



FACTORS INFLUENCING HOTEL BOOKING INTENTION FOR 5-STAR HOTELS IN THAILAND

Jooyeon Kim

Student, Assumption University Thailand

ABSTRACT

Purpose – *This study investigates the key factors influencing travelers' intentions to book five-star hotels in Thailand through online platforms. It addressed the growing competition in the luxury hotel industry and examined how online reviews, price, trust, brand awareness, and website quality shape booking behavior.*

Design/Methodology/Approach – *A quantitative approach using a structured online questionnaire was applied. Data were collected from 385 international travelers who booked 5-star hotels in Thailand within the past three years. Descriptive statistics and multiple linear regression were employed to assess the impact of the five independent variables on booking intention.*

Findings – *Price emerged as the strongest positive predictor, followed by trust and brand awareness, whereas online reviews and website quality demonstrated unexpected negative effects. The model explained 46.4% of the variance in booking intention.*

Practical implications – *The findings provide actionable guidance for hotel operators and online booking platforms. Key recommendations include strategically managing online reviews, optimizing website usability, implementing transparent pricing strategies, and reinforcing brand presence to enhance booking intentions.*

Originality/value – *This study broadens the understanding of digital consumer behavior in luxury tourism by identifying expected and unexpected factors influencing online hotel bookings in Thailand. It provides practical insights for enhancing marketing strategies and online engagement in the luxury hospitality industry.*

Keywords: *5-star hotels, Booking intention, Online reviews, Price, Trust*

JEL Classification Code: C12, M31, Z32



1. INTRODUCTION

1.1 Background of the Study

Thailand consistently ranks among the world's leading tourist destinations, attracting millions of international travelers each year and contributing significantly to the national economy (JLL, 2025). The luxury hotel sector, particularly 5-star hotels, plays a critical role in meeting the demands of travelers seeking premium accommodations and exceptional services. Despite the impacts of COVID-19, Thailand's travel industry has recovered rapidly, with international arrivals projected to reach approximately 35.5 million in 2024, approaching pre-pandemic levels (JLL, 2025).

This recovery has driven rapid growth in the luxury hotel market, especially in key locations such as Bangkok and Phuket, where new 5-star properties continue to emerge alongside ongoing developments (LH Bank, 2024). As a result, competition has intensified, prompting luxury hotels to adopt innovative strategies to attract and retain customers.

Concurrently, the digital transformation of the travel industry has reshaped how travelers research, compare, and book accommodations. Travelers increasingly rely on online reviews, digital platforms, and user-generated content to inform their decisions (Xiang et al., 2017). In both e-commerce and e-hospitality sectors, trust is a crucial factor, reducing perceived risk and influencing users' willingness to engage in transactions (Gefen et al., 2003; Kim et al., 2011). Website quality and brand reputation also significantly affect booking intentions in the luxury segment (Kandampully and Hu, 2007). However, limited research exists on how these online and hotel-specific factors influence booking behavior in Thailand's 5-star hotel market.

Understanding these factors is essential for hotel operators seeking to enhance online visibility and optimize marketing strategies. This study addresses this gap by examining the key determinants of international travelers' intentions to book 5-star hotels in Thailand, providing insights relevant to both academic research and practical management in the luxury hospitality industry.

1.2 Problem Statement

Despite the rapid growth of Thailand's luxury hotel market, 5-star hotels face increasing competition in attracting and retaining travelers. While online platforms play a crucial role in booking decisions, limited research exists on how specific digital and hotel-related factors,



such as online reviews, website quality, trust, and brand reputation, affect booking intentions in the Thai luxury hotel sector (Hudson and Thal, 2013; Ye et al., 2009; Wang et al., 2016). Without clear insights into these factors, hotels may struggle to optimize their digital presence and marketing strategies, potentially impacting competitiveness and profitability. Addressing this gap is essential to guide both academic understanding and practical management in Thailand's 5-star hotel industry.

1.3 Objectives of the Study

1. To identify the key factors on online platforms that influence travelers' intention to book 5-star hotels in Thailand.
2. To provide practical recommendations for 5-star hotel operators in Thailand based on the identified critical factors.

