A Proposed Conceptual Model Integrating User Experience and Technology Acceptance in Hospitality Reservation Systems

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Abstract. The digital transformation in the hospitality sector has positioned online reservation systems as critical channels for room distribution and competitive advantage. While existing literature extensively evaluates booking platforms, research often decouples interface-driven user experience (UX) evaluations from psychology-based technology acceptance frameworks. This study addresses this gap by empirically validating an integrated structural model combining the User Experience Questionnaire (UEQ) framework, the Technology Acceptance Model (TAM), and the mediating roles of Trust and Satisfaction in predicting Behavioral Intention to Use. Data were collected cross-sectionally from digital hotel reservation users in Indonesia and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The empirical findings confirm that User Experience is a foundational antecedent that significantly and positively influences both Perceived Ease of Use (PEOU) and Perceived Usefulness (PU). Furthermore, the structural path from Trust to Satisfaction, and sequentially from Satisfaction to Behavioral Intention, was strongly supported, establishing Trust as the core driver of platform loyalty. However, the direct paths from PEOU to PU, from PEOU to Trust, and from PU to Trust were not statistically significant, indicating that interface ease and functional utility alone are insufficient to establish transactional trust in high-risk online hotel-booking environments. Theoretically, this study advances hospitality information systems by operationalizing abstract TAM constructs into concrete interface design attributes. In practice, it provides hoteliers and system developers with actionable insights to pair superior UX design with robust security mechanisms, fostering customer trust and driving direct-booking retention.

Keywords: Hotel Reservation System, Technology Acceptance Model, Trust, Satisfaction, User Experience

1 Introduction

The rapid evolution of digital technology has significantly transformed the hospitality industry, particularly through the widespread adoption of web-based and application-based hotel reservation systems. These platforms allow customers to book rooms efficiently and flexibly, eliminating the need for physical visits. They also provide real-

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time information on room availability, amenities, and services, which enhances operational efficiency and service quality (Gaur, 2024). Furthermore, online reservation systems support hotel business processes and marketing strategies by enabling customers to compare prices and select tailored facilities across multiple devices. Consequently, this technology has become a critical driver of global room distribution and a key determinant of competitive advantage in the hospitality sector (Falihah et al., 2021). Extensive research confirms that digital transformation in this sector centers on digital reservation systems, with technology adoption, website quality, and user experience serving as primary drivers of consumer booking behavior, reservation decisions, and customer satisfaction (Peng et al., 2024).

The success of a hotel reservation system depends not only on its underlying technology but also on the quality of the user experience (UX) it provides. User experience directly influences user satisfaction and loyalty. Recent literature on UI/UX design in hotel reservation applications demonstrates that intuitive navigation, visual aesthetics, information transparency, and transactional security are essential for enhancing user satisfaction and loyalty (Sani et al., 2025). These findings highlight user experience as a defining factor in the overall quality of modern reservation systems.

Alongside user experience, technology acceptance is equally critical to the success of reservation systems. The Technology Acceptance Model (TAM) posits that Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) shape user attitudes and behavioral intentions. Previous tourism research consistently demonstrates that both factors significantly influence user behavior in adopting reservation systems and digital travel applications (Huang & Suo, 2024). Multiple studies have also confirmed the efficacy of TAM in explaining technology acceptance within hospitality information systems, indicating that perceptions of benefits, ease of use, and behavioral intentions are decisive factors for successful implementation (Sugiarto, 2024; Tavitiyaman et al., 2024).

To address the complexity of modern digital adoption, recent research trends have integrated standard TAM frameworks with external factors such as trust, motivation, technology readiness, and emotional components. For example, studies on smart hotel technologies indicate that user motivation, technology readiness, and emotional factors substantially influence intentions to adopt digital hotel technologies (Han et al., 2024). Similarly, research on innovations such as the Internet of Things (IoT) and Artificial Intelligence (AI) in hotel services demonstrates that these technologies significantly affect customer booking intentions by enhancing both user experience and perceptions of technology (Chhikara & Singh, 2024).

