ONLINE HOTEL BOOKING MOBILE PLATFORMS: INTENTION, ACTUAL BOOKING, SATISFACTION, AND CONTINUOUS INTENTION TO USE

Vishal Gaonkar*; Nagaraj Vasant Bhandari**; Prachi Premanand Kolamker*** & Abhisha Naik****

Abstract

The study first examines the factors travellers consider when choosing online hotel booking mobile platforms. The study also examines whether the intention to use mobile platforms for hotel bookings translates into actual usage (AU). The study further explores the relationship between actual usage of mobile platforms and consumer satisfaction (CS), as well as the intention to continue using mobile platforms (CIU). Past literature relating the technology acceptance model to online hotel booking intentions exists; however, the present study draws upon the model by considering online reviews (OR), perceived value (PV), perceived usefulness (PU), perceived ease of use (PEU), brand image (BI), trust (TR), and price (PR) as factors influencing intention to book hotels online (OHBI), which is further used to assess AU, followed by CS, and finally CIU. The study also assesses consumers' intention to continue using mobile platforms for future bookings. The study administered a structured questionnaire to 450 travellers who rely on online platforms to meet their accommodation needs. Structural Equation Modelling validated the proposed model. The results indicated that BI is the strongest predictor of OHBI, followed by TR and PU. In contrast, OR, PEU, PV, and PR do not influence OHBI. OHBI positively influences AU, which in turn significantly impacts CS; finally, CS positively influences CIU. This research contributes to the literature by helping hospitality businesses develop compelling strategies to attract potential consumers and increase retention.

Keywords: Online Hotel Booking; Trust; Perceived Usefulness; Online Review; Consumer Satisfaction.

PLATAFORMAS MÓVEIS DE RESERVA DE HOTEL ONLINE: INTENÇÃO, RESERVA REAL, SATISFAÇÃO E INTENÇÃO CONTÍNUA DE USO

Resumo

O estudo concentra-se, inicialmente, em compreender os fatores que os viajantes consideram ao escolher plataformas móveis para reservar hotéis online. O estudo também busca determinar se a intenção de usar plataformas móveis para reservas de hotéis se traduz em uso efetivo (AU). O estudo explora ainda mais a relação entre o uso efetivo de plataformas móveis e a satisfação do consumidor (CS) quanto à intenção de uso contínuo (CIU). Existe literatura anterior que relaciona o modelo de aceitação de tecnologia com intenções de reserva de hotéis online, no entanto, o presente estudo se baseia no modelo ao considerar avaliações online (OR), valor percebido (PV), utilidade percebida (PU), facilidade de uso percebida (PEU), imagem de marca (BI), confiança (TR) e preço (PR) como fatores que influenciam a intenção de reservar hotéis online (OHBI), que é posteriormente usada para avaliar AU, seguida por CS e, finalmente, CIU. O estudo é estendido para avaliar a intenção dos consumidores de continuar a utilizar plataformas móveis em futuras reservas. Um questionário estruturado foi aplicado a 450 viajantes que utilizam plataformas online para atender às suas necessidades de acomodação. A técnica de Modelagem de Equações Estruturais valida o modelo proposto. Os resultados indicaram que BI é o preditor mais forte de OHBI, seguido por TR e PU. Por outro lado, OR, PEU, PV e PR não influenciam OHBI. OHBI influencia positivamente o AU, que, por sua vez, impacta significativamente o CS e, finalmente, o CS influencia positivamente o CIU. Esta pesquisa contribui para a literatura sobre como empresas de hospitalidade podem criar estratégias eficazes para atrair consumidores em potencial e aumentar a retenção de clientes.

Palavras-chave: Reserva de hotéis on-line; Confiança; Utilidade Percebida; Revisão on-line; Satisfação do Consumidor.

PLATEFORMES MOBILES DE RÉSERVATION D'HÔTELS EN LIGNE : INTENTION, RÉSERVATION RÉELLE, SATISFACTION ET INTENTION CONTINUE D'UTILISATION

Resumé

L'étude se concentre, dans un premier temps, sur la compréhension des facteurs que les voyageurs prennent en compte lors du choix de plateformes de réservation d'hôtels en ligne. L'étude tente également de déterminer si l'intention d'utiliser des plateformes mobiles pour les réservations d'hôtel se traduit par une utilisation réelle (AU). L'étude explore en outre la relation entre l'utilisation réelle des plateformes mobiles et la satisfaction du consommateur (CS), ainsi que l'intention de continuer à les utiliser (CIU). Il existe une littérature antérieure reliant le modèle d'acceptation de la technologie aux intentions de réservation d'hôtel en ligne, cependant, la présente étude s'appuie sur le modèle en considérant les avis en ligne (OR), la valeur perçue (PV), l'utilité perçue (PU), la facilité d'utilisation perçue (PEU), l'image de marque (BI), la confiance (TR) et le prix (PR) comme des facteurs influençant l'intention de réserver des hôtels en ligne (OHBI) qui est ensuite utilisée pour évaluer l'AU, suivie de la CS et enfin de la CIU. L'étude est élargie afin d'évaluer l'intention des consommateurs de continuer à utiliser les plateformes mobiles pour leurs futures réservations. Un questionnaire structuré a été administré auprès de 450 voyageurs utilisant des plateformes en ligne pour répondre à leurs besoins d'hébergement. La technique de modélisation par équations structurelles valide le modèle proposé. Les résultats ont montré que le BI est le meilleur prédicteur de l'OHBI, suivi du TR et du PU. En revanche, l'OR, le PEU, le PV et le PR n'influencent pas l'OHBI. L'OHBI influence positivement l'AU, qui, à son tour, a un impact significatif sur le CS, et enfin, le CS influence positivement le CIU. Cette recherche contribue à la littérature sur les entreprises de l'hôtellerie en proposant des stratégies convaincantes pour attirer des consommateurs potentiels et accroître leur fidélisation.

Mots-clés: Réservation d'Hôtel en Ligne; Confiance; Utilité Perçue; Avis en Ligne; Satisfaction des consommateurs.

HOW TO CITE: Gaonkar, V., Bhandari, N., Kolamker, P., & Naik, A. (2026). Online Hotel Booking Mobile Platforms: Intention, Actual Booking, Satisfaction, and Continuous Intention to Use. *Anais Brasileiros de Estudos Turísticos / ABET*, v. 16, n. 1 (Regular Issue), 1 – 17, Jan./ Dez. Retrieved from: https://periodicos.ufjf.br/index.php/abet/article/view/46108
DOI: https://doi.org/10.5281/zenodo.18062490

Licenciada por Creative Commons 4.0 / Internacional
CC BY 4.0

* Vishal Gaonkar holds a Bachelor of Commerce (B.Com.) degree from Government College of Arts, Science and Commerce, Quepem, Goa, India (2017) and a Master of Commerce (M.Com.) degree in Accounting and Finance from Government College of Arts, Science and Commerce, Quepem, Goa, India (2019). He is currently pursuing his Ph.D. at Goa University, Taleigao Plateau, Goa, India, where he registered in 2025. He is an Assistant Professor in Commerce at Goa Business School, Goa University. ORCID: https://orcid.org/0009-0007-2059-5151. E-mail: [vishal.gaonkar@unigoa.ac.in].

The coauthors minibio will follow in the end of this paper, together with the table credit e of the table credit statement.

1 INTRODUCTION

Consumers and the hospitality industry benefit from the increased use of mobile applications. They let customers book a hotel room anytime, anywhere, while also giving them more exposure (Wu & Law, 2019). Unlike traditional hotel reservations, online hotel booking offers consumers better deals and detailed descriptions of the hotel's property, amenities, and location (Hu & Yang, 2020). Hotel booking mobile platforms like Booking.com, Agoda.com, and Expedia.com have made it simple for consumers to search for and obtain precise information about hotel rooms.

Accordingly, it is pertinent to understand the factors consumers consider while making online hotel reservations (Saw et al., 2015). The hotel sector should pay more attention to mobile booking and develop plans to better capitalize on this opportunity, as mobile app use for travel bookings continues to rise. (Vayghan et al., 2023; Chang et al., 2019).

Various studies have documented the importance of online booking platforms as a key medium for boosting the hospitality industry. Amin et al. (2021b) examined how hotel website quality, affective commitment, e-trust, and social presence influence travellers' intentions to book hotels online in Malaysia. Applying a conceptual model to the technology acceptance model (TAM) in the tourism and hospitality industry, Biswas (2023) explains the critical facilitators of online booking intention in India. Similarly, Ngoc et al. (2022) studied variables influencing Vietnamese domestic tourists' online hotel selection behaviour.

The study developed a conceptual framework known as the E-P-TAM-TPB model, which combines Pricing Value, Electronic Word of Mouth, the Theory of Planned Behaviour, and the Technology Acceptance Model. Agag and El-Masry (2016) investigated the factors that affect consumers' intentions to make online hotel reservations in Egypt. Anutarawaykin et al. (2023) considered the impact of price, perceived value, privacy-security, online reviews, and trust on consumers' intentions to book hotels online in Bangkok.

While these studies have contributed significantly to understanding consumer behaviour in digital hospitality environments, the literature remains relatively fragmented in explaining the broader behavioural process through which online booking intention translates into actual usage, customer satisfaction, and continued intention to use mobile booking platforms (Agag & El-Masry, 2016; Lien et al., 2015).

In digital hospitality environments, consumers may express favourable booking intentions but may not necessarily convert those intentions into actual usage or continued engagement with the platform. This creates an important behavioural gap in the literature, particularly in the context of mobile hotel booking applications where post-adoption experiences such as satisfaction and continuance intention are increasingly relevant (Bhattacherjee, 2001; Foroughi et al., 2023).

The present study therefore extends prior research by examining the sequential relationship between booking intention, actual usage, customer satisfaction, and continuance intention within an integrated framework.

The research aims to bridge this knowledge gap by conducting a comprehensive investigation in Goa, India's travel and tourism hub. Goa provides an appropriate setting for examining online hotel booking behaviour because tourism continues to play an important role in the state's economy and hospitality sector, contributing significantly to employment and economic activity. Goa offers an intriguing backdrop for investigation because of its unique environment and dynamic hospitality industry.

Furthermore, the increasing digitalization of hospitality services has encouraged hotels to rely more extensively on online and mobile booking platforms to attract and engage travellers (Amin et al., 2021b). This evolving digital tourism environment makes Goa a relevant context for examining consumers' booking intention, actual usage, satisfaction, and continuance intention toward mobile hotel booking platforms.

This study focuses on the key determinants influencing the intention to book hotels online. Further, to what extent does intention shape actual hotel bookings through mobile platforms? Finally, the study also considers satisfaction and the extent to which consumers intend to continue using mobile platforms for future endeavours.

The study hypothesizes that various factors such as online reviews, perceived usefulness, perceived ease of use, perceived value, brand image, trust and price positively influence the intention to book hotels online. It also hypothesizes that intention to book hotels positively influences actual hotel booking, which in turn positively influences customer satisfaction. Finally, it is postulated that customer satisfaction positively affects continued intention to use. Structural Equation Modelling is used to test the above-mentioned hypotheses.

