0.05) is supported. Quantity of eWOM has an impact on TAM, H2a (β = 0.106, p_value < 0.05), H2b (β= 0.101, p_value< 0.05) and H2c (β = 0.096, p _value< 0.05) is supported. For the Quality of eWOM (QL), QL only positively affects Perceived Enjoyment (PE), so H3b (β = 0.109, p_value < 0.05) is supported. QL does not significantly affect Perceived Usefulness (PU) and Perceived Ease Of Use (PEOU), so H3a (β = 0.100; p_value > 0.05) and H3c (β= 0.094; p _value> 0.05) are not supported. The results also show that TAM has a positive impact on Gen Z's hotel bôking intention. (HBI). Therefore, H4 (β = 0.065; p_value < 0.05), H5 (β= 0.076; p _value< 0.05) and H6 (β = 0.081, p_ value < 0.05) are supported.

Figure 4.2A: Hypothesis testing results

Hypothesis	Relationship	Path Coefficients	Standard Deviation	P Values	Decision
H1a	VA -> PU	0.562	0.084	0.000	Supported
H1b	VA -> PE	0.457	0.084	0.000	Supported
H1c	VA -> PEOU	0.448	0.068	0.000	Supported
H2a	QN -> PU	0.311	0.106	0.003	Supported
H2b	QN -> PE	0.299	0.101	0.003	Supported
H2c	QN -> PEOU	0.362	0.096	0.000	Supported
H3a	QL -> PU	0.106	0.100	0.293	Not supported
H3b	QL -> PE	0.230	0.109	0.035	Supported
H3c	QL -> PEOU	0.178	0.094	0.059	Not supported
H4	PU -> HBI	0.359	0.065	0.000	Supported
H5	PE -> HBI	0.307	0.076	0.000	Supported
H6	PEOU -> HBI	0.323	0.081	0.000	Supported

Source: By Authors

Figure 4.2B: Structural model results
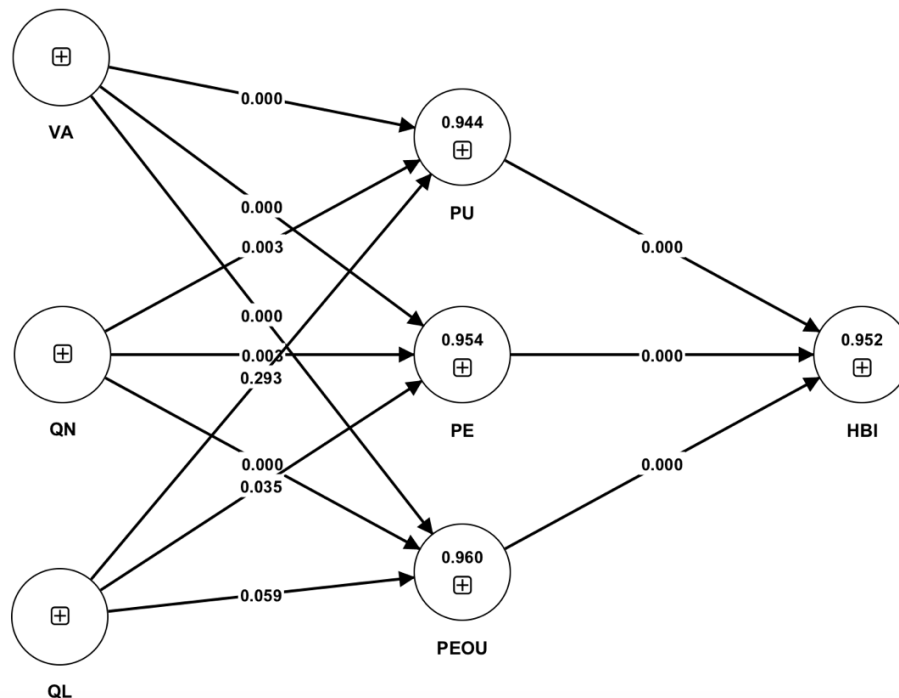
Source: By Authors

