

Factors Impacting the Intention to Adopt Online Booking Platforms in the Algerian Tourism Industry Based on the Technology Acceptance Model

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Abstract. This research paper investigates the determinants influencing customers' intention to adopt online booking platforms within the tourism industry, focusing specifically on the Algerian market. The study aims to provide insights for vendors and administrators to optimize user experiences and strategically position themselves in the competitive landscape of online travel booking, addressing the lack of academic research in this area despite the market's significant potential.

Employing a survey methodology, this study examines the interplay of perceived ease of use (PEOU), perceived usefulness (PU), and information quality (IQ) as independent variables. Additionally, the mediating roles of attitude towards using technology (ATT) and trust in the vendor (TV) are explored in shaping adoption intentions. The survey underwent meticulous testing to ensure clarity and user-friendliness and was strategically distributed online through social media and physically through tourism agencies, resulting in 312 acceptable responses from a total of 348 collected.

The findings reveal a positive relationship between perceived usefulness (PU), information quality (IQ), and the intention to adopt online booking platforms within the tourism industry in Algeria, while perceived ease of use (PEOU) didn't show a significant relation to the dependent variable. Moreover, attitude towards using technology (ATT) and trust in the vendor (TV) emerge as significant mediators, highlighting the importance of fostering positive perceptions and trust among Algerian customers. While this study provides valuable insights into the factors influencing customers' intention to adopt online booking platforms in the Algerian tourism industry, it is limited by its focus on a specific context. However, the research fills a crucial gap in academic literature by addressing the lack of research in the Algerian market, despite its significant size and potential. Future research could further explore the nuances of customer behavior in this market and examine additional contextual factors.

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1. Introduction

The digital revolution has reshaped consumer behaviors worldwide, particularly evident in the rapid proliferation of online booking platforms. These platforms offer unparalleled convenience, presenting customers with a myriad of options for booking travel, accommodations, dining, and entertainment experiences. However, in regions such as Algeria, where the adoption of e-commerce is still in its nascent stages and technological infrastructure lags behind, understanding the factors influencing consumer choices in utilizing online booking platforms becomes paramount.

Despite the global surge in online booking platform usage, academic literature focusing specifically on the Algerian market remains scarce. Algeria presents a unique context characterized by challenges such as limited access to online payment facilities, inhibiting many from fully engaging with online booking platforms. Moreover, trust issues, compounded by concerns regarding data security and the reliability of vendors, further impede the adoption of these platforms. By shedding light on the intricacies of consumer decision-making within this distinctive market, our study seeks to address this notable research gap.

In recent years, Algeria has witnessed a notable increase in the use of online booking platforms among tourists. Yet, the decision-making process guiding Algerian customers' adoption of these platforms remains underexplored. This study seeks to bridge this gap by investigating the key determinants influencing Algerian customers' adoption of online booking platforms.

Building upon prior research utilizing the Technology Acceptance Model (TAM), which has demonstrated the significance of perceived usefulness and ease of use in influencing customers' intentions to use online platforms, our study proposes a novel research framework tailored to the Algerian context. We particularly focus on exploring the mediating role of attitude towards technology and trust in vendors, factors that may play a pivotal role for customers with limited e-commerce knowledge or experience.

One of the primary hurdles facing Algerian consumers is the lack of widespread access to online payment facilities, inhibiting many from fully engaging with online booking platforms. Moreover, trust issues, compounded by concerns regarding data security and the reliability of vendors, further impede the adoption of these platforms. By shedding light on the intricacies of consumer decision-making within this distinctive market, our study seeks to address this notable research gap.

Our research endeavors to unravel the determinants shaping Algerian consumers' choices regarding online booking platforms, with a specific focus on factors such as attitude towards technology and trust in vendors. Through an in-depth exploration of these factors, we aim to provide valuable insights for businesses operating in the Algerian market, enabling them to tailor their strategies and offerings to better meet the needs and preferences of Algerian consumers.

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In the subsequent sections, we will delineate our research methodology, which includes gathering primary data through surveys and interviews to capture the intricacies of consumer perceptions and behaviors. By bridging the existing research gap and delving into the unique dynamics of the Algerian market, our study seeks to contribute to both academic scholarship and practical business strategies in the realm of e-commerce and consumer behavior.

2. Literature review

2.1. Development of B2C online booking platforms

Business-to-consumer (B2C) online booking platforms denote digital ecosystems facilitating direct interactions between businesses or service providers and individual consumers, facilitating the booking and acquisition of various products and services. These platforms empower customers to execute reservations, schedule appointments, and make bookings online, rendering conventional methods such as telephone calls or in-person visits obsolete.