1.4 Research Questions

1. What factors on online platforms influence travelers' intention to book 5-star hotels in Thailand?
2. How can the identified critical factors inform practical recommendations for 5-star hotel operators in Thailand?

1.5 Significance of the Study

This study contributes to understanding how digital and hotel-specific factors influence travelers' booking intentions for 5-star hotels in Thailand. While Thailand's luxury hotel market is rapidly growing, research on the role of online reviews, website quality, trust, and brand awareness in shaping booking decisions remains limited (LH Bank, 2024; JLL, 2025; Hudson and Thal, 2013). By examining these factors, the study advances academic knowledge on digital decision-making in luxury tourism and offers practical guidance for hotel operators seeking to optimize online platforms and marketing strategies.

Moreover, the findings highlight broader implications of digital interactions for the travel industry, illustrating how online engagement influences traveler behavior and supporting sustainable growth and strategic planning in Thailand's competitive luxury hotel sector (Roziqin et al., 2023; Zhong et al., 2021). A focused investigation on 5-star hotel bookings



online ensures that the insights are relevant for enhancing competitiveness and operational effectiveness in the luxury segment.

2. LITERATURE REVIEW

2.1 Theoretical Background

This study investigates factors influencing travelers' intention to book 5-star hotels online, drawing on two prominent theoretical frameworks: the Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (S-O-R) model. These frameworks provide a robust foundation for understanding the psychological and behavioral mechanisms underlying online hotel booking decisions.

2.1.1 Theory of Planned Behavior (TPB)

Ajzen's (1991) Theory of Planned Behavior posits that behavioral intentions are determined by attitudes, subjective norms, and perceived behavioral control. In online hotel booking, attitude reflects travelers' evaluations of booking a hotel (e.g., confidence in the website), subjective norms represent social influences (e.g., peer reviews), and perceived behavioral control refers to the ease of completing the booking process. Previous studies have applied TPB to hotel booking decisions, showing that online reviews, price, and trust significantly shape booking intentions (Han and Kim, 2010).

2.1.2 Stimulus-Organism-Response (S-O-R) Model

The S-O-R model (Mehrabian and Russell, 1974) explains consumer behavior as a process in which external stimuli (S), such as website quality and brand awareness, influence internal organism states (O) like trust and perceived value, which in turn generate behavioral responses (R), such as booking intention. In online hospitality, stimuli including visual appeal, information quality, and social proof have been shown to affect trust and perceived value, ultimately shaping booking behavior (Huang et al., 2017).

Together, TPB and the S-O-R model underpin the conceptual framework of this study, showing how digital and hotel-specific factors, online reviews, price, trust, brand awareness, and website quality, influence travelers' intentions to book 5-star hotels in Thailand.



2.2 Independent Variables

Based on prior research, five independent variables were identified as key determinants of online hotel booking intention: Online Reviews, Price, Trust, Brand Awareness, and Website Quality.

2.2.1 Online Reviews

Online reviews provide peer-generated insights into hotel quality and reliability. Both quantitative ratings and qualitative feedback, such as photos and comments, influence travelers' perceptions (Sparks and Browning, 2011; Filieri and McLeay, 2014). Positive reviews enhance perceived authenticity and trust, increasing booking likelihood (Ye et al., 2009; Hudson and Thal, 2013).

2.2.2 Price

Price reflects not only monetary cost but also perceived value and service quality (Noone and Mattila, 2009). Travelers evaluate price relative to amenities and brand reputation. Competitive and transparent pricing, including promotions and discounts, positively affects purchase intention in online booking environments (Kim et al., 2017; Assaker, 2020).

2.2.3 Trust

Trust represents a traveler's confidence in hotel reliability, integrity, and secure transactions (Gefen et al., 2003). In online contexts, trust reduces perceived risk and promotes booking behavior (Sparks and Browning, 2011). Verified reviews, secure platforms, and strong brand reputation enhance trust, particularly for high-end hotels (Kim et al., 2008; Yoon and Uysal, 2005).

2.2.4 Brand Awareness

Brand awareness facilitates recognition and perceived reliability, influencing consumer choice (Keller and Swaminathan, 2020). In luxury hotels, familiarity signals quality and reduces uncertainty, supporting confident booking decisions (Han and Hyun, 2017; Kim et al., 2018).