The results of this study will be valuable for hoteliers by helping them allocate resources optimally and focus on the factors that contribute to customers' intention to continue using the service.

This study is organized as follows: Section 2 presents the literature review, theoretical framework, and hypothesis development. Section 3 presents the methodology. The results and findings are shown in Section 4. Section 5 presents the study's discussion and conclusion, managerial implications, limitations, and scope for future research.

2 THEORETICAL REVIEW

2.1 Mobile Hotel Booking Platforms

Bretschneider (2016) defines hotel booking mobile apps as software for mobiles, tablets, and smartwatches that connect to central reservation systems (CRS) for room bookings. Apps are classified as new information technology because they combine web-based and mobile-based features (Hur et al., 2017). Hotel smartphone apps provide a range of helpful services to visitors by converting computer-based online services into mobile online services (Adukaite et al., 2013).

The main uses of smartphone apps include information retrieval about properties, guest services, bookings, transactions, and location awareness through the Global Positioning System (GPS) (Wang et al., 2016). Applications are designed to satisfy particular customer needs and can increase the effectiveness of mobile operations (Hossny, 2021).

Because they affect how travellers search for information, compare options, assess lodging, and make reservations, digital platforms have become essential to the tourism and hospitality industries. Information and communication technologies are widely acknowledged in tourism research as changing how hospitality services are organized, how tourists behave, and how service providers and customers interact (Buhalis & Law, 2008; Law et al., 2014).

According to Gretzel et al. (2015), mobile hotel booking platforms can be seen as both technological tools and part of the broader evolution of smart tourism, where digital technologies enable more convenient travel planning, personalized services, and real-time access to information. Because they can access hotel information, compare costs, read user-generated content, and make reservations quickly, tourists increasingly rely on the internet and mobile platforms when making travel decisions (Xiang et al., 2015).

Online hotel booking intention should be analyzed within the broader tourism and hospitality context. Platform-based interactions affect travellers' booking behaviour, contentment, and continued use of digital hospitality services.

2.2 Factors Affecting Online Hotel Booking Intention

Various factors may influence an individual's intention to book a hotel. A hotel's website emphasizes and reflects its reputation and competitive advantage. In China, for instance, online travel agencies give clients advantages such as the ability to compare the costs of several hotels at once (Duran, 2015). El-Said (2020) showed that negative-valence reviews significantly influence booking intention, while positive-valence reviews do not.

Customers like making hotel reservations online since it is convenient and saves them time. Customers can also learn about brand image, pricing, and services. Many hotels have adopted online booking services after recognizing this trend (Lien et al., 2015; Liu et al., 2024). Oliveira et al. (2019) demonstrated a direct relationship between purchase intention and perceived information usefulness; Krasna (2008) and Chiang (2007) found perceived value strongly correlated with both price and quality, affecting consumers' decisions about hotel selection and booking intention.

Perceived risk and uncertainty associated with online transactions mean trust plays a more significant role in the online market than in traditional offline markets, as the online market grows (Head & Hassanein, 2002). Consumers may avoid making purchases online due to a lack of trust (Wu & Chang, 2005). Trust is the primary worry for many consumers who make purchases (Lewis et al., 1998). Customers are more inclined to purchase from an online website when they trust it (Kim et al., 2017).

Online reviews help individuals choose among different purchase options (Vieira et al., 2020). Some customers share their hotel experiences through online reviews. These reviews guide potential customers in finding the information needed to make a purchase decision (Kim et al., 2017). These reviews form a part of electronic word of mouth (eWOM). When customers book hotels, online reviews play a critical role in influencing their purchase intentions.

Prospective clients may assess important factors including service quality, dependability, and authenticity. Online reviews are especially important in influencing purchasing behaviour in Indonesia, as customers typically rely on recommendations when buying experience-based goods (Adisty, 2025). Online reviews carry more weight than content creators' reviews, as customers share positive and negative opinions based on their usage experience (LY & Le-Hoang, 2020; Hashim & Fadhil, 2017).

The reliability of online reviews influences consumer purchase intentions. Positive or negative comments strongly influence customers' decisions to book hotels through online platforms. Online reviews have become a valuable source of information and a crucial factor influencing travellers' decisions to reserve hotel rooms (Amin et al., 2021a). Similarly, online reviews provide hotel operators with valuable feedback and suggestions for improvement that can help them develop winning business strategies. As a result, understanding the impact of online reviews on online hotel booking intention is essential (En et al., 2022). Therefore, the following hypothesis is put forth:

H1: Online reviews positively influence intention to book hotels online.

Perceived Usefulness: The Technology Acceptance Model includes Perceived Usefulness (PU) as a key construct in studies of ICT adoption (Amin et al., 2021a). Perceived usefulness is the extent to which travellers depend on the utility of information to make online hotel reservations (Oliveira et al., 2019). This includes improved efficiency, faster hotel reservations, better performance, and an overall easier reservation process (Biswas, 2023). Online travellers' perceptions and sensory experiences with virtual platforms will influence their online booking intentions. Therefore, businesses need to ensure continuous upgrades to their apps (Kim et al., 2020). Hence, the following hypothesis is posited:

H2: Perceived usefulness positively influences the intention to book hotels online.

Perceived ease of use: The TAM framework considers perceived ease of use the second most important factor in using ICT (Amin et al., 2021a). Perceived ease of use is an individual's belief that a particular system or technology is simple to implement (Zhao et al., 2022). Perceived ease of use is the degree to which travellers feel that booking a hotel online will be effortless.

The online booking portal's adaptability, transparency, and ease of use determine this (Biswas, 2023). Ease of use predicts behavioural intention. Usability is thought to increase the likelihood of user acceptance (El Nemar et al., 2022). Therefore, the following hypotheses are proposed:

H3: Perceived ease of use positively influences the intention to book hotels online.

Perceived value: Perceived value is the reciprocity of benefits between the provider (hotels) and the receiver (customers) (Anutarawaykin et al., 2023). Understanding consumers' perceived value enables managers to design pricing and quality offerings and operational strategies better, especially in online hotel booking environments (Kim et al., 2017). Perceived value is an essential factor that significantly

influences purchase intention, including the intention to book hotels online (Anutarawaykin et al., 2023; Lhendup & Bhagirathi, 2020). Therefore, the following hypotheses are developed:

H4: Perceived value positively influences the intention to book hotels online.

Brand image: Brand image is defined as a set of distinct associations in customers' minds about what a company's brand implies (Rizki et al., 2022). In other words, brand image is simply what consumers think and feel when they see a specific brand or the characteristics that come to mind when that brand is mentioned. In some ways, that image will influence consumer choices (Tam et al., 2022). Brand image distinguishes the brand, shapes purchasing rationales, creates meaning and feeling, and adds substantial value to the organization (Eren, 2019).

Brand image is a crucial competitive advantage that helps create value (Arif, 2019). A brand's image is a general representation of consumers' opinions and perceptions of the business and its offerings. Customers will constantly think about and recall a positive brand image (Salsabila et al., 2025). Businesses need to leave a favourable impression to improve a product's brand image, which influences consumers' purchase decisions (Lorenzo et al., 2023). Online hotel booking intentions are positively and significantly impacted by brand image (LY & Le-Hoang, 2020; Lien et al., 2015). Therefore, the following hypothesis is developed:

H5: Brand image positively influences the intention to book hotels online.

Trust: When a customer has faith in a service provider's dependability and moral character, trust grows (Lien et al., 2015). Consumer expectations and beliefs about an online seller are referred to as trust in the context of online shopping. Trust can be crucial to forming and maintaining long-term consumer relationships (Torres et al., 2022; Agag & El-Masry, 2016). Existing literature shows that customer trust supports behavioural intention (Castanha et al., 2021).

Previous research on consumers' trust in hotel domains has shown that when consumers trust hotels more, they are ultimately more positive about their intention to book and think that making an online purchase carries less risk (Kim et al., 2017). Therefore, the following hypothesis may be postulated:

H6: Trust positively influences the intention to book hotels online.

Price: Customers often use price as an indicator of quality, consistent with the phrase "you get what you pay for" (Lien et al., 2015). When customers believe the price is appropriate, they feel satisfied and are willing to pay more for more expensive or valuable offerings (Anutarawaykin et al., 2023). When shopping online, consumers typically compare reference prices (prices offered by other vendors) with objective prices (prices offered by the current vendor) before forming an opinion about the price (Kim et al., 2012). In a market where competition is fierce, hotels can gain a long-term competitive advantage by setting reasonable rates (Lien et al., 2015). Therefore, the following hypothesis may be formulated:

H7: Price positively influences the intention to book hotels online.

2.3 Online hotel booking intention and actual usage of mobile applications

Online hotel booking intention: The last two decades have seen a rapid development in information and communication technology (ICT), which has affected how travellers research their trips and make reservations (Park et al., 2019). Travellers use the Internet extensively because it is a quick, simple way to plan their itinerary and obtain the information they need (Blal et al., 2018). Booking intention is customers' willingness to book accommodations through service providers' digital platforms (Amin et al., 2021a).

Online purchase intention refers to a customer's desire and plan to complete an online transaction, including assessing the website's quality and product information (Wang et al., 2015). This is the point at which a customer desires and intends to engage in a transaction. The likelihood that a potential visitor will reserve a hotel room is defined as a customer's purchase intention for a hotel (El Nemar et al., 2022).

Actual usage of mobile applications: According to the Theory of Planned Behaviour, perceived behavioural control and behavioural intention determine actual behaviour (Ajzen, 2012). According to a study by Kalinić and Novaković (2019), customers regularly use digital platforms and make online reservations, which is thought to significantly influence their intention to book hotels online.

The intention to book a hotel online positively influences actual hotel booking (Ngoc et al., 2022). Because online bookings are more affordable and provide a wider range of options, consumers are more inclined to use them. If managers better understand the factors influencing the guest selection process, they can use their resources more effectively and develop facilities for guests, thus converting intentions into actual use (Soulidou et al., 2018). Therefore, the following hypothesis is formulated:

H8: Online hotel booking intention positively influences actual hotel booking.

2.4 Actual usage of mobile applications and customer satisfaction

Customer satisfaction: As the global hotel industry grows more competitive, hotel corporations must consider the rising demand for state-of-the-art services. Customer satisfaction is crucial to hospitality operations, as guest experiences come from a combination of products and services (Kim et al., 2020). While past experiences validate users' expectations, perceived usefulness determines satisfaction. Building and maintaining a devoted base of long-term customers strongly predicts a user's intention to continue using the system (Tam et al., 2022).

Customers must believe that the business has addressed their needs in order for them to have a positive purchasing experience (Wen, 2012). Increased intentions to recommend and make repeat purchases are correlated with customer satisfaction (Coban & Ardıç Yetiş, 2019). Customer satisfaction with hotel services is increasing, particularly in developed countries. This trend reflects their focus on enhancing service quality to meet evolving guest expectations (Castanha et al., 2023). Customer satisfaction

significantly impacts continuous intention to use (Johan et al., 2022; Maillet et al., 2015). The following hypothesis is hence developed:

H9: Actual usage of mobile applications positively influences customer satisfaction.