Despite these advancements, a significant gap remains in hospitality research: most studies continue to examine user experience and technology acceptance in isolation. UX research primarily focuses on interface aesthetics and interaction design, while technology adoption is typically analyzed using the TAM framework. However, in hotel reservation systems, information seeking, service selection, and financial transactions are closely linked to the customer experience. Contemporary studies often address service quality, general satisfaction, or emerging technologies without fully integrating user experience with technology acceptance frameworks.

To address this gap, an integrated approach that harmonizes User Experience, TAM, Trust, and Satisfaction is essential. This study responds to this need by proposing a comprehensive conceptual model that clarifies the interactions among these factors.

The research employs the User Experience Questionnaire (UEQ) to systematically assess user experience dimensions and incorporates Trust and Satisfaction as mediating variables to better understand user behavior and behavioral intentions.

The novelty of this research is the structural integration of User Experience and the Technology Acceptance Model into a unified conceptual framework that maps the interplay among user experience, technological perceptions, trust, and satisfaction. This integrated approach is expected to yield both theoretical and practical contributions to the development of user-oriented information systems. Ultimately, the research aims to develop an integrative model to identify the core factors influencing the use of hotel reservation systems, thereby providing actionable recommendations for designing more effective systems that align with user needs.

2 Methodology

An explanatory survey method will be utilized to investigate the directional relationships among user experience dimensions, technology acceptance factors, trust, satisfaction, and behavioral intentions. The target population consists of individuals who have previously booked hotel rooms through digital platforms, including hotel-owned websites and Online Travel Agencies (OTAs).

A non-probability purposive sampling approach will be used to recruit respondents who have completed a digital hotel reservation in the past 6 months. Data collection will occur cross-sectionally via a web-based, self-administered questionnaire. A minimum sample size of 100 respondents is targeted to ensure adequate statistical power for estimating the structural model. The target respondents are individuals who have made hotel reservations for either leisure or business purposes in Indonesia

The survey instrument will adapt validated scales from established research, with modifications to align with the digital hospitality context. The questionnaire comprises three primary sections:

a. User Experience Dimensions. The User Experience Questionnaire (UEQ) will be used to assess the multi-dimensional facets of user experience. This instrument includes 26 semantic differential items distributed across six scales: Attractiveness (6 items), Perspicuity (4 items), Efficiency (4 items), Dependability (4 items), Stimulation (4 items), and Novelty (4 items) (Laugwitz et al., 2008).
b. Technology Acceptance Model (TAM). The core constructs of technological perception, Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), will be operationalized using items adapted from the original TAM framework (Davis, 1985), with adjustments for hotel reservation workflows.
c. Mediating and Dependent Constructs. Measurement scales for Trust, Satisfaction, and Behavioral Intention will be adapted from recent e-commerce and digital hospitality literature to capture the psychological transition from interface interaction to system adoption. All items, except for the UEQ pairs, will be rated on either a 5-point or 7-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree."

The conceptual model will be empirically tested using Partial Least Squares Structural Equation Modeling (PLS-SEM). This variance-based SEM approach is appropriate for

the study due to the model's complexity, which includes multiple structural paths, several mediating variables, and the integration of six distinct UEQ dimensions as antecedents of the hypothesized relationships. The analysis will be conducted in two consecutive stages using PLS-SEM software (SmartPLS) (Hair et al., 2017):

a. Measurement Model Assessment (Outer Model). This phase will assess the reliability and validity of the indicators. The process includes evaluating indicator loadings (threshold > 0.70), internal consistency via Cronbach's Alpha and Composite Reliability (> 0.70), and convergent validity using Average Variance Extracted (AVE > 0.50). Discriminant validity will be assessed using the Heterotrait-Monotrait Ratio (HTMT <0.85 or <0.90).
b. Structural Model Assessment (Inner Model). After validation of the outer model, the structural paths will be analyzed to test the hypothesized relationships. This process includes calculating the coefficient of determination (R^2) to assess explanatory power, estimating path coefficients (β), and applying bootstrapping procedures to evaluate the statistical significance of direct and indirect effects (p-values and t-statistics).

3 Result and Discussion

3.1 Result

The principal structural contribution of this research is the development of a comprehensive framework that integrates the User Experience Questionnaire (UEQ) and the Technology Acceptance Model (TAM), with Trust and Satisfaction serving as mediating variables, as depicted in Figure 1. In contrast to traditional information systems research in the hospitality sector, which often assesses system interface metrics and behavioral adoption separately, this model delineates a sequential causal pathway. This approach demonstrates how micro-level interactions with a user interface influence macro-level behavioral intentions to reuse a hotel reservation system.

