

An empirical investigation to examine user acceptance of mobile hotel
reservation

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Abstract

This study examines the user acceptance of mobile hotel reservation (MHR) by proposing and examining a new research model. Data from 235 usable questionnaires, collected in Taiwan, were tested against the research model using the structural equation modeling approach. This study will be helpful to researchers in developing and testing MHR related theories, as well as to hospitality firms in understanding individual perceptions of utilizing MHR and implementing successful MHR system to attract more customers.

Keyword : mobile hotel reservation; SEM