4. DISCUSSION RESULT

This study was launched to review and understand the role, importance, and influence of eWOM in hotel booking through online hotel booking applications. The research paper on eWOM explores the actions and motivations of eWOM readers about them, the research can help identify behaviors and decisions through factors such as gender, age, and occupation. industry,...(Cantallops and Salvi 2014). Through the proposed research model, we can see that factors such as quality of eWOM, quantity of eWOM, and negative and positive levels of eWOM play a very important role. These are considered the key factors that determine the behavior of eWOM readers and affect the decision to book a hotel room after reading those eWOMs.

4.1 The impact of eWOM on hotel booking intention

From the data analyzed by Smart-PLS, it is easy to see how important a negative or negative eWOM is. With positive, quality, and reliable eWOMs, hotel bookings will be much higher than negative, non-transparent eWOM. The level of eWOM affects the enjoyment of reading eWOM, making the reader want to read it. The degree of eWOM affects the usefulness of those eWOMs,

we can simply understand that if the eWOMs cannot express a negative or positive level about the hotel you want to book, then the usefulness and significance are close to zero. The level of eWOM good or bad affects whether it is easy to use or not, assuming a negative, unclear eWOM about a certain hotel, the reader can imagine the quality. of that hotel, and how bad its service is, readers can easily visualize and use the information from that eWOM. (Ladhari and Michaud 2015)stated that when users of online hotel booking applications are exposed to positive eWOMs about a particular hotel, the likelihood of booking at that hotel is increased will be higher than those who have been exposed to and read through negative eWOMs.

Similar to the quality of the eWOM, the quantity of the eWOM also affects the enjoyment of reading the eWOM, the ease of use of the eWOM, and the usefulness of the eWOM. People who want to book rooms online through online booking applications mainly rely on this information to make a more secure booking decision, if the reader receives a large amount of eWOM related to that hotel then the risk when booking will be reduced because other information has provided assurance(Ngarmwongnoi et al. 2020).

The quality of eWOM affects the enjoyment of reading eWOM by users of online hotel booking applications, with a quality eWOM, with clear information, and specific images. transparent, eWOM readers will want to read more than poor quality eWOMs, superficial reviews. Through the data studied in this article, we have the P-value of eWOM quality for ease of use and the P-value of eWOM quality for perceived usefulness as 0.059 and 0.293 (>0,05), respectively. From that, we can conclude that the quality of E-WOM does not affect its ease of use and usefulness, because the level of information receptivity of each reader is different, although E- That WOM is very good but not everyone can fully understand the meaning of that E-WOM if it uses too many specialized words or words that are too difficult to understand, even though it is E-WOM quality but does not achieve the purpose that readers want to know, want to find and feel. Whether objective or perceived, quality is an important factor in determining satisfaction level(Sánchez-González and González-Fernández 2021).

4.2 The impact of TAM on hotel booking intention

eWOM reading enjoyment affects hotel booking intention through online hotel booking applications. People who feel interested when reading eWOM will read more information, and filter more information sources. If you are not interested in reading eWOM, it will be difficult for you to choose the hotel you want, you will not know in advance whether the hotel is right for you, and exactly what you need or not. When reading eWOM excites us, we will want to know more about that hotel not just through the eWOMs mentioned on the apps, so that booking intention will be higher. Reading eWOM with compliments about hotels will make you want to experience the quality of service at that hotel.

Perceived ease of use impacts booking intention. The ease of searching for eWOMs on online hotel booking applications saves us more time in searching for information. Receive information about that hotel easily, easily search for the hotel you want, know the quality of that hotel in advance, and easily book and check out. We can simply think that the person booking the room wants to make the booking simple, if the eWOM shows that simplicity and the reader can understand it, they will want to book that hotel more. The "ease of use" is a determinant of convenience, where convenience is the main advantage of online activities, so it has a positive influence on booking intention (Ozturk et al. 2016a).What keeps mobile hotel booking users loyal? Investigating the roles of self-efficacy, compatibility, perceived ease of use, and perceived convenience (Ozturk et al. 2016b).