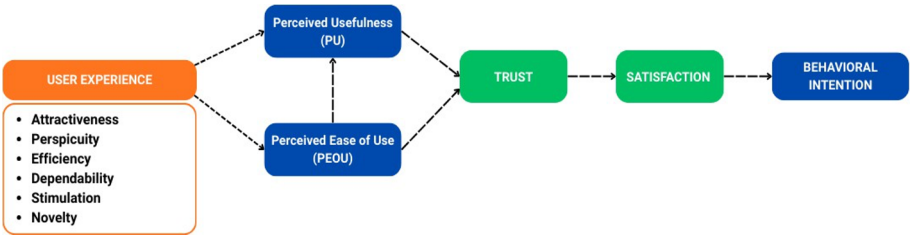


Figure 1. Conceptual Model Integrating User Experience and Technology Acceptance in Hospitality Reservation Systems

Figure 1 illustrates a conceptual model architecture comprising three interconnected phases that represent the psychological and cognitive journey of individuals during the hotel booking process. The model can be further detailed as follows:

Interface Attributes as Determinants of Technological Perceptions (UEQ to TAM). The leftmost segment of the model positions the six dimensions of the User Experience Questionnaire (UEQ) as direct antecedents to Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). For system developers, the broad constructs of the Technology Acceptance Model (TAM) require more granular and actionable software design attributes to be practically useful.

Pragmatic Quality Integration (Perspicuity, Efficiency, Dependability). Pragmatic qualities pertain to users' task-oriented goals. In the context of hotel reservation workflows, Perspicuity (the ease of learning and understanding the system) and Efficiency (the speed and optimization of the user interface) are hypothesized as primary drivers of Perceived Ease of Use (PEOU). When customers can intuitively navigate room types and complete bookings without cognitive overload, their perception of system simplicity increases. Dependability (system reliability, predictability, and control) directly reinforces Perceived Usefulness (PU). Users are likely to perceive a system as useful only if they can consistently rely on the accuracy of its data, such as real-time room availability and transparent pricing structures.

Hedonic Quality Integration (Stimulation, Novelty) and Attractiveness. Hedonic attributes address users' emotional and psychological needs, while Attractiveness represents the overall aesthetic impression of the reservation platform. The framework posits that superior visual appeal (Attractiveness) and an engaging interface (Stimulation and Novelty) elicit positive emotional responses. Consequently, when users enjoy the visual and interactive experience of a system, they experience reduced anxiety and friction, which enhances their perception of the system's ease of use (PEOU) and overall value (PU).

The Cognitive Transition from System Usability to Transactional Security (TAM to Trust). A critical element in the Conceptual Integration Model in Figure 1 is the structural path leading from Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) to Trust. In digital hospitality platforms, users not only consume information but also exchange highly sensitive data, including national identification details, personal schedules, and financial credentials such as credit card information. Therefore, user adoption requires not only a seamless interface but also the establishment of deep psychological trust. The model suggests that Trust is not an isolated state but rather an outcome of technological competence. When a hotel reservation system is perceived as easy to use (PEOU) and highly functional (PU), it signals to users that the underlying system architecture is robust, professional, and secure. A seamless, error-free booking process reduces users' perceived risk of transaction failure or data leakage. Thus, structural ease of use and perceived utility serve as foundational elements for cognitive trust in the hotel's digital platform.

The Linear Mediation Cascade (Trust to Satisfaction to Behavioral Intention). The final segment of the framework outlines the process of converting trust into long-term customer commitment. In this model, Satisfaction is conceptualized not only as a reaction to visual design but also as a comprehensive post-consumption evaluation.

a. Trust as a Prerequisite for Satisfaction
   In digital environments, users cannot achieve genuine satisfaction with a system without first establishing trust. Trust provides a sense of security, enabling users to feel fully satisfied upon completing a booking.
b. Satisfaction Driving Behavioral Intention
   The model proposes that Behavioral Intention, defined as the likelihood of users reusing the platform for future hotel bookings or recommending it to others, is a direct consequence of sustained satisfaction. This linear cascade demonstrates that every design element on the interface layer (UEQ) ultimately flows through the cognitive layers (TAM, Trust, Satisfaction) to determine the final commercial outcome: Behavioral Intention.