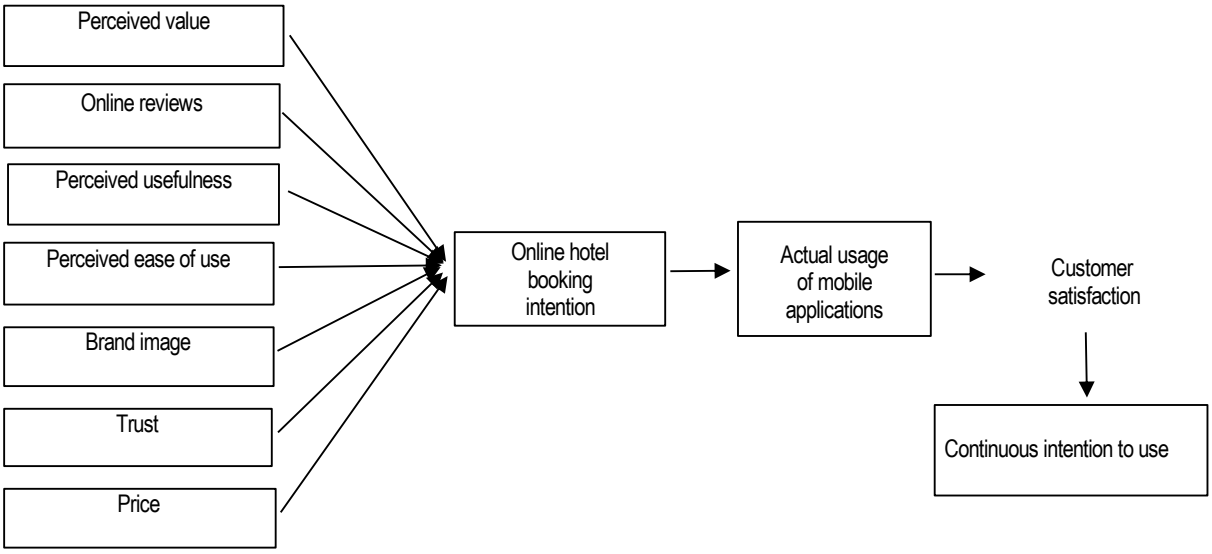
2.5 Customer satisfaction and continuous intention to use

Continuous intention to use: The term "continuous intention" describes the ongoing use and reuse of technology (Johan et al., 2022). The intensity of the plan to continue purchasing a product or service after receiving it is known as intention to continue use (Jin & Lim, 2021). Furthermore, according to Ajzen's (2012) theory of planned behaviour, people are more likely to act in a certain way if they believe it will affect an outcome they value. Users' decisions to continue using information technology are influenced by their previous experience with it and their expectations of future benefits (Yin & Lin, 2022).

A customer's intention to return to an online retailer is indicated by increased inertia. This intention reflects a behavioural disposition likely driven by higher satisfaction (Kumar et al., 2023). In the fiercely competitive online market, this becomes an even more significant factor (Lee & Min, 2021). A business's prosperity depends on its ability to manage, satisfy, and retain customers (Castanha et al., 2022). The following hypothesis is hence developed:

H10: Customer satisfaction positively influences continuous intention to use.

Figure 1. Research Model



Source: Authors' own elaboration.

3 METHODOLOGY

3.1 Data collection and sample

This study employs a quantitative research method, and its target population consists of consumers who made an online hotel reservation within the last 12 months of the previous year. The study used Google Forms to create an online questionnaire. The researchers emailed and messaged friends, colleagues, and acquaintances on social media platforms such as Facebook, WhatsApp, and Instagram with a link to the online questionnaire.

To determine whether respondents were eligible for the survey and had made an online hotel reservation in the preceding twelve months, the online questionnaire began with a screening question. Given the exploratory nature of the study, the difficulty of obtaining a comprehensive sampling frame of online hotel booking users, and the need to collect data within the allotted time, convenience sampling was considered appropriate.

Previous tourism and hospitality studies based on technology acceptance and online booking behaviour models have similarly relied on non-probability sampling techniques due to accessibility constraints and the digital nature of respondents (Agag & El-Masry, 2016). Furthermore, PLS-SEM is commonly used in behavioural and technology adoption research because it supports prediction-oriented studies and does not require strict distributional assumptions.

As a result, non-probability sampling techniques are frequently employed in studies using PLS-SEM (Hair et al., 2019). To evaluate the validity and reliability of the measurement variables, the data collection tool underwent an initial pretest with 40 respondents. The sample size was determined in accordance with Hair et al. (2019), who recommended a minimum sample size of 5-10 times the number of indicators used. This study includes 44 indicators, resulting in a sample size of (44 x 10) = 440 respondents. The questionnaire was divided into two sections.

The first section focuses on key demographic factors such as gender, age, education, occupation, monthly income, location, and marital status. In contrast, the second section documents customers' perspectives on the underlying constructs. A total of 510 responses were collected. Only 450 of the 510 responses were suitable for further analysis, with ineligible responses excluded.

3.2 The Measurement Scales

The study employed established measurement scales that had previously been validated in hospitality and technology adoption research. Minor modifications were made to certain items to improve contextual relevance and readability in the online hotel booking environment in Goa, India. These changes were limited to wording and contextual references and did not alter the conceptual meaning of the constructs.

Prior studies suggest that previously validated scales can be contextually applied and refined for different consumer and technological settings while preserving construct consistency and validity (Venkatesh et al., 2012). The source of the items can be found in Table 1. Furthermore, the satisfactory reliability and validity results indicate that the modified measurement scales were appropriate for the present study. All items were evaluated using a five-point Likert scale, where 1 represents "Strongly Disagree," and 5 represents "Strongly Agree.

3.3 Data analysis

This study analyzed the data using Partial Least Squares Structural Equation Modelling (PLS-SEM). The SEM method was chosen for its ability to analyze all hypotheses in a single analysis (Anthony et al., 2023). In a similar vein, SEM was employed in this study to precisely measure the variables and items on the questionnaire by analyzing variable relationships and approximating random errors in observed constructs (Teo, 2019). Moreover, PLS uses a component-based estimation approach as a latent SEM technique.

As a result, PLS-SEM offers two analyses: structural model assessment, which verifies relationships between model variables, and measurement model assessment, which assesses construct reliability and validity. (Hair et al., 2021). Furthermore, PLS does not necessitate a large sample size or the assumption that the data are normally distributed (Hair et al., 2013a). Smart PLS 4 version 4.1.0.0 was used to evaluate the measurement and structural model, and JASP version 0.18.1.0 software was used for descriptive analysis.

Table 1. Source of item scale (Survey Instrument)

1	***Online reviews***	1	2	3	4	5
	I often read online reviews to know what hotels make good impressions on others.					
	I often read online reviews to make sure I choose the right hotel.					
	I often consult online reviews to help choose the right hotel.	(D. Amin et al., 2021)				
	I frequently gather information from online reviews before I book a hotel online.					
2	***Perceived usefulness***					
	Using online hotel booking makes it easier to book hotels.					
	Online hotel booking enables me to book a hotel more quickly.	(D. Amin et al., 2021)				
	Using online hotel booking enhances my effectiveness in booking hotels.					
	Overall, I find online hotel booking is useful in booking hotels.					
3	***Perceived ease of use***					
	Learning how to book hotels online is easy.					
	My interaction with online hotel booking is clear and understandable.	(D. Amin et al., 2021)				
	Online hotel booking is flexible to interact with.					
	The online hotel booking is easy to use.					
4	***Perceived value***					
	The hotel offers good value for the price listed online.					
	The hotel gave me a satisfactory value for booking online.	(Lien et al., 2015; Kim et al., 2017)				
	It is worth booking the hotel online.					
	The overall expected value of staying at the hotel is very high.					
5	***Brand image***					
	I am more likely to trust and book a hotel online if the brand is reliable.					
	An attractive hotel brand influences my decision to book online.	(Lien et al., 2015)				
	Booking a hotel online from a brand considered a social status symbol is appealing to me.					
	A positive reputation of a hotel brand can influence my online booking decisions in a good way.					
6	***Trust***					
	What the hotel says about its product/service online is true.					
	If the hotel makes a claim about its product/service online, it is true.	(Lien et al., 2015)				
	I feel I know what to expect from the hotel based on its online information.					
	I believe that the hotel is reliable based on its online presence.					
7	***Price***					
	Paying more for a hotel with a better reputation or well-known brand is acceptable to me when booking online.					
	When booking hotels online, I believe that selecting services and facilities based on price typically results in reasonable options that fit within my budget.	(Anutarawaykin et al., 2023)				
	Discovering lower room rates online for a different date than originally planned makes me willing to adjust my stay duration to take advantage of those lower rates.					
	When searching for hotel rooms online, the room price and promotional offers play a significant role in motivating my decision.					
8	***Online hotel booking intention***					
	I will likely book hotel rooms online in the future.	(M. Amin et al., 2021)				
	I will possibly book hotel rooms online in the future.					

	I am willing to book hotel rooms online in the future.	
	My plan is to book hotel rooms online.	
9	***Actual usage***	(Anthony et al., 2023)
	I will frequently utilize online hotel bookings.	
	I plan to continue using online hotel booking.	
	The use of online hotel booking allows me to make reservations anytime, anywhere, and in various ways.	
	Utilizing online hotel booking provides more opportunities for me to enhance my travel planning continuously.	
10	***Customer satisfaction***	(Ferreira Barbosa et al., 2022)
	I am satisfied with the online hotel booking experience and services provided by the chosen accommodation.	
	I am pleased with the online hotel booking process and the overall services offered by the selected hotel.	
	I am happy with my decision to book a hotel online.	
	My decision to make an online hotel reservation was successful.	
11	***Continuous intention to use***	
	I want to continue using online hotel reservations rather than discontinuing their use.	(Foroughi et al., 2023; Inan et al., 2023; Johan et al., 2022)
	I intend to continue using online hotel booking services rather than any alternative means.	
	I am willing to continue using online hotel booking platforms in the future.	
	I will recommend others to use online hotel booking platforms.	

Source: Authors' compilation.

4 RESULTS ANALYSIS

4.1 Descriptive statistics

Table 2: Results of Descriptive Statistics

Variables	Frequency	Percentage
Gender		
Male	270	60
Female	180	40
Total	450	100
Age		
Below 20	9	2
20 – 29	212	47.11
30 – 39	134	29.78
40 – 49	69	15.33
50 & above	26	5.78
Education		
upto 10th	1	0.22
upto12th	12	2.67
Graduation	173	38.44
Post-Graduation	151	33.56
Doctoral	34	7.56
Professional	78	17.33
Others	1	0.22
Marital Status		
Married	260	57.78
Unmarried	190	42.22
Monthly Income		
Below ₹30,000	104	23.11
₹30,001 - ₹50,000	73	16.22
₹50,001 - ₹1,00,000	163	36.22
Above ₹1,00,000	110	24.44
Occupation		
Student	81	18.00
Own business	86	19.11
Employed (Govt.)	152	33.78
Employed (Private)	125	27.78
Unemployed	6	1.33

Source: Authors' compilation.