Many studies have stated the development as well as key features of online booking platforms in social life [1]. Elucidate B2C online booking platforms as "electronic systems enabling customers to access and procure products or services directly from businesses within a consumer market." They underscore the direct interplay between customers and businesses orchestrated by these platforms [2]. Delineate B2C online booking platforms as "web-based applications or systems permitting individual customers to explore, compare, and directly procure various services and products from suppliers." Their exposition spotlights customers' capacity to explore options, make comparisons, and instantly procure services from suppliers. [3] furnish a comprehensive definition, characterizing B2C online booking platforms as "websites or mobile applications providing information, online reservation, and payment services, enabling customers to secure a spectrum of travel-related services, including flights, accommodations, car rentals, and recreational activities." Their definition encompasses an array of travel-related services amenable to online booking.

2.2. Factors impacting customers' adoption of online booking platforms

The Technology Acceptance Model (TAM), as initially proposed by Davis in 1989, offers a widely acknowledged theoretical framework for comprehending individuals' receptivity to and engagement with technology [4]. TAM postulates that an individual's intention to utilize a specific technology is chiefly determined by the perceived usefulness and perceived ease of use of that technology. Numerous research studies have effectively employed the TAM framework to scrutinize the adoption of technology across various contexts, including online platforms [5,6]. From the perspective of TAM, there are several factors playing a critical role in customers' attitudes and adoption behavior towards online booking platforms.

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(1) Perceived Usefulness. Perceived usefulness pertains to the extent to which individuals believe that employing a particular technology will amplify their performance and productivity. Within the realm of online booking platforms, perceived usefulness is associated with elements like convenience, time-saving, and access to a diverse array of choices. Several research endeavors have established a positive correlation between perceived usefulness and customers' intentions to employ online booking platforms [7,8].

(2) Perceived Ease of Use. Perceived ease of use pertains to the degree to which individuals perceive the operation of technology as effortless, requiring minimal cognitive effort. Online booking platforms perceived as user-friendly are more likely to attract and retain customers. Empirical research attests to the significant influence of perceived ease of use on customer intentions to utilize online booking platforms [9,10].

(3) Trust and Security Concerns. Trust and security concerns hold a pivotal role in molding customers' choices regarding the utilization of online booking platforms. Customers necessitate a sense of assurance regarding the security of their personal information and the platform's reliability in delivering accurate and dependable services. A spectrum of studies accentuates the significance of trust and security as pivotal factors shaping customer acceptance and utilization of online booking platforms [11,12].

(4) Demographic characteristics. Demographic variables, inclusive of age, gender, income, and educational background, hold the potential to exert influence over customer attitudes and intentions regarding the use of online booking platforms. Research has documented that demographic factors may serve as moderators in the relationship between perceived usefulness, perceived ease of use, and customer intentions to utilize online booking platforms. A comprehension of these variations is essential for service providers to tailor their offerings to the diverse segments of their customer base [13,14].

3. Research model and hypothesis

This section elucidates the research methodology intended to address the research inquiries and meet the objectives of this thesis, which focuses on investigating the factors influencing customers' choices when utilizing online booking platforms. The guiding framework for this research is the Technology Acceptance Model (TAM).

3.1. The basic theoretical framework

The keystone of this research is the Technology Acceptance Model (TAM), introduced by Davis in 1989. It serves as the foundational framework for comprehending users' acceptance and assimilation of emerging technologies. The core TAM model comprises two primary constructs: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). Perceived Usefulness is a reflection of users' belief in the degree to which technology augments their performance and productivity, while Perceived Ease of Use concerns the level of effort required and the user-friendliness of the technology. This model is graphically represented as follows [4].

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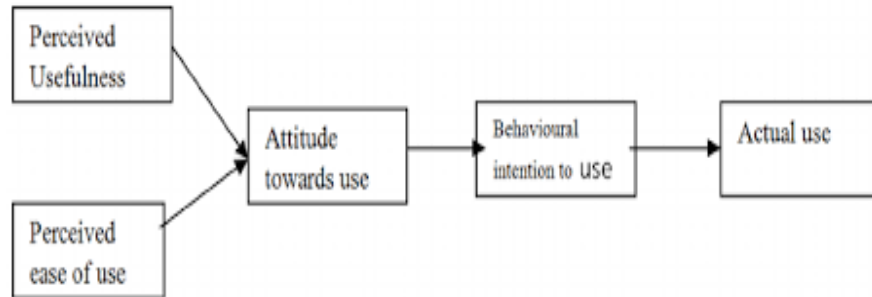


Figure 1: TAM proposed by Davis in 1989

The arrows within this diagram illustrate the connections between Perceived Usefulness, Perceived Ease of Use, and users' Behavioral Intention to employ the technology. Behavioral intention refers to the user's inclination and willingness to engage in a specific behavior, such as adopting online booking platforms.