Based on the description above, the hypotheses derived from the proposed conceptual model are as follows:

H1: User Experience has a positive effect on Perceived Ease of Use;
H2: User Experience has a positive effect on Perceived Usefulness;
H3: Perceived Ease of Use has a positive effect on Perceived Usefulness;
H4: Perceived Usefulness has a positive effect on Trust;
H5: Trust has a positive effect on Satisfaction; and
H6: Satisfaction has a positive effect on Behavioral Intention to Use.

3.2 Discussion

Integrating the User Experience Questionnaire (UEQ) with the Technology Acceptance Model (TAM) addresses fragmentation in the human-computer interaction (HCI) and information systems (IS) literature. Usability research employing instruments such as the UEQ has traditionally adopted an evaluative paradigm, emphasizing immediate user perceptions of an interface's pragmatic and hedonic attributes. In contrast, behavioral research using TAM has focused on long-term cognitive beliefs, specifically Perceived Usefulness and Perceived Ease of Use, that influence technology adoption. Synthesizing these frameworks into a single causal model provides a comprehensive perspective on how interface characteristics activate the cognitive mechanisms shaping user acceptance in the digital hospitality sector.

The proposed model posits that Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) are influenced by specific interface characteristics rather than existing independently. For instance, while TAM research frequently concludes that a hotel reservation system should be "easy to use" to promote adoption, such findings offer limited actionable guidance for software developers. By incorporating UEQ dimensions as antecedents, the model specifies that "ease of use" is determined by Perspicuity, defined as the speed at which a guest comprehends navigation, and Efficiency, defined as the effort required to complete the booking process. This approach provides developers with more precise objectives for interface design. Likewise, *Perceived Usefulness* is primarily influenced by *Dependability*, guiding designers to prioritize

control over essential transaction data, including secure payment mechanisms and real-time room availability information.

A pivotal point of discussion in this integrated model is the structural placement of Trust as a mediator between technological perceptions and user Satisfaction. In generic e-commerce applications, aesthetic appeal and speed may be sufficient to drive a transaction. However, digital hospitality platforms have distinct characteristics. Hotel bookings involve high financial values, non-refundable policies, and the sharing of personal identity data. Consequently, a user-friendly layout alone cannot guarantee behavioral commitment if the system fails to project transactional integrity.

The conceptual model addresses this unique dynamic by establishing that PEOU and PU are crucial for building structural trust (Gefen et al., 2003). A flawless, glitch-free checkout process signals professionalism and system security. When guests encounter a system that is transparent, highly functional, and predictable (Dependability), their anxiety regarding transaction failure decreases. This structural trust serves as the baseline for long-term customer satisfaction. Furthermore, the inclusion of hedonic qualities (Stimulation and Novelty) and Attractiveness suggests that booking a hotel room is an emotional experience driven by holiday anticipation. If a platform can visually stimulate a user while assuring them in terms of transactions, the cognitive path toward completing a booking intention becomes highly optimized.