As shown in Table 2, the sample consists of 60% males and 40% females, most of whom are in the 20-29 age group (47.11%). Only 2% of the sample consists of respondents under 20 years. While 38.44% of the sample has graduated, only 0.22% are educated up to the 10th standard. The sample comprises 57.78% married individuals and 42.22% unmarried ones. Most individuals (36.22%) earn ₹50,001-₹1,00,000 per month, while the fewest (16.22%) earn ₹30,001-₹50,000. 33.78% of the sample are government employees, whereas just 1.33% are unemployed.

4.2 Assessment of Measurement Model

This initial stage assesses the model through confirmatory factor analysis (CFA), which verifies the model's construct relationships and evaluates factor loadings, construct validity, and construct reliability (Hair et al., 2013b). The degree to which variables yield consistent and error-free results is known as reliability.

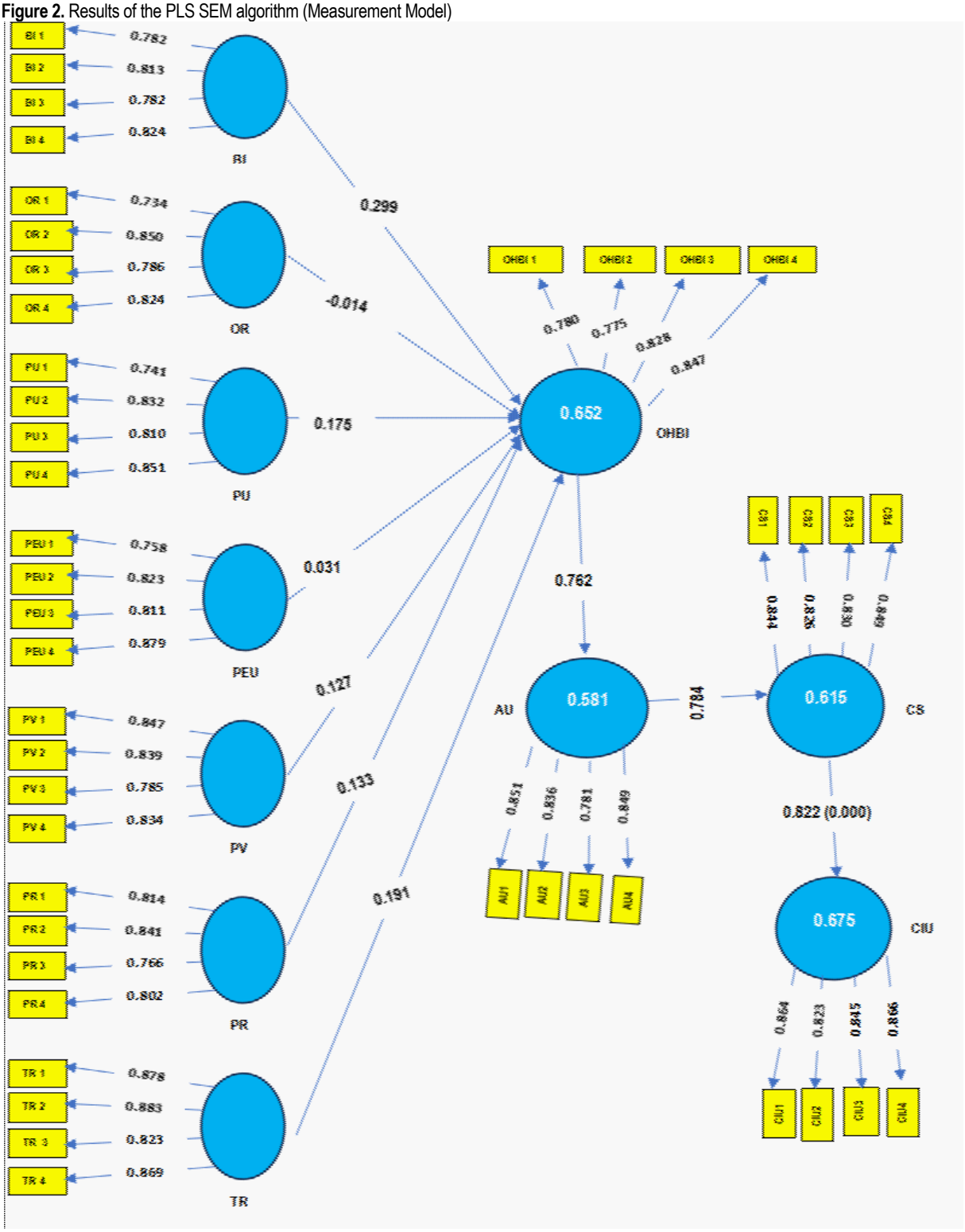
Similarly, validity describes how a variable differs from other variables in the same model in terms of what it intends to measure (Hair et al., 2019). The outer loadings for the eleven constructs' items were estimated using the Smart PLS algorithm to validate the data (see Table 3).

A factor loading of 0.70 indicates that each item is strongly related to the associated construct (Henseler et al., 2009). The measurement model may be found in Figure 2. The construct reliability and convergent validity were tested using Cronbach's alpha (α), Composite Reliability (CR), and Average Variance Extracted (AVE) (refer to Table 4).

Cronbach's α measures the consistency of items within a set and indicates a positive relationship (Hair et al., 2019). Cronbach's alpha for all eleven constructs was greater than 0.70 (Hair et al., 2013b). Further, all the composite reliability values were greater than 0.70 (Hair et al., 2013a).

Convergent validity refers to a measure's positive correlation with other measures for the same variable (Hair et al., 2013b). It is recommended that the average variance extracted (AVE) be greater than 0.50, which means latent variables account for over 50% of the variance of the indicators. (Hair et al., 2019). AVE values for all 11 constructs were greater than the acceptance level, ensuring convergent validity.

Figure 2. Results of the PLS SEM algorithm (Measurement Model)



Source: Authors' own Compilation

Discriminant validity assesses whether each item represents a unique construct distinct from others (Hair et al., 2019). The square root of AVE should be greater than the

The square root of AVE for all constructs exceeded the acceptance level, supporting the model's discriminant validity (see Table 5). The proposed model meets reliability and validity standards, as all items and construct values are above acceptance levels.

correlation with other constructs (Fornell & Larcker, 1981; Hair et al., 2019).

Table 3. Factor Loadings

Constructs	Indicators	7
Brand image	BI 1 <- BI	0.782
	BI 2 <- BI	0.813
	BI 3 <- BI	0.782

	BI 4 <- BI	0.824
Price	PR 1 <- PR	0.814
	PR 2 <- PR	0.841
	PR 3 <- PR	0.766
	PR 4 <- PR	0.802
Perceived usefulness	PU 1 <- PU	0.741
	PU 2 <- PU	0.832
	PU 3 <- PU	0.810
	PU 4 <- PU	0.851
Perceived ease of use	PEU 1 <- PEU	0.758
	PEU 2 <- PEU	0.823
	PEU 3 <- PEU	0.811
	PEU 4 <- PEU	0.879
Perceived value	PV 1 <- PV	0.847
	PV 2 <- PV	0.839
	PV 3 <- PV	0.785
	PV 4 <- PV	0.834
Online review	OR 1 <- OR	0.734
	OR 2 <- OR	0.850
	OR 3 <- OR	0.786
	OR 4 <- OR	0.824
Trust	TR 1 <- TR	0.878
	TR 2 <- TR	0.883
	TR 3 <- TR	0.823
	TR 4 <- TR	0.869
Online hotel booking intention	OHBI 1 <- OHBI	0.780
	OHBI 2 <- OHBI	0.775
	OHBI 3 <- OHBI	0.828
	OHBI 4 <- OHBI	0.847
Actual usage	AU 1 <- AU	0.851
	AU 2 <- AU	0.836
	AU 3 <- AU	0.781
	AU 4 <- AU	0.849
Customer satisfaction	CS 1 <- CS	0.844
	CS 2 <- CS	0.826
	CS 3 <- CS	0.830
	CS 4 <- CS	0.849
Continuous intention to use	CIU 1 <- CIU	0.864
	CIU 2 <- CIU	0.823
	CIU 3 <- CIU	0.845
	CIU 4 <- CIU	0.866

Source: Authors' compilation.

Table 4. Cronbach's alpha, composite reliability, and AVE.

Constructs	Cronbach's alpha	Composite reliability (rho_c)	AVE
AU	0.849	0.898	0.688
BI	0.814	0.877	0.641
CIU	0.871	0.912	0.722
CS	0.858	0.904	0.701
OHBI	0.823	0.883	0.653
OR	0.816	0.876	0.639
PEU	0.837	0.890	0.671
PR	0.821	0.881	0.650
PU	0.828	0.884	0.656
PV	0.845	0.896	0.683
TR	0.886	0.921	0.746

Source: Authors' compilation.

Table 5. Fornell-Larcker criterion

Constructs	AU	BI	CIU	CS	OHBI	OR	PEU	PR	PU	PV	TR
AU	0.830										
BI	0.640	0.801									
CIU	0.764	0.629	0.850								
CS	0.784	0.638	0.822	0.837							
OHBI	0.762	0.737	0.745	0.752	0.808						
OR	0.487	0.584	0.478	0.485	0.527	0.800					
PEU	0.599	0.641	0.576	0.581	0.620	0.578	0.819				
PR	0.678	0.726	0.664	0.675	0.688	0.507	0.590	0.806			
PU	0.574	0.548	0.565	0.537	0.601	0.708	0.693	0.554	0.810		
PV	0.668	0.733	0.657	0.652	0.690	0.490	0.647	0.702	0.574	0.826	
TR	0.717	0.736	0.705	0.728	0.709	0.501	0.648	0.737	0.549	0.720	0.863

Source: Authors' compilation.