In the context of this article(research), which seeks to analyze the factors influencing customers' choices when using online booking platforms, the TAM framework provides a robust foundation for the research model. Inspired by TAM, this study extends its scope to include additional factors relevant to this research. Notably, variables such as Information Quality (IQ), Trust in Vendor (TV) and Attitude Towards Using Technology (ATT) are introduced as influential elements within this research model. By integrating these factors into the TAM framework, a comprehensive model emerges, shedding light on the multifaceted determinants guiding customers' decision-making processes when adopting online booking platforms.

To bolster this research model, a comprehensive review of relevant literature was undertaken to explore the connections between these factors and customers' decision-making. For instance, previous studies have investigated the influence of trust, perceived risk, and service quality on user acceptance and usage of online platforms [15,16,17]. In addition, inquiries have delved into the impact of social influence, including online reviews and recommendations, on users' decision-making processes [18,19]. So based on that, we developed the following research model.

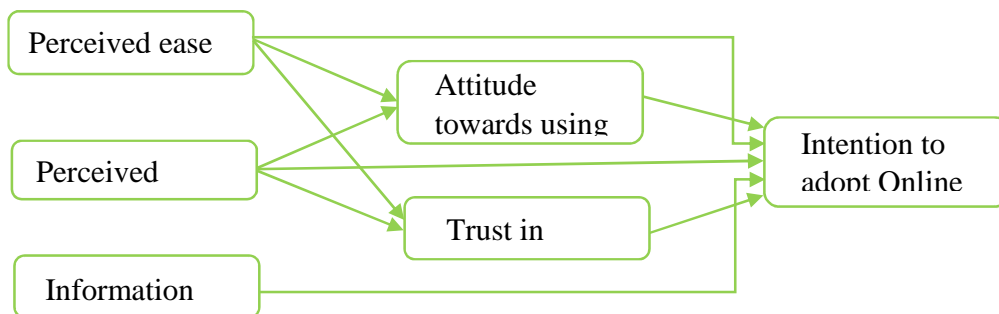


Figure 2: The research model

3.2. Research hypotheses

Previous studies consistently found a positive relationship between perceived ease of use and the intention to adopt online booking platforms. These studies revealed that when customers perceive online booking platforms as easy to use and navigate, they are more likely to have a positive intention to adopt these platforms [20,21,22]. Others found that the ease of navigation and efficiency of the booking process significantly influenced customers' decision to use online platforms [23]. Similarly, others demonstrated that perceived ease of use positively influenced customers' intention to adopt online travel platforms [24]. These findings highlight the importance of perceived ease of use in shaping customers' intention to adopt online booking platforms.

H1: Perceived Ease of Use (PEOU) has a positive impact on customers' Intention to Adopt Online Booking Platforms.

A body of empirical research from notable academic sources substantiates the assertion that perceived usefulness holds a pivotal role in influencing customers' intention to adopt online booking platforms. References, including [6,25,26], provide robust evidence in support of this relationship. These studies affirm that perceived usefulness positively influences customers' intention to adopt online booking platforms.

H2: Perceived usefulness (PU) positively influences customers' intention to adopt online booking platforms.

Previous studies have verified that the quality of information provided on online booking platforms has a positive impact on customers' intention to use these platforms. Studies by [27,8,6] collectively provide strong evidence supporting the hypothesis that information quality positively influences customers' intention to adopt online booking platforms. When users perceive the information on these platforms as accurate, reliable, and valuable, they are more likely to intend to use them for their booking needs.

H3: Information quality (IQ) positively influences customers' intention to adopt online booking platforms.

Regarding the psychological process that a customer adopts e-technology by considering its usefulness, ease of use, and information quality, some studies have explored critical mediators [5,26] support the notion that users' positive attitude toward technology can mediate the influence of ease of use on their intention to adopt technology. These studies collectively provide substantial support for the hypothesis that attitude towards using technology mediates the relationship between perceived ease of use and customers' intention to adopt online booking platforms. Users' perception of ease of use can positively influence their attitude towards technology, which, in turn, affects their intention to adopt online booking platforms.

