



INNOVATIVE ONLINE RESERVATION SYSTEM FOR HOSPITALITY INDUSTRIES THROUGH TECHNOLOGY ACCEPTANCE MODEL

Jover I. Capuyan, Bea Jane L. Castro, Rosela P. Dollentes, and Manilyn A. Aurelio
Graduate School, State University of Northern Negros,
Philippines

Abstract: The hospitality industry is undergoing a digital shift, with online booking platforms playing an increasingly crucial role (Sriphaew & Katkaeo, 2017). This study examined the online reservation system (ORS) used at the Cebu Technological University (CTU) Danao Campus Facility Centrum. This comprehensive evaluation of the CTU Danao Campus Online Reservation System (ORS) combined both quantitative and qualitative methods, including performance metrics (such as response time and reliability) and user experience assessments (via surveys, interviews, and usability testing) (Wu, 2018). The study assessed key components of the system, with the following average ratings: user interface (4.52), performance (4.70), features (4.50), accessibility (4.59), enhanced security (4.39), and overall quality (4.51). The overall weighted mean for perceived quality was 4.54, with all ratings Strongly Agree. These results reflect high user satisfaction and system functionality, consistent with prior ORS evaluations in education and service contexts (Alkhaldi et al., 2018; Subiyakto et al., 2021). The findings indicate that the ORS is highly regarded by its users and performs reliably across a range of indicators. Its strengths lie in its user-friendly interface, fast performance, accessible features, and secure environment (IJRES, 2023). However, the evaluation also uncovered minor areas for improvement, particularly in strengthening security features and further optimizing the user experience. It is recommended that the development team continue refining the system based on user feedback, particularly by enhancing security protocols and conducting regular evaluations to maintain and improve system performance (Stakeholders' Experiences, 2025). Continuous iteration will ensure that the ORS remains effective, efficient, and aligned with the evolving needs of the CTU Danao Campus community.

Keywords: Facility Management; Online Reservation System; Performance Evaluation; Usability Testing; User Interface (UI)

INTRODUCTION

Any business operating in the tourist industry needs to enhance its offerings to stay competitive and meet the ever-increasing demands of its clientele. Companies must invest in dependable, versatile reservation systems to always have the most up-to-date information on market conditions, customer demand, and customer preferences. This will facilitate the effective marketing of the tourism service in the market, attract more clients, and expand the distribution network. Studies and ratings of the leading travel and information corporations indicate that today's reservation system industry operates in a dynamic environment, often relying on the latest analytical and statistical data.

Alternatively, when tourists reserve a hotel, airfare, a cruise, or an automobile, they expect a quick, easy transaction; if not, they might opt for a different location or provider. Today's tourist businesses must replace manual processes with advanced reservation systems to meet modern travelers' expectations. These systems should enable travelers to make reservations at any time through their preferred channels, using a convenient payment method.

In this fast-developing field of reservation technologies, continuous research is necessary to determine how these technologies cross-fertilize one another in providing solutions, how they are rated and classified, and their role in the tourism industry in attracting new customers. It is also essential to analyze the influence this might have on the competitiveness of businesses in the tourism sector, the promotion of travel offerings, and the way services are delivered.

The tourism sector relies heavily on reservation systems for marketing purposes. Free access to a selection of hotels, restaurants, and flights, along with streamlined payment options and the ability to cancel orders, is driving more travelers to make reservations.

Considering the quick changes in the travel service industry and the quick advancement of reservation technologies, Cebu Technological University Danao Campus Facility Centrum provides its students and staff with various facilities, including rooms, auditoriums, and sports centers. The university has a web-based reservation system that allows users to reserve these facilities online. However, the system's usability and functionality have been reported to be suboptimal, leading to difficulty reserving facilities. Resting on this, the study seeks to enhance the usability and performance of a web-based reservation system by developing a user-centered design approach.

The reservation system of Cebu Technological University Danao Campus Facility Centrum faces several problems that affect its usability and functionality. Users have reported needing help navigating the system, finding available facilities, and completing the reservation process. Moreover, the system's interface could be more user-friendly and could include features that improve the user experience, such as search filters and notifications.