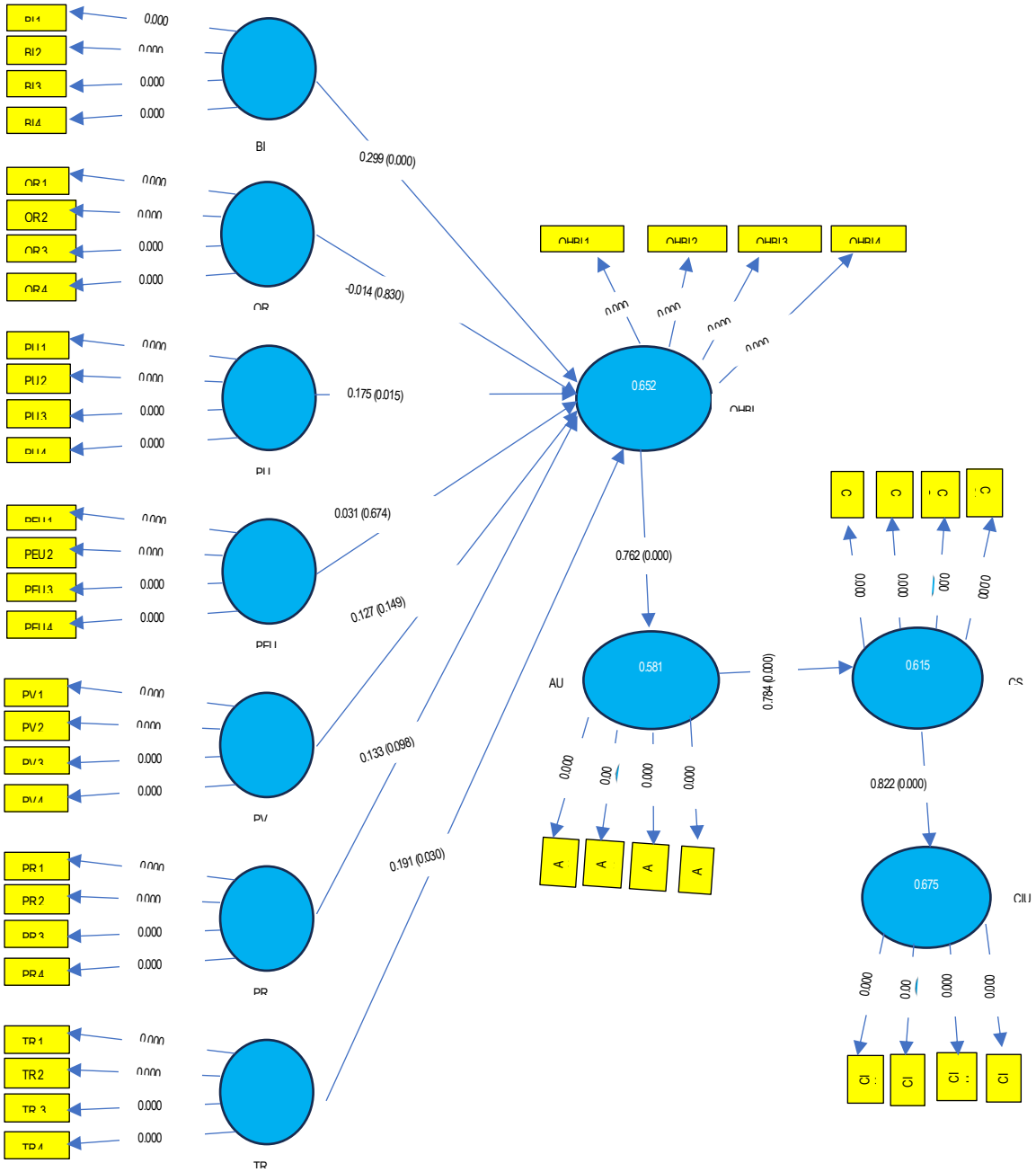
4.3 Assessment of structural model

In this second stage, the relationships between the variables are verified by testing the structural model. As previously indicated, PLS-SEM in SmartPLS 4 was used to evaluate the structural model. The structural model can be found in Figure 3. As per Hair et al. (2013), it is imperative to verify that the structural model is free from lateral collinearity problems; otherwise, the analysis will yield imprecise outcomes. To test for lateral collinearity, this study examined the variance inflation factor (VIF). The results, as shown in Table 6, demonstrate that every inner VIF value was below the suggested cutoff (less than five) (Hair et al., 2019). Thus, multicollinearity is not a problem for the model.

We evaluated the structural model using R2 values and the sign, size, and significance of the path coefficients for the structural relationships. We used 10,000 samples for bootstrapping. (Streukens & Leroi-Werelds, 2016). We used a two-tailed test to assess each hypothesis's statistical significance. Additionally, we evaluated the structural model by examining path coefficient values (β) and their p-values (significant when $p < 0.05$) (Hair et al., 2019).

The R2 values confirm that the model meets the explanatory criteria. The proposed model explains 65 percent of the variation in online hotel booking intention, 58 percent of the variation in actual usage, 61 percent of the variation in customer satisfaction, and 67 percent of the variation in continuous intention to use online hotel booking applications (Refer to Table 7). Table 8 shows that online reviews do not have a significant positive influence on online hotel booking intention (OHBI): H1 is not supported, as the path coefficient = -0.014, T value = 0.214, and P value = 0.830. Perceived usefulness positively influences OHBI: H2 is supported, as the path coefficient is 0.175, T = 2.437, and P = 0.015.

Figure 3. Results of path coefficient analysis from bootstrapping (Structural Model)



Source: Authors' Own Compilation

Perceived ease of use does not positively affect OHBI: H3 is not supported, as the path coefficient is 0.013, T = 0.420, and p = 0.674. Perceived value does not significantly affect OHBI: H4 is not supported, as the path coefficient is 0.127, T = 1.443, and p = 0.149. Brand image positively influences OHBI: H5 is supported, with a path coefficient of 0.229, T = 3.665, and p = 0.000. Trust positively affects OHBI: H6 is supported, with a path coefficient of 0.191, T-value = 2.174, and p-value = 0.030. Price does not significantly influence OHBI: H7 is not supported, as the path coefficient is 0.133, T = 1.654, and p = 0.098. OHBI positively influences actual usage (AU) of online hotel booking platforms: H8 is supported, with a path coefficient of 0.762, T = 18.212, and p = 0.000. Actual usage positively influences customer satisfaction (CS): H9 is supported, with a path coefficient = 0.784, t-value = 19.264, P value = 0.000, and finally, customer satisfaction positively impacts continuous intention to use online hotel booking applications: H10 is supported, with a path coefficient = 0.822, t-value = 22.232, P value = 0.000. The current model's predictive relevance was evaluated by employing the following guidelines (Hair et, 2013). Generally, if the endogenous construct's Q2 value is greater than zero, the model has predictive relevance (Hair et al., 2019).

Table 9 shows that all Q2 values for online hotel booking intention (0.608), actual usage (0.537), customer satisfaction (0.478), and continuous intention to use (0.427) are greater than zero. Thus, the research model has predictive relevance, consistent with the inner model's structural soundness (Refer to Figure 4).

Table 6. VIF

Constructs	VIF
BI -> OHBI	3.25
OR -> OHBI	2.27
PEU -> OHBI	2.59
PR -> OHBI	2.81
PU -> OHBI	2.77
PV -> OHBI	2.88
TR -> OHBI	3.05
OHBI -> AU	1.00
AU -> CS	1.00
CS -> CIU	1.00

Source: Authors' compilation.

Table 7. R2

Constructs	R-square	R-square adjusted
OHBI	0.652	0.646
AU	0.581	0.580
CS	0.615	0.614
CIU	0.675	0.674

Source: Authors' compilation.

Table 9. Q2 values

Constructs	Q² Predict
OHBI	0.608
AU	0.537
CS	0.478
CIU	0.427

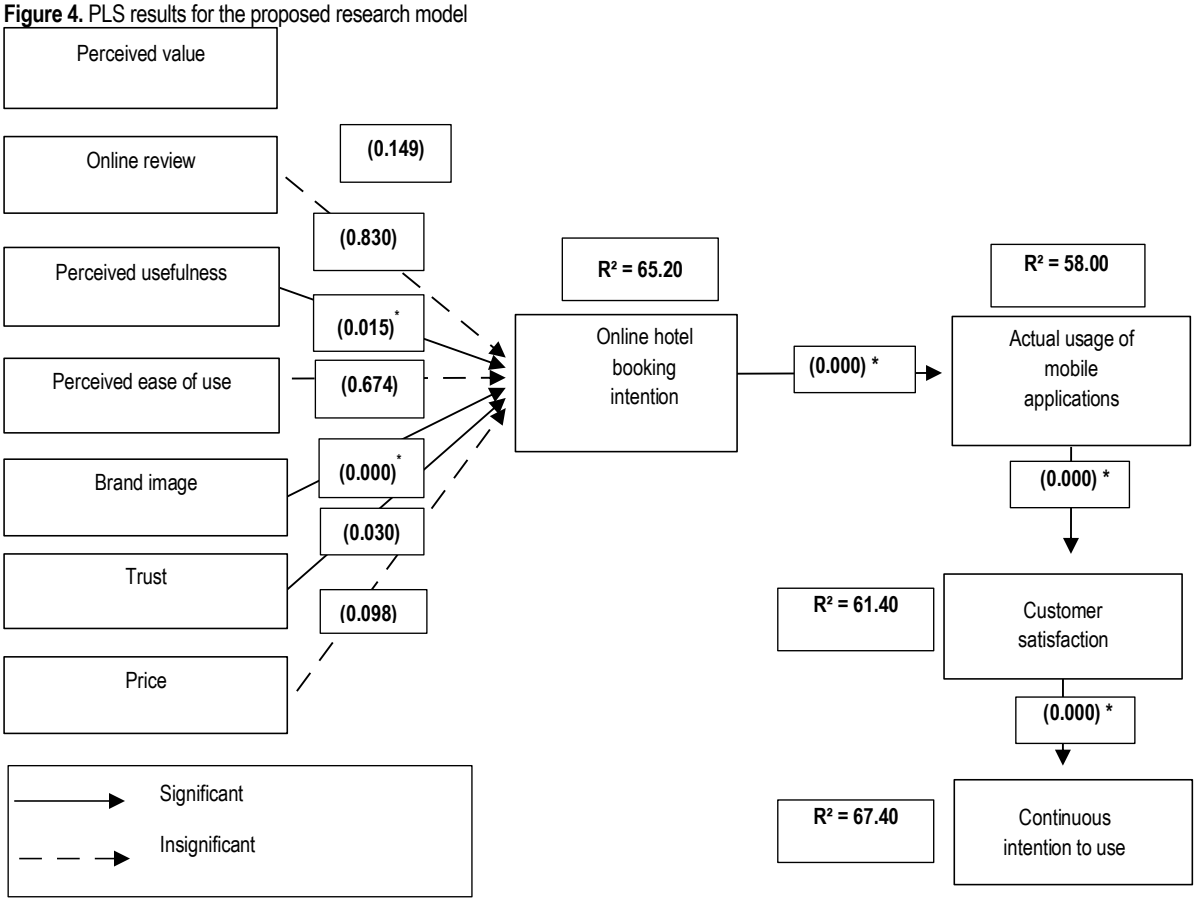
Source: Authors' compilation.