H4: Attitude towards using technology (ATT) (H4A) and Trust in vendor (H4B) (TV) mediate the relationship between perceived ease of use (PEOU) and customers' intention to adopt online booking platforms.

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Similarly, we assume that trust in the vendor plays an intermediary role between customers' perception of the usefulness of online booking platforms and their intention to adopt them. Some studies, including [28,29], provide relevant evidence. This evidence provides empirical support for the hypothesis that trust in the vendor mediates the relationship between perceived usefulness and customers' intention to adopt online booking platforms. Customers' perception of the usefulness of these platforms positively influences their trust in the vendor, which subsequently influences their intention to use them.

H5: Trust in vendor (TV) (H5A) and (ATT) (H5B) mediate the relationship between perceived usefulness (PU) and customers' intention to adopt online booking platforms. The mediation hypothesis (H5) posits that Trust in Vendor (TV) and Attitude Towards Using Technology (ATT) collectively mediate the relationship between Perceived Usefulness (PU) and customers' intention to adopt online booking platforms. Building on foundational works, [28,30,31], these studies form a robust theoretical foundation supporting the proposed mediation mechanisms in the context of online booking platform adoption.

4. Research methodology

4.1. Research variables and measurement

In this research, considered variables include three independent variables: perceived ease of use, perceived usefulness, and information quality; two mediators: attitude towards using technology and trust in the vendor, as well as a dependent variable: intention to adopt online booking platform. The corresponding definitions and measurements are as follows.

- Perceived Ease of Use (PEOU): This dimension refers to the extent to which individuals perceive the online booking platform as easy to navigate and use. It encapsulates their subjective evaluation of the platform's usability and the simplicity of the booking process [4]. Previous research has established that perceived ease of use significantly influences users' intentions to adopt and use technology [6].
- Perceived Usefulness (PU): This construct represents the extent to which individuals believe that using online booking platforms will enhance their travel booking experience and provide valuable benefits [4]. It reflects users' perceptions of how useful the platform is in meeting their specific travel needs, such as saving time, accessing a wide range of options, and finding the best deals [6].
- Information Quality (IQ): This variable pertains to the accuracy, reliability, and comprehensiveness of the information offered by online booking platforms [32]. It encompasses the quality of destination descriptions, accommodation details, flight information, user reviews, and ratings. High information quality fosters users' trust and confidence in the platform's information [32].
- Attitude Towards Using Technology (ATT): This construct represents individuals' overall assessment and their positive or negative sentiments toward using technology for travel bookings [31]. It reflects their general disposition toward adopting and utilizing

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technological solutions, including online booking platforms. A positive attitude enhances the likelihood of technology acceptance and usage [6].

- Trust in Vendor (TV): This variable pertains to the level of trust individuals have in the online booking platform as a reliable and secure entity [28]. It encompasses users' confidence in the platform's ability to safeguard their personal and payment information, maintain privacy, and act in their best interests as customers. Trust is a critical factor influencing technology adoption and usage [30].

- Intention to Adopt Online Booking Platforms: This dimension represents individuals' expressed willingness and plans to use online booking platforms for their future travel arrangements [34]. It captures their behavioral intentions and serves as a proxy for actual usage behavior. Intention is a robust predictor of technology adoption and usage (Taylor & Todd, 1995).

4.2. Data collection

For data collection, a survey method was employed, with a meticulous testing phase preceding the final distribution to enhance the survey's effectiveness. A preliminary draft was shared with industry experts and professionals related to tourism and technology, allowing for valuable feedback on the survey's clarity and user-friendliness. Following refinement based on this input, the survey was distributed using two distinct methods: online dissemination through social media within tourism groups and physical distribution to tourism agencies, where clients filled out printed copies while waiting. This dual approach yielded a total of 348 surveys collected, and after rigorous screening, 312 surveys were deemed acceptable for analysis. This thorough process ensures the robustness and reliability of the dataset, providing a solid foundation for drawing meaningful conclusions regarding the factors influencing customers' intention to adopt online booking platforms.

4.3. Descriptive statistics

The sample data illustrates the demographic characteristics and behaviors of 312 individuals in terms of gender distribution, age groups, educational backgrounds, income levels, online platform usage frequency, and travel frequency, shown in Table 1.