Perceived usefulness also plays a role and has a strong impact on the booking intention of users of online hotel booking applications. The information that eWOM brings must be useful for readers to feel that this information is the information they need to know about the hotel. If that eWOM is not helpful, readers will not get information about that hotel, they will not book that hotel, simply because they do not want to take unnecessary risks. The more information they want, the more peace of mind they will feel, and the more they will want to book.

In this new era, a completely new digital era with the strong participation of Internet use, eWOM has become a powerful factor, an important factor contributing immensely to the tourism industry in general and hotel booking through online hotel booking applications in particular.

4.3 Theoretical Implications

First, the app introduces three characteristics: value, quantity, and quality of e-reviews into the field of online hotel booking. App booking has taken a new look at the debate on the impact of eWOM. and e-satisfaction when using online services. In addition, the theory of online hotel booking apps provides the necessary information to users. It has been found that the number of eWOM increases customer intention even when the quality of eWOM is low (Lee, Park, and Han 2011). In contrast, through a controlled experiment, online hotel booking does not depend on the number of reviews to influence booking intention and customer satisfaction.

In addition, online hotel evaluation information determines that satisfaction is an extremely important factor for customers' decision to book online hotels. Customers rely on that to evaluate the recommendation of service providers for whether is embroidery accurate and pleasing to the customer).

4.4 Managerial Implications

The booking app and word-of-mouth reviews provide information for GenZ to make quality choices that are clear, easy to understand, useful, and have enough reasons to convince users to make decisions. Instead of those superficial reviews that do not give meaning to the review, then users should focus on stating their views on hotel quality. Because it is the quality reviews that have useful discussion value. For other consumers and vice versa, the information provided by the online hotel booking app also needs to be accurate in terms of images and information. Thanks to electronic reviews, it increases purchasing power and reduces the manipulation of suppliers' service levels.

From the point of view of online reviews, eWOM themselves significantly influence online satisfaction. eWOM can tell consumers the pros and cons of a hotel and from that users make choices.

Online hotel reservation apps in Vietnam are growing strongly because both business owners and consumers are aware of their usefulness.

For customers, the booking app is a useful means to quickly respond to their needs in addition to providing a specific information system that provides to persuade users. In addition, the booking app is also a means of consulting customers, through which customers can read and evaluate the quality of service. Especially the Genz object, business owners can catch it. Genz are people who want to keep up with the trends, and they like to use the internet, they have a high demand forresponsiveness from technology. Thus, using the online hotel booking app has met their needs, which is why the online hotel registration app is increasingly widely used.

For, the online hotel booking app is an app to promote brands that spread image and quality to consumers, and thanks to customer reviews, business owners can easily review and provide solutions to improve service quality to meet consumer needs. Like customers, business owners also save a lot of time and effort, only through the booking app, the business owner can easily grasp the information and needs of consumers from there. Guidance and inspection of the room quickly.

5. CONCLUSION

This study examines how eWOM in terms of valence, quality, quantity, perceived usefulness, perceived enjoyment, and perceived ease of use affects customers' intention to book online hotels through booking apps. The survey made three findings: (1) perceived usefulness is an important factor in users' decisions about the acceptance and adoption of technology in online hotel booking, and (2) perceived enjoyment can also create a positive experience and increase user satisfaction after using the technology. This may lead to continued use, maintenance, and enhanced support in the future for online hotel booking technology, (3) perceived of ease use and

user-friendly experience created in ease also helps to reduce distractions and stress for users. This can lead to greater satisfaction, continued use, and improved future support for the technology. The research on online hotel booking has yielded a lot of valuable information about the travel market, consumer behavior, and technological developments. As with most academic research, this study has limitations. First, the e-assessment is just one kind of eWOM, albeit a much-needed one. This study only focuses on Generation Z, so it may not be true in other generations. Therefore, it will be interesting if future studies will compare between different ages or across different cultures.

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