Table 8. Results of Structural Model and Hypothesis Status

Hypothesis	Constructs	Path coefficient	STDEV	T statistics	P values	Hypothesis Supported
H1	OR -> OHBI	-0.014	0.067	0.214	0.830	No
H2	PU -> OHBI	0.175	0.072	2.437	0.015	Yes
H3	PEU -> OHBI	0.031	0.073	0.420	0.674	No
H4	PV -> OHBI	0.127	0.088	1.443	0.149	No
H5	BI -> OHBI	0.299	0.082	3.655	0.000	Yes
H6	TR -> OHBI	0.191	0.088	2.174	0.030	Yes
H7	PR -> OHBI	0.133	0.080	1.654	0.098	No
H8	OHBI -> AU	0.762	0.042	18.212	0.000	Yes
H9	AU -> CS	0.784	0.041	19.264	0.000	Yes
H10	CS -> CIU	0.822	0.037	22.232	0.000	Yes

Source: Authors' compilation

Figure 4. PLS results for the proposed research model



Source: Authors' Own Compilation

Table 10: Synthesis of Empirical Findings and Study Argument

Stage of analysis	Results	Contribution to the existing literature
Formation of online hotel booking intention	Brand image emerged as the strongest predictor of booking intention (β = 0.299, p < 0.001). Trust (β = 0.191, p = 0.030) and perceived usefulness (β = 0.175, p = 0.015) also had significant positive effects. Thus, H5, H6 and H2 were supported.	Consumers appear more willing to book through a mobile platform when they recognise the brand, trust the service and believe that the platform makes booking genuinely useful and convenient.
Factors that did not significantly influence intention	Online reviews (β = -0.014, p = 0.830), perceived ease of use (β = 0.031, p = 0.674), perceived value (β = 0.127, p = 0.149) and price (β = 0.133, p = 0.098) did not have a significant effect on booking intention. Therefore, H1, H3, H4 and H7 were not supported.	These features may still matter to users, but they did not independently shape booking intention in this study. One possible explanation is that users now expect booking applications to be easy to use, competitively priced and supported by reviews, so these features no longer set one
From intention to actual booking	Online hotel booking intention had a strong positive effect on actual usage (β = 0.762, p < 0.001), supporting H8. Booking intention explained 58.1% of the variation in actual usage (R^2 = 0.581).	The finding shows that a favourable intention is generally followed by actual booking behaviour. This helps bridge the gap between what consumers say they intend to do and what they eventually do on the platform.
Experience after using the platform	Actual usage had a strong positive effect on customer satisfaction (β = 0.784, p < 0.001), supporting H9. The model explained 61.5% of the variation in customer satisfaction (R^2 = 0.615).	Satisfaction develops through the consumer's actual experience with the booking platform. Encouraging consumers to try the platform is therefore not enough; the booking experience must also be smooth, dependable and worthwhile.
Continued use of the platform	Customer satisfaction had the strongest relationship in the model and positively influenced continuance intention (β = 0.822, p < 0.001), supporting H10. Satisfaction explained 67.5% of the variation in continuance intention (R^2 = 0.675).	When consumers are satisfied with their booking experience, they are much more likely to use the same type of platform again. Satisfaction therefore plays a central role in retaining users over time.
Overall synthesis	Six of the ten hypotheses were supported. The model explained 65.2% of online hotel booking intention, 58.1% of actual usage, 61.5% of customer satisfaction and 67.5% of continuance intention. All four endogenous constructs also recorded Q^2predict values above zero.	Taken together, the findings show a clear sequence: brand image, trust and usefulness encourage booking intention; intention leads to actual usage; usage shapes satisfaction; and satisfaction encourages continued use. The study therefore explains not only why consumers adopt mobile hotel booking platforms, but also why they continue using them.

Source: Authors' Compilation.

5 FINAL CONSIDERATIONS

The study examines the factors influencing consumers' online hotel booking intention (OHBI) and whether OHBI leads to actual usage of mobile platforms to book hotels online. The study also explores the relationship between actual use of mobile platforms and customer satisfaction, and whether customer satisfaction positively influences continued intention to use online hotel booking applications.

Ten hypotheses were tested in this research. Six hypotheses were accepted, and four hypotheses were rejected. Perceived usefulness significantly and positively influences online hotel booking intention, similar to Biswas (2023). This finding highlights the importance of adaptability, transparency, and ease of accessibility when utilizing online hotel booking applications. Brand image has a significant positive influence on online hotel booking intention, consistent with Lien et al. (2015).

As a result, maintaining a positive brand reputation increases the likelihood that prospective guests will book the hotel. Additionally, a strong brand image can differentiate the hotel in an increasingly competitive market by giving customers comfort and security amid a plethora of options. Trust has a significant positive impact on online hotel booking intention, aligning with Anutarawaykin et al. (2023) and Polat et al. (2021) and underscoring its essential role in consumers' decision-making.

Establishing trust is essential to building confidence and dependability, especially when conducting business over digital platforms without in-person interactions. Trust lowers perceived risks related to online reservations and fosters a sense of security. The insignificant relationships observed for online reviews, perceived ease of use, perceived value, and price offer meaningful insights into consumer behaviour in online hotel booking.

While earlier studies identified these factors as important predictors of booking intention (Kim et al., 2017; LY & Le-Hoang, 2020; Plidtookpai & Yoopetch, 2021), the present findings suggest their influence may diminish as consumers become more experienced with digital booking platforms and online transactions. In increasingly mature online booking environments, attributes such as ease of use and competitive pricing may no longer strongly differentiate platforms, as these features are now commonly available across most applications.

Instead, consumers may place greater importance on factors that build confidence and reduce uncertainty during the booking process, particularly trust, brand image, and perceived usefulness, all of which were found to significantly influence online hotel booking intention in the present study (Agag & El-Masry, 2016; Lien et al., 2015). These findings suggest that the relevance of certain traditional technology acceptance factors may change as users become more digitally familiar and their expectations of online booking platforms continue to evolve.

Online hotel booking intention positively influences the actual usage of online hotel booking applications (Augustine, 2020). Individuals who intend to book a hotel online are more likely to do so, particularly given the convenience and accessibility of online booking applications. Furthermore, the availability of various features and options on these platforms may strengthen the desire to use them for booking purposes. Actual usage of online hotel booking applications positively affects customer satisfaction. This result aligns with Maillet et al. (2015).

When customers find these applications useful, efficient, and dependable, their satisfaction with the service increases. Additionally, the practical experience of using the platforms may provide tangible benefits, such as ease of booking, access to discounts, or personalized recommendations, which contribute to overall satisfaction. Finally, customer satisfaction positively affects the intention to continue using online hotel booking platforms.

This finding is consistent with Johan et al. (2022). Satisfied customers are more likely to see the value in continuing to use the application because it effectively meets their needs and expectations. Positive experiences with the platform build trust and loyalty toward the brand, encouraging customers to use it for future bookings. Finally, as customer satisfaction encourages comfort and familiarity with the platform, customers may be more likely to use it again for hotel bookings.

This study therefore partially contributes to the proposed model. Although the study finds no significant effect of perceived ease of use on online hotel booking intentions, it partially contributes to the Technology Acceptance Model through the positive effect of perceived usefulness. Further, the study fully justifies the TBP through its significant results. Since mobile-mediated booking now influences destination choice, trip planning, and loyalty, understanding why travellers adopt, utilize, and are satisfied with hotel booking apps is crucial to modern tourism studies.

5.1 Managerial implications

The study suggests significant implications for online service providers, managers, policymakers, hoteliers, and travellers. First, the study indicates that, contrary to popular belief, online reviews may not substantially affect online hotel booking intention (OHBI). As a result, hoteliers should allocate resources strategically, focusing on other factors that more directly affect booking intentions, while still maintaining a positive online reputation for overall brand perception. Second, the positive effect of perceived usefulness on OHBI emphasizes the importance of ensuring that online booking platforms provide practical benefits to users.

Service providers should prioritize improving the functionality and utility of their applications in order to meet the needs of customers better and increase OHBI. In this study, perceived ease of use has no direct impact on OHBI. However, service providers should not underestimate the importance of usability and user experience. Even if it has no direct impact on initial booking intentions, a user-friendly interface can increase overall satisfaction and drive repeat usage.

Furthermore, although perceived value and price did not significantly affect OHBI, hoteliers should still consider these factors. Offering competitive rates and ensuring customers see value in their bookings can help boost booking intentions and overall satisfaction. Furthermore, the positive impact of brand image and trust on OHBI highlights the significance of developing and maintaining a strong brand reputation. Providers should invest in strategies to improve brand perception and build consumer trust, as these factors significantly affect booking intentions. Finally, they should prioritize providing a seamless booking experience, acknowledging the importance of actual usage, customer satisfaction, and long-term intention.

By focusing on customer satisfaction and a frictionless booking process, hoteliers can build long-term customer relationships, increasing usage and loyalty to their online booking applications. To summarize, hoteliers should prioritize optimizing functionality, usability, and perceived value while investing in brand image and consumer trust to increase booking intentions and usage of their online booking applications.

5.2 Limitations and Future Research

Despite this study's significant theoretical and practical contributions, it has limitations. First, the study used a convenience sample from a single geographic location, Goa, India, for data collection. Thus, the findings of the paper may not be generalizable. Future studies may incorporate a comparative analysis of customers' perceptions between Goa and another state in India or a country with a distinct culture and tourism economy. Furthermore, the article left out other factors that might influence how online consumers behave when making reservations.

Other factors may include perceived risk, purchase experience, social influence, and security and privacy; future researchers should incorporate them. Third, although young consumers are important in online shopping, they were overrepresented in the study. Future studies can collect data from broad age groups for generalization. Fourth, the proposed model in this study lacked moderating variables. Demographics may impact hotel guests' decision-making.

Guests who use modern technology, such as computers, laptops, and mobile phones, may find it easier to use hotel apps. However, older generations may struggle to reserve a room, request information, and communicate with hotel employees via smartphone. Future research could incorporate moderating factors such as age, gender, and experience to better understand how demographics shape perceptions of hotel platform usability. This could help future researchers better understand consumer behaviour and benefit the hotel industry.

REFERENCES

Adukaite, A., Reimann, A. M., Marchiori, E., & Cantoni, L. (2013). Hotel mobile apps: The case of 4- and 5-star hotels in European German-speaking countries. In Z. Xiang & I. Tussyadiah (Eds.), *Information and communication technologies in tourism 2014* (pp. 45–57). Cham, Switzerland: Springer. doi: 10.1007/978-3-319-03973-2_4

Adisty, C. N. (2025). The influence of electronic word-of-mouth on online hotel booking purchase intention in online travel agents. *Eduvest–Journal of Universal Studies, 5*(8), 9517–9534. doi:10.59188/eduvest.v5i8.51612

Agag, G., & El-Masry, A. A. (2016). Understanding the determinants of hotel booking intentions and the moderating role of habit. *International Journal of Hospitality Management, 54*, 52–67. doi:10.1016/j.ijhm.2016.01.007

Ajzen, I. (2012). The theory of planned behaviour. In P. A. M. Van Lange, A. W. Kruglanski, & E. T. Higgins (Eds.), *Handbook*

of theories of social psychology (Vol. 1, pp. 438–459). London, England: Sage. doi:10.4135/9781446249215.n22

Amin, D., Mahomed, A. S. B., Ab Aziz, Y. B., & Hashim, H. B. (2021). Examining the impact of visual presentations and online reviews on hotel booking intentions. *Tourism and Hospitality Research, 21*(4), 402–417. doi:10.1177/14673584211021900

Amin, M., Ryu, K., Cobanoglu, C., & Nizam, A. (2021). Determinants of online hotel booking intentions: Website quality, social presence, affective commitment, and e-trust. *Journal of Hospitality Marketing & Management, 30*(7), 845–870. doi:10.1080/19368623.2021.1899095

Anthony, B., Kamaludin, A., & Romli, A. (2023). Predicting academic staff's behavioural intention and actual use of blended learning in higher education: Model development and validation. *Technology, Knowledge and Learning, 28*(3). doi:10.1007/s10758-021-09579-2

Anutarawaykin, T., Joysa, J., Li, C., & Nuangjamnong, C. (2023). Factors influencing online hotel booking intention of individual tourists in Bangkok. *AU-HIU International Multidisciplinary Journal, 3*(2), 80–101.