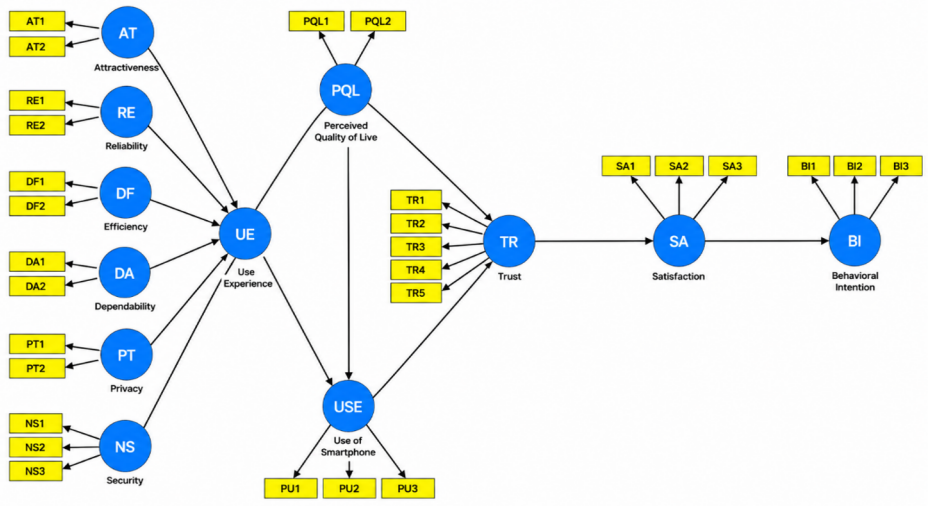


Figure 2 Conceptual Model Integration in SmartPLS

Outer Model Evaluation. The outer model evaluation ensures that the indicators measure their latent constructs validly and reliably. The assessment includes indicator reliability (outer loading), internal consistency reliability (Cronbach's Alpha, rho_A, and Composite Reliability), convergent validity (AVE), discriminant validity (Fornell-Larcker, Cross Loading, and HTMT), and collinearity (Outer VIF).

Indicator Reliability (Outer Loading). All indicators exceed the minimum threshold of 0.70, showing strong contribution and individual validity by explaining over 50% of the construct variance. No indicators were eliminated (<0.40). Internal Consistency

Reliability.

a) Cronbach's Alpha: Most constructs exceeded 0.70, except Efficiency (0.484) and Stimulation (0.655). This conservative metric tends to underestimate reliability in constructs with few indicators.
b) rho_A: Almost all constructs exceeded 0.70, though Efficiency recorded 0.548 (aligning with its lower Cronbach's Alpha).
c) Composite Reliability (CR): All constructs met the ≥ 0.70 threshold, including Efficiency (CR = 0.787). Because CR accounts for actual indicator weights, Efficiency was retained.
d) Convergent Validity (AVE): All constructs exceeded the 0.50 cutoff (ranging from 0.555 to 0.906), confirming that constructs explain more than 50% of their indicators' variance.
e) Discriminant Validity:
    1) Fornell-Larcker Criterion & Cross Loadings: All square roots of AVE exceeded inter-construct correlations, and every indicator loaded highest on its intended construct.
    2) HTMT: Most pairs scored below 0.90. High values for User Experience (UX) and its dimensions (e.g., Dependability, Efficiency) are expected due to its Higher-Order Construct (HOC) structure. High HTMT values among Efficiency–PEOU, Efficiency–PU, and Satisfaction–BI indicate conceptual similarity, but cross-loadings and AVEs confirm distinct measurement.
    3) Outer VIF: Most values remained below 5.0. Minorly elevated VIFs for specific indicators (e.g., BI2, EF1) stemmed from the Repeated Indicator approach for the HOC and do not compromise model validity, given strong CR and AVE metrics.

Inner Model Evaluation. Following the outer model assessment, the structural model (inner model) was evaluated to assess its explanatory power and predictive capabilities. The assessment comprises collinearity (Inner VIF), the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2).

Collinearity Assessment (Inner VIF). All structural paths yielded Inner VIF values below 5.0, confirming the absence of multicollinearity. This indicates that each exogenous construct provides distinct information in explaining the endogenous constructs.

Coefficient of Determination (R^2). Ten out of eleven endogenous constructs demonstrated moderate-to-substantial explanatory power, led by Perspicuity (R^2 = 0.764), Novelty (R^2 = 0.738), and Stimulation (R^2 = 0.729). Conversely, Trust exhibited a weak R^2, driven by non-significant paths from Perceived Ease of Use and Perceived Usefulness. This suggests that future research should incorporate additional drivers of Trust, such as perceived security, privacy, or system quality.

Effect Size (f^2): User Experience (UX) proved to be the most dominant predictor, showing large effect sizes across its dimensions and related constructs, most notably UX → Perspicuity ($f^2 = 3.229$). The structural paths for Trust → Satisfaction and Satisfaction → Behavioral Intention also exhibited large effect sizes. In contrast, paths linking PEOU and PU to Trust showed negligible effect sizes.

Predictive Relevance (Q^2). Blindfolding analysis confirmed that all constructs exceeded the $Q^2 > 0$ threshold. Ten of the twelve constructs achieved $Q^2 > 0.35$ (large predictive relevance), while Stimulation ($Q^2 = 0.245$) and Efficiency ($Q^2 = 0.061$) showed medium and small predictive relevance, respectively. Overall, these results demonstrate strong out-of-sample predictive accuracy.