Table 1: Descriptive data

Variables	Variants	Frequency	Percent %
Sex	Male	155	49.7
	Female	157	50.3
	Total	312	100
Age	18-25 years	47	12.1
	26-35 years	131	42
	36-45 years	99	31.7
	46-55 years	21	6.7

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	56 and above	12	4.5
	Total	312	100
Education	High school or	28	9
	Bachelor Degree	34	10.9
	Master Degree	144	46.2
	Doctoral Degree	66	21.2
	Other	40	12.8
	Total	312	100
Income	20000-49990	85	27.2
	50000-79990	89	28.5
	80000-109990	78	25
	110000-149990	14	4.5
	150000 and above	46	14.7
	Total	312	100
Online Platform Using Frequency	Never used	34	10.9
	Rarely	33	10.6
	Occasionally	88	28.2
	Frequently	70	22.4
	Very Frequently	87	27.9
	Total	312	100
Travelling Frequency	1-3 Times per year	42	13.5
	3-5 Times per year	161	51.6
	5-10 Times per year	66	21.2
	Rarely Travel	22	7.1
	Never Travel	21	6.7
	Total	312	100

5. Analysis and results

5.1. Reliability statistics

In the "Reliability Statistics" section, the reliability and internal consistency of seven different variables were assessed. Cronbach's Alpha coefficients, a measure of internal consistency, were calculated for each variable, see Table 2. The Cronbach's Alpha coefficients for the variables ranged from 0.663 to 0.913, indicating good and varying

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levels of internal consistency. For example, the variable "PEOU" demonstrated a Cronbach's Alpha of 0.663, suggesting a moderate level of internal consistency among its items. In contrast, the variable "TV" exhibited a higher Cronbach's Alpha of 0.913, indicating a strong level of internal consistency among its items.

The inter-item correlation matrices for each variable were also provided, displaying the correlations between individual items within each variable. These matrices allowed for a closer examination of how items within a variable were related to each other.

Overall, the reliability statistics section provided a comprehensive evaluation of the internal consistency and reliability of the six variables, contributing to the robustness of the data analysis in the study.

Table 2: Reliability statistics

VARIABLES	Cronbach's Alpha
Perceived ease of use (PEOU)	.843
Perceived usefulness (PU)	.663
Information quality (IQ)	.872
Attitude towards using technology (ATT)	.867
Trust in vendor (TV)	.854
Intention to adopt an online booking platform	.913

5.2. Validity test

The initial KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy, at 0.728, suggests a reasonably good value, implying that the variables under consideration are adequate for conducting a factor analysis. This measure assesses the suitability of the data for conducting a factor analysis, indicating whether variables are correlated enough for this statistical technique.

Bartlett's Test of Sphericity was highly significant, with an approximate chi-square value of 485.713 and 15 degrees of freedom, with a p-value of 0.000. This suggests that the correlation structure in the data is suitable for factor analysis. Bartlett's Test assesses if the observed correlations between variables are significantly different from an identity matrix.

Regarding the Rotated Component Matrix, the presented data shows the loadings of variables on the extracted components after rotation. More importantly, with the rotated component matrix, variables were rotated using the Varimax rotation with Kaiser Normalization. The results displayed in Table 3, indicated that all variables were loaded into 6 factors with loading coefficients greater than 0.5 and there was no cross-loading on any factor (see Table 3).

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Overall, the results suggest a structured relationship between variables, emphasizing underlying constructs or factors that these variables might collectively represent, indicating a meaningful factor structure in the data.

Table 3: Component analysis

Items	Component					
	1	2	3	4	5	6
IQ2	.853					
IQ3	.825					
IQ1	.778					
IQ4	.616					
IQ5	.594					
IA2		.860				
IA5		.833				
IA3		.822				
IA4		.814				
IA1		.616				
ATT5			.803			
ATT3			.760			
ATT1			.754			
ATT4			.735			
ATT2			.734			
PEOU4				.805		
PEOU1				.723		
PEOU5				.706		
PEOU3				.701		
PEOU2				.667		
TV4					.806	
TV2					.739	
TV1					.712	
TV5					.696	
PU1						.708
PU2						.547

5.3. Regression analysis

5.3.1. Main effects

Table 4 shows the regression results, where the dependent variable is being regressed on several predictors. Notably, the model attempts to predict dependent variables using PU, PEOU, and IQ.