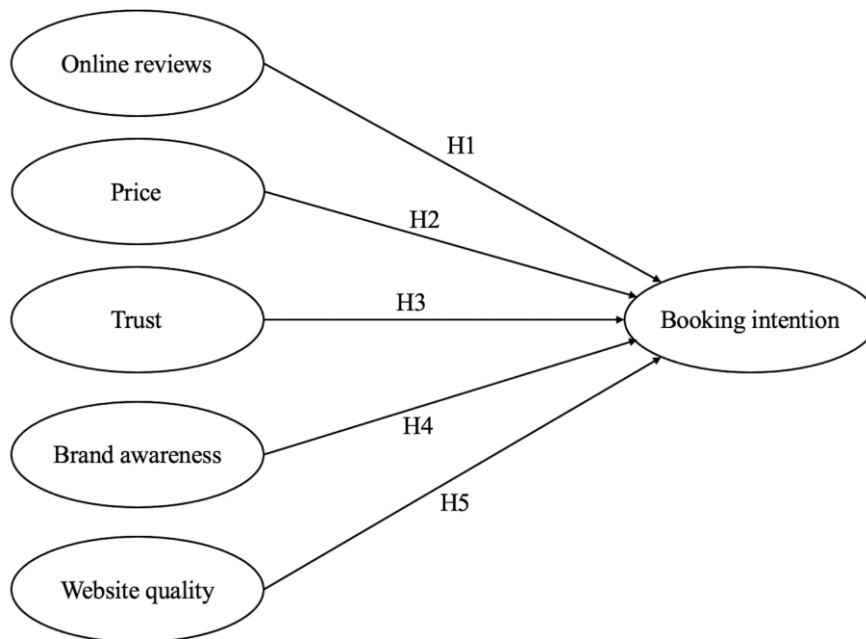
2.2.5 Website Quality

Website quality encompasses design, content accuracy, navigability, and security. High-quality websites improve user experience, support trust formation, and positively influence booking behavior (Wang et al., 2015; Ali, 2016; Bahari et al., 2018). For luxury accommodations, website quality also reflects professionalism and service standards.

2.3 Conceptual Framework

Based on the literature, this study proposes that online reviews, price, trust, brand awareness, and website quality act as independent variables directly influencing the dependent variable, booking intention. Each variable has been widely recognized as critical in shaping consumer decision-making in online hospitality.

Figure 1. Conceptual Framework: Factors influencing hotel booking intention for 5-star hotels in Thailand



Source: Constructed by the author.

3. RESEARCH METHODS AND MATERIALS

3.1 Research Design



This study employed a quantitative research design to examine the influence of five independent variables—online reviews, price, trust, brand awareness, and website quality—on the dependent variable, booking intention for 5-star hotels in Thailand.

A structured questionnaire was developed, consisting of screening questions, demographic items, and 24 measurement items for the study constructs. All items were measured using a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). A pilot test with 30 respondents was conducted to refine the instrument, and internal consistency was assessed through Cronbach’s alpha. The final dataset was analyzed using descriptive statistics, reliability testing, and multiple linear regression.

3.2 Sampling and Data Collection

The target population comprised international travelers who had booked a 5-star hotel in Thailand online within the past three years. This population was chosen to ensure respondents possessed relevant booking experience with luxury accommodations and digital platforms.

The minimum required sample size was determined using a 95% confidence level, a 5% margin of error, and a population proportion of 50%, resulting in 385 respondents. A convenience sampling technique was adopted, and data were collected through an online questionnaire distributed to eligible participants. Screening questions ensured respondent suitability.

3.3 Research Instrument

The survey instrument consisted of three sections. The first included screening questions confirming respondent eligibility. The second collected demographic details such as gender, age, education, income, and travel frequency. The third section contained 24 items measuring online reviews, price, trust, brand awareness, website quality, and booking intention.

A pilot test (n = 30) was conducted to ensure clarity and reliability. All constructs achieved Cronbach’s alpha values above the threshold of 0.70, confirming good internal consistency (see Table 1). The final survey items are provided in Appendix A.