Arif, M. E. (2019). The influence of electronic word of mouth (eWOM), brand image, and price on re-purchase intention of airline customers. *Jurnal Aplikasi Manajemen, 17*(2), 345–356. doi:10.21776/ub.jam.2019.017.02.18

Augustine, A. A., & Adnan, W. H. (2020). The effects of perceived price, website trust and online reviews on online hotel booking intention in Kuala Lumpur. *Global Scientific Journal, 8*(6), 374–388.

Bhattacherjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly, 25*(3), 351–370. doi:10.2307/3250921

Biswas, A. (2023). Reconnoitring enablers of travellers' online hotel booking intention: Moderation of service affordability and perceived pandemic risk. *International Journal of Quality & Reliability Management, 40*(2), 542–565. doi:10.1108/IJQRM-10-2021-0363

Blal, I., Singal, M., & Templin, J. (2018). Airbnb's effect on hotel sales growth. *International Journal of Hospitality Management, 73*, 85–92. doi:10.1016/j.ijhm.2018.02.006

Bretschneider, R. A. (2016). Evaluation approaches for HCI related aspects of occupational safety regulations exemplified by mobile hotel booking applications. *Lecture Notes in Computer Science, 9752*, 395–402. doi:10.1007/978-3-319-39399-5_37

Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. *Tourism Management, 29*(4), 609–623. doi:10.1016/j.tourman.2008.01.005

Castanha, J., Prabhu, M., Kizhakanveatil Bhaskaran Pillai, S., Indrawati, & Pimentel, T. D. (2021). Behavioural intention to adopt the IRCTC application for railway ticket reservation service: A case study of Goan consumers (India). *Anais Brasileiros de Estudos Turísticos, 11*. doi:10.5281/zenodo.5821131

Castanha, J., Shirodkar, G., Pillai, S. K. B., & Indrawati. (2022). An empirical study on continuance intention to use the mobile community. *International Journal of Banking, Risk and Insurance, 10*(2), 14.

Castanha, J., Pillai, S. K., & Sankaranarayanan, K. G. (2023). Customer satisfaction towards hotel services: A systematic review and research agenda. *Anais Brasileiros de Estudos Turísticos*. doi:10.5281/zenodo.10372937

Chang, C. M., Liu, L. W., Huang, H. C., & Hsieh, H. H. (2019). Factors influencing online hotel booking: Extending UTAUT2 with age, gender, and experience as moderators. *Information, 10*(9), 281. doi:10.3390/info10090281

Chiang, C. F., & Jang, S. S. (2007). The effects of perceived price and brand image on value and purchase intention: Leisure travellers' attitudes toward online hotel booking. *Journal of Hospitality & Leisure Marketing, 15*(3), 49–69. doi:10.1300/J150v15n03_04

Çoban, Ö., & Ardıç Yetiş, Ş. (2019). The effect of customers' hotel experience on satisfaction: The mediating role of memorability. *Anais Brasileiros de Estudos Turísticos, 9*(1–3). doi:10.34019/2238-2925.2019.v9.27384

Duran, J. (2015). *Understanding online distribution channels*. HVS Global Hospitality Services.

El Nemar, S., Vrontis, D., Massoud, M., & Dennaoui, H. (2022). The impact of e-service on hotels' booking: Adjusted TAM framework for customers' intentions to book hotels online. *Global Business and Economics Review, 26*(3), 285–303. doi:10.1504/GBER.2022.10046361

El-Said, O. A. (2020). Impact of online reviews on hotel booking intention: The moderating role of brand image, star category, and price. *Tourism Management Perspectives, 33*, 100604. doi:10.1016/j.tmp.2019.100604

Eren, R. (2019). Turkey's food image, travellers' revisit intention and tourist expenditures: Turkey's food image. *Anais Brasileiros de Estudos Turísticos, 9*(1–3). doi:10.34019/22382925.2019.v9.27130

Ferreira Barbosa, H., García-Fernández, J., Pedragosa, V., & Cepeda-Carrion, G. (2022). The use of fitness centre apps and its relation to customer satisfaction: A UTAUT2 perspective. *International Journal of Sports Marketing and Sponsorship, 23*(5), 966–985. doi:10.1108/IJSMS-01-2021-0010

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1), 39–50. doi:10.2307/3151312

Foroughi, B., Yadegaridehkordi, E., Iranmanesh, M., Sukcharoen, T., Ghobakhloo, M., & Nilashi, M. (2023). Determinants of continuance intention to use food delivery apps: Findings from PLS and fsQCA. *International Journal of Contemporary Hospitality Management*. doi:10.1108/IJCHM-10-2022-1209

Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: Foundations and developments. *Electronic Markets, 25*(3), 179–188. doi:10.1007/s12525-015-0196-8

Hair, J. F., Black, W. C., Jr., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Andover, England: Cengage.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). *A primer on partial least squares structural equation modelling (PLS-SEM)*. Thousand Oaks, CA: Sage.

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). An introduction to structural equation modelling. In *Partial least squares structural equation modelling (PLS-SEM) using R* (pp. 1–29). Cham, Switzerland: Springer. doi:10.1007/978-3-030-80519-7_1

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modelling: Rigorous applications, better results and higher acceptance. *Long Range Planning, 46*(1–2), 1–12. doi:10.1016/j.lrp.2013.01.001

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review, 31*(1), 2–24. doi:10.1108/EBR-11-2018-0203

Hashim, K. F., & Fadhil, N. A. (2017). Engaging with customers using social media platforms: A case study of Malaysian hotels. *Procedia Computer Science, 124*, 4–11. doi:10.1016/j.procs.2017.12.123

Head, M. M., & Hassanein, K. (2002). Trust in e-commerce: Evaluating the impact of third-party seals. *Quarterly Journal of Electronic Commerce, 3*, 307–326.

Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modelling in international marketing. *Advances in International Marketing, 20*, 277–319. doi:10.1108/S1474-7979(2009)0000020014

Hossny, M. (2021). The effects of mobile hotel applications (MHA) on customer behavioural intention to reuse and revisit. *Journal of Association of Arab Universities for Tourism and Hospitality, 21*(4), 168–189. doi:10.21608/jaauth.2021.99705.1251

Hu, X. (Simon), & Yang, Y. (2020). Determinants of consumers' choices in hotel online searches: A comparison of consideration and booking stages. *International Journal of Hospitality Management, 86*, 102370. doi:10.1016/j.ijhm.2019.102370

Hur, H. J., Lee, H. K., & Choo, H. J. (2017). Understanding usage intention in innovative mobile app service: Comparison between millennial and mature consumers. *Computers in Human Behavior, 73*, 353–361. doi:10.1016/j.chb.2017.03.051

Inan, D. I., Hidayanto, A. N., Juita, R., Soemawilaga, F. F., Melinda, F., Puspacinantya, P., & Amalia, Y. (2023). Service quality and self-determination theory towards continuance usage intention of mobile banking. *Journal of Science and Technology Policy Management, 14*(2), 303–328. doi:10.1108/JSTPM-01-2021-0005

Jin, Z., & Lim, C. K. (2021). Structural relationships among service quality, systemic characteristics, customer trust, perceived risk, customer satisfaction and intention of continuous use in mobile payment service. *Journal of System and Management Sciences, 11*(2), 48–64. doi:10.33168/JSMS.2021.0204

Johan, A. P., Lukviarman, N., & Putra, R. E. (2022). Continuous intention to use e-wallets in Indonesia: The impact of e-wallet features. *Innovative Marketing, 18*(4), 74–85. doi:10.21511/im.18(4).2022.07

Kalinić, Z., & Novaković, M. (2019). Online accommodation booking habits and attitudes of Serbian travellers. *Menadžment u Hotelijerstvu i Turizmu, 7*(2), 11–23. doi:10.5937/menhottur1902011k

Kim, H., Kang, S., Song, C., & Lee, M. J. (2020). How do hotel smartphone applications affect guest satisfaction and re-use intention? An experiential value approach. *Journal of Quality Assurance in Hospitality & Tourism, 21*(2), 209–233. doi:10.1080/1528008X.2019.1653242

Kim, H. W., Xu, Y., & Gupta, S. (2012). Which is more important in Internet shopping, perceived price or trust? *Electronic Commerce Research and Applications, 11*(3), 241–252. doi:10.1016/j.elerap.2011.06.003

Kim, S. Y., Kim, J. U., & Park, S. C. (2017). The effects of perceived value, website trust and hotel trust on online hotel booking intention. *Sustainability, 9*(12), 2262. doi:10.3390/su9122262

Krasna, T. (2008). The influence of perceived value on customer loyalty in the Slovenian hotel industry. *Turizam, 12*, 12–15.

Kumar, A., Sikdar, P., Gupta, M., Singh, P., & Sinha, N. (2023). Drivers of satisfaction and usage continuance in e-grocery retailing: A collaborative design supported perspective. *Journal of Research in Interactive Marketing, 17*(2), 176–194. doi:10.1108/JRIM-02-2020-0035

Law, R., Buhalis, D., & Cobanoglu, C. (2014). Progress on information and communication technologies in hospitality and tourism. *International Journal of Contemporary Hospitality Management, 26*(5), 727–750. doi:10.1108/IJCHM-08-2013-0367

Lee, S. K., & Min, S. R. (2021). Effects of information quality of online travel agencies on trust and continuous usage intention: An application of the SOR model. *Journal of Asian Finance, Economics and Business, 8*(4), 971–982. doi:10.13106/jafeb.2021.vol8.no4.0971

Lewis, I., Semeijn, J., & Talalayevsky, A. (1998). The impact of information technology on travel agents. *Transportation Journal, 37*(4), 20–25.