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Focusing on the coefficients in the table, it is seen that Perceived Usefulness (PU) shows a significant positive relationship (Beta = 0.248, $p < 0.001$), indicating that for every one-unit increase in PU, DV is predicted to increase by 0.248 units. Perceived Ease of Use (PEOU) doesn't seem to have a significant effect on the dependent variable (Beta = 0.034, $p = 0.544$). The non-significant p-value suggests that the relationship might not be reliable or statistically meaningful in predicting the Intention to adopt online booking platforms in this model. IQ exhibits a highly significant and strong positive relationship with DV (Beta = 0.468, $p < 0.001$), indicating that for every one-unit increase in IQ, DV is predicted to increase by 0.468 units.

Table 4: Regression analysis

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.051	0.317		3.312	0.001		
	PU	0.303	0.068	0.248	4.438	0.000	0.673	1.486
	PEOU	0.041	0.068	0.034	0.607	0.544	0.661	1.513
	IQ	0.480	0.057	0.468	8.494	0.000	0.690	1.449
	SEX	0.128	0.075	0.080	1.702	0.090	0.958	1.044
	AGE	-0.048	0.045	-0.058	-1.073	0.284	0.717	1.394
	EDUCATION	-0.109	0.035	-0.146	-3.066	0.002	0.929	1.077
	INCOM	-0.025	0.035	-0.041	-.724	0.470	0.640	1.563
A. Dependent Variable: Intention to adopt an online booking platform								

5.3.2. The mediating effects

By running the plug-in named PROCESS in SPSS, we obtain the mediating test results, shown in Table 5. It is obvious to see that, the mediating effect analysis performed on the variables related to Perceived Usefulness (PU), Attitude (ATT), Trust in Vendor (TV), and a Dependent Variable (DV) demonstrates some significant indirect effects on the outcome. In detail, the indirect effect of Perceived Usefulness (PU) affecting Attitude (ATT), which further influences the Dependent Variable (DV), is found to be statistically significant

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(indirect effect = 0.1288, Boot SE = 0.0372, Boot LLCI = 0.0587, Boot ULCI = 0.2052). The presence of a positive indirect effect implies that PU influences DV through ATT.

Similarly, the indirect effect of PU influencing TV, which further influences DV, is also found to be statistically significant (indirect effect = 0.0925, Boot SE = 0.0306, Boot LLCI = 0.0388, Boot ULCI = 0.1575). This suggests that PU indirectly influences DV via TV. These findings support the hypothesis (H5).

Table 5: Mediating effect results

	Effect	Boot SE	Boot LLCI	Boot ULCI
Ind1: PU→ATT→DV	0.1288	0.0372	0.0587	0.2052
Ind2: PU→TV→DV	0.0925	0.0306	0.0388	0.1575

6. Conclusions

The empirical investigation conducted aimed to explore the relationships between several factors and customers' intentions to adopt online booking platforms. Initially, the hypothesis (H1) positing a direct relationship between Perceived Ease of Use (PEOU) and customers' intention to adopt online booking platforms did not yield significant results. Consequently, it can be inferred that the assumption of a direct association between PEOU and adoption intentions is not supported by the data analysis. Therefore, subsequent hypotheses, such as the mediating role of Attitude towards Using Technology (ATT) and Trust in Vendor (TV) between PEOU and intention to adopt, were not deemed viable due to the lack of a significant relationship between PEOU and adoption intentions.

Conversely, the analysis provided evidence that Perceived Usefulness (PU) and Information Quality (IQ) positively influence customers' intention to adopt online booking platforms (H2 and H3, respectively). These outcomes suggest that PU and IQ indeed play a substantive role in shaping customer intentions to adopt online booking platforms.

Furthermore, in the context of Trust in Vendor (TV) and Attitude towards Using Technology (ATT), as mediating factors between PU and the intention to adopt, the results indicated significant relationships, aligning with the formulated hypothesis (H5). The analysis supported that TV and ATT serve as mediators between Perceived Usefulness (PU) and customers' intention to adopt online booking platforms, contrary to the earlier hypothesis (H4).

In conclusion, while the direct link between Perceived Ease of Use (PEOU) and adoption intentions was not validated, Perceived Usefulness (PU) and Information Quality (IQ) were confirmed to significantly influence customers' intentions to adopt online booking platforms. Moreover, the hypothesis (H5) outlining the mediating roles of Trust in Vendor (TV) and Attitude towards Using Technology (ATT) between PU and the intention to adopt online booking platforms was supported by the empirical analysis.

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These findings emphasize the crucial significance of PU and IQ in shaping customer intentions. Understanding and leveraging Trust in Vendor (TV) and Attitude towards Using Technology (ATT) as mediators between perceived usefulness and adoption intentions are pivotal for service providers and marketers seeking to enhance adoption rates of online booking platforms and similar digital services.

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