Table 1. Reliability Analysis of Study Constructs (Pilot Test, n = 30)

Variables/Measurement Items	Cronbach’s Alpha	Strength of Association
Dependent Variable		



Booking Intention	0.79	Acceptable
Independent Variable		
Online Reviews	0.88	Good
Price	0.85	Good
Trust	0.81	Good
Brand Awareness	0.79	Acceptable
Website Quality	0.89	Good

Source: Constructed by the author.

3.4 Validity and Reliability

Content validity was ensured by adapting measurement items from prior studies in hospitality and e-commerce research. Reliability was confirmed through pilot testing, with Cronbach’s alpha values exceeding 0.70 for all constructs. These results demonstrate the questionnaire’s suitability for full-scale data collection.

3.5 Statistical Treatment of Data

Survey data from 385 participants were analyzed using SPSS. Descriptive statistics summarized demographic characteristics. Reliability was assessed through Cronbach’s alpha, and multiple linear regression was used to test hypotheses regarding the influence of the independent variables on booking intention.

Table 2. Research hypotheses and statistical techniques

Hypotheses		Description	Statistical Techniques
H1	H1o	Online reviews have no significant influence on travelers’ booking intention for 5-star hotels in Thailand.	Multiple Linear Regression
	H1a	Online reviews have an influence on travelers’ booking intention for 5-star hotels in Thailand.	



H2	H2o	Price has no significant influence on travelers’ booking intention for 5-star hotels in Thailand.	Multiple Linear Regression
	H2a	Price has an influence on travelers’ booking intention for 5-star hotels in Thailand.	
H3	H3o	Trust has no significant influence on travelers’ booking intention for 5-star hotels in Thailand.	Multiple Linear Regression
	H3a	Trust has an influence on travelers’ booking intention for 5-star hotels in Thailand.	
H4	H4o	Brand awareness has no significant influence on travelers’ booking intention for 5-star hotels in Thailand.	Multiple Linear Regression
	H4a	Brand awareness has an influence on travelers’ booking intention for 5-star hotels in Thailand.	
H5	H5o	Website quality has no significant influence on travelers’ booking intention for 5-star hotels in Thailand.	Multiple Linear Regression
	H5a	Website quality has an influence on travelers’ booking intention for 5-star hotels in Thailand.	

Source: Constructed by the author.

4. RESULTS AND DISCUSSION

4.1 Descriptive Analysis

Table 3 presents the demographic profile of the respondents (N = 385). The majority were female (72.7%) and between 35–44 years old (55.1%). Most participants resided in Asia (66%), held a master’s degree (75.8%), and were employed full-time (67.8%). The most common annual income range was USD 40,000–59,999 (52.5%). Regarding travel frequency, 87.5% reported traveling one to two times per year, confirming that the sample represents active international travelers with relevant booking experience.

Table 3. Demographic characteristics of respondents (N = 385)

Demographic Factors		Frequency	Percent
Gender	Male	105	27.3
	Female	280	72.7



Age	18 - 24 years old	29	7.5
	25 - 34 years old	107	27.8
	35 - 44 years old	212	55.1
	45 - 54 years old	37	9.6
Residence region	Asia	254	66
	Europe	104	27
	North America	16	4.1
	South America	11	2.9
Education level	High school or equivalent	3	0.8
	Bachelor's degree	58	15.1
	Master's degree	292	75.8
	Doctoral degree or higher	32	8.3
Occupation	Student	15	3.9
	Employed part-time	9	2.3
	Employed full-time	261	67.8
	Self-employed	100	26
Annual Income	Less than \$20,000	8	2.1
	\$20,000 - \$39,999	19	4.9
	\$40,000 - \$59,999	202	52.5
	\$60,000 - \$79,999	134	34.8
	\$80,000 and above	22	5.7
Travel frequency	1-2 times per year	337	87.5
	3-5 times per year	44	11.4
	More than 5 times	4	1.1

4.2 Descriptive Statistics of Study Variables

Descriptive statistics for the study constructs are shown in Table 4. All variables achieved mean scores above 4.40 on a five-point scale, suggesting generally positive perceptions among respondents. Price ($M = 4.55$, $SD = 0.54$) and website quality ($M = 4.53$, $SD = 0.51$) received



particularly favorable ratings, while brand awareness, although slightly lower ($M = 4.40$, $SD = 0.53$), still reflected a positive perception of luxury hotel brands. Booking intention achieved the highest overall mean ($M = 4.60$, $SD = 0.52$), highlighting respondents’ strong willingness to consider five-star hotels in Thailand for future stays.