Lhendup, K., & Panda, B. (2020). Satisfação e lealdade dos turistas internacionais em relação ao Butão. *Revista Latino-Americana de Turismologia, 6*(1). doi:10.34019/2448-198X.2020.v6.29871

Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review, 20*(4), 210–218. doi:10.1016/j.apmrv.2015.03.005

Lim, J. E., Mohd Zahari, F., & Abidin, R. (2022). Factors affecting online hotel booking intention: A study on UUM students. *Journal of Technology and Operations Management, 17*(1), 53–61. doi:10.32890/jtom2022.17.1.5

Lina, L., V., Iwai, S., & Wahyuningtias, D. (2023). The influence of e-WOM and brand image on hotel booking intention in Jakarta: A study of Generation Z. *E3S Web of Conferences, 426*, 02088. doi:10.1051/e3sconf/202342602088

Liu, X., Wider, W., Fauzi, M. A., Jiang, L., Udang, L. N., & Hossain, S. F. A. (2024). The evolution of smart hotels: A bibliometric review of the past, present and future trends. *Heliyon, 10*(4), e26472. doi:10.1016/j.heliyon.2024.e26472

Ly, N. T. H., & Le-Hoang, P. V. (2020). The effects of perceived usefulness, positive online customer review, brand image, and price on purchase intention: The case of online hotel booking. *International Journal of Management, 11*(6), 1012–1018. doi:10.34218/IJM.11.6.2020.089

Maillet, É., Mathieu, L., & Sicotte, C. (2015). Modelling factors explaining the acceptance, actual use and satisfaction of nurses using an electronic patient record in acute care settings: An extension of the UTAUT. *International Journal of Medical Informatics, 84*(1), 36–47. doi:10.1016/j.ijmedinf.2014.09.004

Ngoc Kim Le, N., & Bui, B. T. T. (2022). Factors affecting online hotel selection behavior of domestic tourists: An empirical study from Vietnam. *Journal of Asian Finance, Economics and Business, 9*(5), 187–199. doi:10.13106/jafeb.2022.vol9.no5.0187

Oliveira, R. C., Baldam, E. C. G. R., Costa, F. R., & Pelissari, A. S. (2020). The effect of perceived usefulness of online reviews on hotel booking intentions. *Revista Brasileira de Pesquisa em Turismo, 14*(2), 30–45. doi:10.7784/rbtur.v14i2.1695

Park, S., Yin, Y., & Son, B. G. (2019). Understanding of online hotel booking process: A multiple method approach. *Journal of Vacation Marketing, 25*(3), 334–348. doi:10.1177/1356766718778879

Plidtookpai, N., & Yoopetch, C. (2021). The electronic word-of-mouth (eWOM) trustworthiness, brand image and other determinants of purchase intention of the middle class to luxury hotel services. *Kasetsart Journal of Social Sciences, 42*(1), 61–68. doi:10.34044/j.kjss.2021.42.1.10

Polat, İ., Erdoğan, D., & Sesliokuyucu, O. S. (2021). The impact of attitude and subjective norm on airline passengers' travel intention in the COVID-19 era: Mediating role of perceived risk. *Anais Brasileiros de Estudos Turísticos, 11*. doi:10.5281/zenodo.5770983

Rizki, T. M., Ma'ruf, J. J., & Utami, S. (2022). The effect of brand image, price, and value on repurchase intention with trust as a mediation on virtual hotel operator customers in Banda Aceh City. *International Journal of Business Management and Economic Review, 5*(2), 1–14.

Salsabila, R., Dewi, C. K., & Madiawati, P. N. (2025). Role of brand image and price importance as a moderator on online

customer review and hotel booking intention. *Binus Business Review, 16*(1), 71–86. doi:10.21512/bbr.v16i1.11873

Saw, S. L., Goh, Y. N., & Isa, S. M. (2015). Exploring consumers' intention toward online hotel reservations: Insights from Malaysia. *Problems and Perspectives in Management, 13*(2), 249–257.

Soulidou, A. K., Karavasilis, G. I., Vrana, V. G., Kehris, E. C., Theocharidis, A.-I. T., & Azaria, A. H. (2018). Factors affecting hotel selection: Greek customers' perception. In *TOURMAN 2018 conference proceedings* (pp. 90–97). Rhodes, Greece.

Streukens, S., & Leroi-Werelds, S. (2016). Bootstrapping and PLS-SEM: A step-by-step guide to get more out of your bootstrap results. *European Management Journal, 34*(6), 618–632. doi:10.1016/j.emj.2016.06.003

Tam, C., Barroso, M., & Cruz-Jesus, F. (2022). Understanding the determinants of users' continuance intention to buy low-cost airline flights online. *Journal of Hospitality and Tourism Technology, 13*(2), 264–280. doi:10.1108/JHTT-12-2020-0316

Tam, C., Pereira, F. C., & Oliveira, T. (2022). What influences the purchase intention of online travel consumers? *Tourism and Hospitality Research*. doi:10.1177/14673584221126468

Teo, T. (2019). Students and teachers' intention to use technology: Assessing their measurement equivalence and structural invariance. *Journal of Educational Computing Research, 57*(1), 201–225. doi:10.1177/0735633117749430

Torres Jaquez, M. E., Núñez, A. M. L., & Durán, R. M. L. (2022). Social capital as the basis of a creative tourist destination. *Latin American Journal of Tourismology, 8*(1), 1–18. doi:10.5281/zenodo.7094245

Vayghan, S., Baloglu, D., & Baloglu, S. (2023). The impact of utilitarian, social and hedonic values on hotel booking mobile app engagement and loyalty: A comparison of generational cohorts. *Journal of Hospitality and Tourism Insights, 6*(5), 1990–2011. doi:10.1108/JHTI-06-2022-0229

Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. *MIS Quarterly, 36*(1), 157–178. doi:10.2307/41410412

Vieira, S. J. E., Brogni, J. de S., Dos Anjos, S. G., & Limberger, P. F. (2020). Avaliações negativas de hotéis: Uma análise de dois importantes destinos turísticos de lazer do Brasil. *Rosa dos Ventos–Turismo e Hospitalidade, 12*(2), 269–289. doi:10.18226/21789061.v12i2p269

Wang, D., Xiang, Z., Law, R., & Ki, T. P. (2016). Assessing hotel-related smartphone apps using online reviews. *Journal of Hospitality Marketing & Management, 25*(3), 291–313. doi:10.1080/19368623.2015.1012282

Wang, L., Law, C. H. R., Denizci Guillet, B., Hung, K., & Fong, D. K. C. (2015). Impact of hotel website quality on online booking intentions: ETrust as a mediator. *International Journal of Hospitality Management, 47*, 108–115. doi:10.1016/j.ijhm.2015.03.012

Wen, I. (2012). An empirical study of an online travel purchase intention model. *Journal of Travel & Tourism Marketing, 29*(1), 18–39. doi:10.1080/10548408.2012.638558

Wu, J. J., & Chang, Y. S. (2005). Towards understanding members' interactivity, trust, and flow in online travel community. *Industrial Management & Data Systems, 105*(7), 937–954. doi:10.1108/02635570510616120

Wu, J. (Snow), & Law, R. (2019). Analyzing behavioural differences between e- and m-bookers in hotel booking. *International Journal of Hospitality Management, 83*, 247–256. doi:10.1016/j.ijhm.2018.10.023

Xiang, Z., Magnini, V. P., & Fesenmaier, D. R. (2015). Information technology and consumer behavior in travel and tourism: Insights from travel planning using the Internet. *Journal of Retailing and Consumer Services, 22*, 244–249. doi:10.1016/j.jretconser.2014.08.005

Yin, L. X., & Lin, H. C. (2022). Predictors of customers' continuance intention of mobile banking from the perspective of the interactivity theory. *Economic Research-Ekonomska Istraživanja, 35*(1), 6820–6849. doi:10.1080/1331677X.2022.2053782

Zhao, Y., Wang, H., Guo, Z., Huang, M., Pan, Y., & Guo, Y. (2022). Online reservation intention of tourist attractions in the COVID-19 context: An extended technology acceptance model. *Sustainability, 14*(16), 10395. doi:10.3390/su141610395

Coauthors minbio (cont.)

** Nagaraj Vasant Bhandari holds a Bachelor of Commerce (B.Com.) degree from Dempo Charities Trust's Srinivassa Sinai Dempo College of Commerce & Economics (Autonomous), Cujira, Bambolim, Goa, India (2022) and a Master of Commerce (M.Com.) degree in Accounting and Finance from Goa University, Taleigao Plateau, Goa, India (2024). He is currently working as an Accounts Executive at Golden Porch Entertainment Pvt Ltd. ORCID: https://orcid.org/0009-0007-9109-0126. E-mail: [bhandarinagaraj904@gmail.com]

*** Prachi Premanand Kolamker holds a Bachelor of Commerce (B.Com.) degree from Dempo Charities Trust's Srinivassa Sinai Dempo College of Commerce & Economics (Autonomous), Cujira, Bambolim, Goa, India (2010) and a Master of Commerce (M.Com.) degree (Gold Medalist) in Accounting and Finance from Goa University, Taleigao Plateau, Goa, India (2012). She obtained her Ph.D. from Goa University for her research titled *"Empirical Analysis of Impact of Corporate Governance on Select Firm Performance in India."* She is a recognized PhD guide in Management Studies, Goa University. She is currently an Assistant Professor of Financial Services at Goa Business School, Goa University. ORCID: https://orcid.org/0000-0003-0796-6863. E-mail: [prachi.kolomkar@unigoa.ac.in] .

**** Abhisha Naik holds a Bachelor of Commerce (B.Com.) degree from Goa Vidyaprasarak Mandal's Gopal Govind Poy Raiturkar College of Commerce & Economics, Farmagudi, Ponda, Goa, India (2014) and a Master of Commerce (M.Com.) degree from Goa University, Taleigao Plateau, Goa, India (2016). She is currently working as an Accountant with the Government of Goa, Department of Panchayats. She is also pursuing doctoral research at Goa Business School, Goa University. ORCID: https://orcid.org/0009-0007-0264-9195. E-mail: [abhishanaique@gmail.com].

CRediT author statement

Term	Definition	A1	A2	A3	A4
Conceptualization	Ideas; formulation or evolution of overarching research goals and aims	x	x	x	x
Methodology	Development or design of methodology; creation of models	x	x	x	x
Software	Programming, software development; designing computer programs; implementation of the computer code and supporting algorithms; testing of existing code components	x	x	x	x
Validation	Verification, whether as a part of the activity or separate, of the overall replication/ reproducibility of results/experiments and other research outputs	x	x	x	x

Term	Definition	A1	A2	A3	A4
Formal analysis	Application of statistical, mathematical, computational, or other formal techniques to analyze or synthesize study data	x	x	x	x
Investigation	Conducting a research and investigation process, specifically performing the experiments, or data/evidence collection	x	x	x	x
Resources	Provision of study materials, reagents, materials, patients, laboratory samples, animals, instrumentation, computing resources, or other analysis tools	x	x	x	x
Data Curation	Management activities to annotate (produce metadata), scrub data and maintain research data (including software code, where it is necessary for interpreting the data itself) for initial use and later reuse	x	x	x	x
Writing - Original Draft	Preparation, creation and/or presentation of the published work, specifically writing the initial draft (including substantive translation)	x	x	x	x
Writing - Review & Editing	Preparation, creation and/or presentation of the published work by those from the original research group, specifically critical review, commentary or revision – including pre-or post-publication stages	x		x	x
Visualization	Preparation, creation and/or presentation of the published work, specifically visualization/ data presentation	x		x	x
Supervision	Oversight and leadership responsibility for the research activity planning and execution, including mentorship external to the core team	x	x		
Project administration	Management and coordination responsibility for the research activity planning and execution	x	x	x	x
Funding acquisition	Acquisition of the financial support for the project leading to this publication				

Source: reproduced from Elsevier (2022, s/p), based on Brand et al. (2015).

Processo Editorial / Editorial Process / Proceso Editorial
Editor Chefe / Editor-in-chief / Editor Jefe: PhD Thiago D. Pimentel (UFJF).
Recebido / Received / Recibido: 23.04.2026; Revisado / Revised / Revisado: 12.05.2026 – 22-09-2026; Aprovado / Approved / Aprobado: 30.10.2026; Publicado / Published / Publicado: 16.11.2026.
Artigo ressubmetido / Resubmitted paper/ Artículo reenviado.
Documento revisado às cegas por pares / Double-blind peer review paper / Documento revisado por pares ciegos.