Hypothesis Testing. Hypothesis testing was conducted using the non-parametric Bootstrapping procedure in SmartPLS to determine the statistical significance of the relationships between latent constructs. A hypothesis is supported if it satisfies three criteria:

T-statistic > 1.96 (at a 5% significance level);
P-value < 0.05; and
95% Confidence Interval (CI) does not straddle zero

If any of these conditions are not met, the hypothesis is rejected (not supported). Path coefficient analysis revealed 10 significant and 3 non-significant relationships (see Table 1).

Table 1. Hypothesis Testing Result

Relationship	Path Coeficient	t-statistic	p-value	Decision
Perceived Ease of Use → Perceived Usefulness	0,256	1,374	0,170	Rejected
Perceived Ease of Use → Trust	0,263	1,125	0,261	Rejected
Perceived Usefulness → Trust	0,298	1,357	0,175	Rejected
Satisfaction → Behavioral Intention	0,779	10,233	<0,001	Supported
Trust → Satisfaction	0,827	19,308	<0,001	Supported
User Experience → Perceived Ease of Use	0,774	12,606	<0,001	Supported
User Experience → Perceived Usefulness	0,608	3,233	0,001	Supported

Significant Paths. The structural model is predominantly driven by the strong influence of User Experience (UX) on its constituent dimensions, as well as on Perceived Ease of Use (PEOU) and Perceived Usefulness (PU). Additionally, the paths for Trust → Satisfaction ($\beta = 0.827$) and Satisfaction → Behavioral Intention ($\beta = 0.779$) are

positive and highly significant, confirming Trust as the primary driver of Satisfaction, which in turn acts as the key determinant of Behavioral Intention.

Non-Significant Paths. The relationships for PEOU → PU, PEOU → Trust, and PU → Trust was not statistically significant. This indicates that user-perceived ease and usefulness do not directly build user trust within this context. Consequently, Trust formation may rely on external drivers not captured in this model, such as system security, privacy protection, service quality, or platform reputation, which explains the relatively low R^2 value for the Trust construct compared to other endogenous variables.

4 Conclusion

This study empirically validates an integrated structural framework that links interface-level user experience attributes to macro-level behavioral intentions in the digital hospitality sector. By synthesizing the User Experience Questionnaire (UEQ) with the Technology Acceptance Model (TAM), alongside Trust and Satisfaction as structural mediators, the research provides crucial insights into user adoption behavior on hotel reservation platforms. The empirical results confirm that User Experience (UX) is the foundational prerequisite for technological acceptance, exerting a strong and statistically significant influence on both Perceived Ease of Use ($\beta = 0.774$, $p < 0.001$) and Perceived Usefulness ($\beta = 0.608$, $p = 0.001$). At the core of customer retention, the sequential cascade from Trust to Satisfaction ($\beta = 0.827$, $p < 0.001$) and Satisfaction to Behavioral Intention ($\beta = 0.779$, $p < 0.001$) was strongly supported, highlighting Trust as the vital catalyst that transforms platform interaction into long-term customer commitment and booking reuse. However, the findings also reveal key boundary conditions of the classical TAM framework in high-risk digital hospitality transactions. The hypothesized direct paths for PEOU → PU, PEOU → Trust, and PU → Trust were rejected ($p > 0.05$), demonstrating that while interface usability and functional utility reduce cognitive friction, they are insufficient on their own to build user trust during financial and personal data exchanges. From a theoretical perspective, this research bridges human-computer interaction and information systems by replacing abstract adoption concepts with concrete UX dimensions such as Perspicuity, Efficiency, Dependability, and Attractiveness, while highlighting the limitations of traditional TAM variables in driving transactional trust. In practice, for system developers and hoteliers, designing intuitive, visually pleasing platforms is essential to ensure ease of use and utility. However, to convert users into repeat bookers, platforms must pair superior UX design with explicit security indicators—including encrypted payments, transparent pricing, and guaranteed booking confirmations—to foster the structural trust required to drive customer satisfaction and long-term behavioral retention.

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