Table 4. Descriptive statistics of constructs (N = 385)

Variable	Mean	Std. Deviation
Online reviews	4.48	0.53
Price	4.55	0.54
Trust	4.50	0.54
Brand awareness	4.40	0.53
Website quality	4.53	0.51
Booking intention	4.60	0.52

Source: Constructed by the author.

4.3 Hypothesis Testing Results

Multiple linear regression was employed to test the proposed hypotheses. Multicollinearity was not a concern, as the Variance Inflation Factor (VIF) values were all below 5.

The regression model was statistically significant, explaining 46.4% of the variance in booking intention ($R^2 = 0.471$, adjusted $R^2 = 0.464$). As shown in Table 5, price ($\beta = 0.582$, $p < 0.001$) exerted the strongest positive effect, followed by trust ($\beta = 0.261$, $p < 0.001$) and brand awareness ($\beta = 0.176$, $p < 0.001$). Interestingly, online reviews ($\beta = -0.315$, $p < 0.001$) and website quality ($\beta = -0.108$, $p = 0.049$) demonstrated significant negative effects on booking intention.

Table 5. Multiple linear regression results

Hypothesis	B	SE B	β	t	Sig.	VIF	Decision Ho
H1: OR → BI	-0.303	0.052	-0.315	-5.85	0.001*	2.07	Rejected
H2: P → BI	0.575	0.040	0.582	14.26	0.001*	1.19	Rejected



H3: T → BI	0.280	0.058	0.261	4.84	0.001*	2.09	Rejected
H4: BA → BI	0.176	0.045	0.176	3.94	0.001*	1.43	Rejected
H5: WQ → BI	-0.133	0.067	-0.108	-1.97	0.049	2.14	Rejected
R²	0.471						
Adjusted R²	0.464						

Source: Constructed by the author.

5. DISCUSSION AND CONCLUSION

5.1 Discussion of Key Findings

This study investigated the determinants of international travelers’ intention to book 5-star hotels in Thailand via online platforms, focusing on online reviews, price, trust, brand awareness, and website quality. The regression analysis confirmed that all five variables significantly affected booking intention, though their directions and magnitudes varied.

Price emerged as the strongest positive predictor ($\beta = 0.582, p < 0.001$), suggesting that even in the luxury segment, travelers remain value-conscious. This aligns with prior research highlighting the critical role of perceived price fairness in online booking decisions (Haddad et al., 2015). Trust ($\beta = 0.261, p < 0.001$) and brand awareness ($\beta = 0.176, p < 0.001$) also enhanced booking intention, reinforcing earlier findings that emphasize the importance of credibility and brand familiarity in high-cost, high-involvement purchases (Gefen et al., 2003; Keller and Swaminathan, 2020).

Unexpectedly, online reviews ($\beta = -0.315, p < 0.001$) and website quality ($\beta = -0.108, p = 0.049$) negatively influenced booking intention. A plausible explanation is that the study did not distinguish between official hotel websites and online travel agencies (OTAs). Variation in consumer experiences across these platforms may have led to divergent perceptions, generating the observed negative effects. This outcome resonates with the notion that online consumer behavior is highly context-dependent, particularly in the hospitality industry (Sparks and Browning, 2011; Fang et al., 2014).

Collectively, the findings highlight that while traditional factors such as price, trust, and brand awareness remain positive drivers, digital touchpoints such as online reviews and website quality require careful management to avoid unintended negative effects.



5.2 Theoretical Contributions

This study contributes to the literature on online consumer behavior and luxury hospitality by integrating the Theory of Planned Behavior (Ajzen, 1991) and the Stimulus-Organism-Response model (Mehrabian and Russell, 1974) to explain booking intentions. The positive effects of price, trust, and brand awareness confirm existing theoretical assumptions, while the negative effects of online reviews and website quality extend prior research by suggesting that these factors may not always operate as expected in luxury contexts. These findings underscore the need for more nuanced models that incorporate platform-specific and situational factors in explaining consumer booking behavior.

5.3 Practical Implications

The results provide actionable guidance for hotel managers and online booking platforms. Negative influences should be mitigated through the management of online reviews, for instance, encouraging authentic and balanced feedback, categorizing reviews for clarity, and responding promptly and professionally to negative comments. Website quality can be improved by simplifying navigation, ensuring cross-device compatibility, and integrating real-time support tools.

At the same time, hotels should leverage positive drivers. Transparent pricing strategies, avoidance of hidden charges, and clear communication of value can reinforce booking confidence. Trust-building measures such as secure payment systems, verified reviews, and consistency between online information and actual service delivery are also essential. Furthermore, strengthening brand awareness through global marketing campaigns and loyalty programs can increase consumer recognition and confidence, thereby enhancing booking intentions.

5.4 Limitations and Future Research Directions

Several limitations must be acknowledged. First, the study was limited to 5-star hotels in Thailand, which may restrict generalizability to other destinations or hotel categories. Second, the absence of platform-specific analysis may explain the negative findings for online reviews and website quality, suggesting a need for future studies to examine OTA-specific versus



official website dynamics. Third, emerging technologies such as AI-driven personalization, chatbots, and real-time pricing algorithms were not incorporated and warrant further exploration. Fourth, this study focused on booking intention only, excluding post-purchase behaviors such as satisfaction, loyalty, or electronic word-of-mouth. Finally, future studies should conduct cross-cultural comparisons to validate the robustness of the findings across diverse consumer markets.

5.5 Conclusion

This study demonstrates that price, trust, and brand awareness are significant positive determinants of online booking intention for luxury hotels, while online reviews and website quality exerted counterintuitive negative effects. These findings emphasize the complexity of digital consumer behavior in luxury hospitality and highlight the importance of strategic pricing, brand management, and digital platform optimization.

By addressing both positive and negative determinants, hotel operators can strengthen their online competitiveness and enhance consumer engagement. The study thus contributes both theoretically by extending existing behavioral models and practically by offering evidence-based recommendations for managing digital booking environments in the luxury hospitality sector.

REFERENCES

1. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
2. Ali, F. (2016). Hotel website quality, perceived flow, customer satisfaction and purchase intention. *Journal of Hospitality and Tourism Technology*, 7(2), 213–228. <https://doi.org/10.1108/jhtt-02-2016-0010>
3. Assaker, G. (2020). Age and gender differences in online travel reviews and user-generated-content (UGC) adoption: Extending the technology acceptance model (TAM) with credibility theory. *Journal of Hospitality Marketing & Management*, 29(4), 428–449. <https://doi.org/10.1080/19368623.2019.1653807>
4. Bahari, K. A., Abdullah, D., Kamal, S. B. M., Johari, N. R., & Zulkafli, M. S. (2018). The influence of hotel website design quality, perceived ease of use, and perceived



- usefulness on loyalty intention. *The Turkish Online Journal of Design Art and Communication*, 8(September), 701–710. <https://doi.org/10.7456/1080SSE/102>
5. Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., & Lim, K. H. (2014). Trust, satisfaction, and online repurchase intention. *MIS Quarterly*, 38(2), 407-428. <https://doi.org/10.25300/MISQ/2014/38.2.04>
 6. Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. *Journal of Travel Research*, 53(1), 44–57. <https://doi.org/10.1177/0047287513481274>
 7. Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51–90. <https://doi.org/10.2307/30036519>
 8. Haddad, R., Hallak, R., & Assaker, G. (2015). Price fairness perceptions and hotel customers' behavioral intentions. *Journal of Travel Research*, 55(7), 998–1010. <https://doi.org/10.1177/1356766715573651>
 9. Han, H., & Hyun, S. S. (2017). Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, 63, 82–92. <https://doi.org/10.1016/j.ijhm.2017.03.006>
 10. Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management*, 29(4), 659–668. <https://doi.org/10.1016/j.ijhm.2010.01.001>
 11. Huang, Y.-C., Backman, S. J., Backman, K. F., & Moore, D. (2017). Exploring user acceptance of 3D virtual worlds in travel and tourism marketing. *Tourism Management*, 36, 490–501. <https://doi.org/10.1016/j.tourman.2012.09.009>
 12. Hudson, S., & Thal, K. (2013). The impact of social media on the consumer decision process: Implications for tourism marketing. *Journal of Travel & Tourism Marketing*, 30(1–2), 156–160. <https://doi.org/10.1080/10548408.2013.751276>
 13. JLL. (2025). *Bangkok hotel market dynamics Q4 2024* [Research report]. <https://www.jll.co.th/en/trends-and-insights/research/bangkok-hotel-market-dynamics>



14. Kandampully, J., & Hu, H. H. (2007). Do hoteliers need to manage image to retain loyal customers? *International Journal of Contemporary Hospitality Management*, 19(6), 435–443. <https://doi.org/10.1108/09596110710775101>
15. Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson Education.
16. Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of perceived risk and uncertainty. *Decision Support Systems*, 44(2), 544–564. <https://doi.org/10.1016/j.dss.2007.07.001>
17. Kim, M. J., Chung, N., & Lee, C. K. (2011). The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea. *Tourism Management*, 32(2), 256–265. <https://doi.org/10.1016/j.tourman.2010.01.011>
18. 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. <https://doi.org/10.3390/su9122262>
19. Kim, W. G., Tang, C. H., & Roehl, W. S. (2018). The effect of hotel’s dual-branding on willingness-to-pay and booking intention: A luxury/upper-upscale combination. *Journal of Revenue and Pricing Management*, 17(3), 256–275. <https://doi.org/10.1057/s41272-017-0107-z>
20. LH Bank. (2024). *5-star hotel business analysis* [Special report]. Land and Houses Bank Public Company Limited. <https://www.lhbank.co.th/getattachment/f1b40250-9d0f-4003-97ae-d78ba6d74abf/economic-analysis-Industry-Outlook-2025-5-star-Hotel-Business>
21. Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.
22. Noone, B. M., & Mattila, A. S. (2009). Hotel revenue management and the Internet: The effect of price presentation strategies on customers’ willingness to book. *International Journal of Hospitality Management*, 28(2), 272–279. <https://doi.org/10.1016/j.ijhm.2008.09.004>
23. Roziqin, A., Kurniawan, A. S., Hijri, Y. S., & Kismartini. (2023). Research trends of digital tourism: A bibliometric analysis. *Tourism Critiques: Practice and Theory*, 4(1/2), 28–47. <https://doi.org/10.1108/TRC-11-2022-0028>



24. Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism Management*, 32(6), 1310–1323. <https://doi.org/10.1016/j.tourman.2010.12.011>
25. Wang, D., Xiang, Z., & Fesenmaier, D. R. (2016). Smartphone use in everyday life and travel. *Journal of Travel Research*, 55(1), 52–63. <https://doi.org/10.1177/0047287514535847>
26. Wang, Y., Law, R., & Fesenmaier, D. R. (2015). Impact of hotel website quality on online booking intentions: ETrust as a mediator. *International Journal of Hospitality Management*, 47, 108–115. <https://doi.org/10.1016/j.ijhm.2015.03.012>
27. Xiang, Z., Du, Q., Ma, Y., & Fan, W. (2017). A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism. *Tourism Management*, 58, 51–65. <https://doi.org/10.1016/j.tourman.2016.10.001>
28. Ye, Q., Law, R., & Gu, B. (2009). The impact of online user reviews on hotel room sales. *International Journal of Hospitality Management*, 28(1), 180–182. <https://doi.org/10.1016/j.ijhm.2008.06.011>
29. Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45–56. <https://doi.org/10.1016/j.tourman.2003.08.016>
30. Zhong, L., Zhu, M., SuniD, S., & Law, R. (2021). Research progress and development of technology in tourism research: a bibliometric analysis. *Journal of Smart Tourism*, 1(2), 3–12. <https://doi.org/10.52255/smarttourism.2021.1.2.2>