The study will focus on enhancing the usability and functionality of the web-based reservation system of Cebu Technological University Danao Campus Facility Centrum. The user-centered design approach will involve gathering user requirements, developing design solutions, and conducting usability tests. The study will include students, faculty, and staff who use the reservation system to reserve facilities. The enhancements will include improving the system's interface, adding new features, and streamlining the reservation process. The study will not involve any changes to the physical facilities of Cebu Technological University Danao Campus Facility Centrum.

smartphones and smartwatches. Data manipulation is the

purpose of computers, which are becoming more powerful, portable, and faster than ever.

businesses, which also facilitate customer access through Internet gateways, have been contracted by most airlines to handle their CRS workloads. Modern GDSs generally offer hotel room reservations, car rentals, airline seat reservations, and a variety of activities and tours. They can also often book buses and trains in many markets, while those tend to be outside the central system. In addition to serving as a means of communicating digital data, they are also used by the hotel industry to facilitate reservation processes and prevent overbooking.

Although there are many common problems with reservations, such as low security, data loss, and insufficient monitoring, time monitoring in a reservation is especially important in this situation. The front desk or admin must monitor rooms and reserved rooms daily to prevent double bookings, as third-party fraud is the biggest reservation issue. Reservation system applications are more practical with this modern technology. It helps people book quickly and easily monitor their reservations, reducing transaction hassles. It is more important to have reliable, quick access, easy monitoring, fewer hassles in transactions and negotiations, and secure data. Using a reservations system rather than contacting the central hotel for reservations is an advantage. It takes time to get a reservation when you negotiate manually through contact. Using the system or application is more efficient because you do not need to go to the location or contact the hotel for a reservation; instead, the user can one-click to reserve. The reservation system helps the client (who will book the reservation) deal with the reservation much faster and more easily. It allows users to book safely, especially today amid COVID-19, to avoid spreading the disease. The researchers conducted the study for the Cebu Technological University—Danao Campus Centrum, which uses a reservation process for its customers. This study explicitly answers the following objectives: to make it easy for the customer to reserve rather than search for a vacancy, to determine the efficiency of having a Web-based reservation system compared to manual reservation, and to determine the problems that the user encounters upon using the system and discuss the effectiveness of the Web-based reservation system in the operation of CTU-Danao Centrum.

OBJECTIVES OF THE STUDY

The study aimed to develop an online reservation system for technology utilization to address the problems in the learning delivery method reported by students at Cebu Technological University Danao Campus. As a proposed solution, the research explored the design and development of an innovative online reservation system that would enhance technology adoption. Specifically, it addressed critical concerns, including respondents' age, gender, highest level of education, and computer literacy. It also sought to determine the rating of the current challenges faced in managing manual records for hotel reservations at the Cebu Technological University – Danao Campus Facility Centrum. Furthermore, the study examined the perceived quality of the innovated online reservation system in terms of user interface, performance, features, accessibility, enhanced security, and overall quality. Lastly, it assessed the system's usability and

acceptability using perceived usefulness (PU), perceived ease of use (PEOU), and behavioral intention (BI).

The computer reservat

MATERIALS AND METHODS

This study on the Innovated Online Reservation System follows a systematic approach. The study begins with a clear problem definition and involves an extensive literature review to identify gaps and trends. A conceptual framework is developed that outlines key components, including demand forecasting, dynamic pricing, and scalability.

Data collection includes historical reservation data and customer feedback. Quantitative analysis and statistical models are employed to examine patterns and optimize pricing. Innovated Online Reservation System algorithms are designed using machine learning techniques, with simulations and testing to evaluate their performance. Real-world case studies and user experience evaluations provide practical insights and feedback. Ethical considerations concerning data privacy and algorithmic use are addressed.

The iterative refinement process ensures continuous improvement, and a comparative analysis is conducted against existing methods and benchmarks. The entire research process is documented comprehensively, emphasizing implications and potential applications in the dynamic landscape of online reservation systems. This proposed study will contribute to optimizing the innovative online Reservation System in line with the increasing demands of efficiency and user satisfaction within the digital economy.

Flow of Study

The study on the Innovated Online Reservation System follows a logical flow, commencing with a focused problem definition. A thorough literature review sets the foundation, identifying gaps and trends in existing research. A conceptual framework is then developed, outlining the critical components of the Innovated Online Reservation System, from demand forecasting to user experience considerations. The study collects relevant data, encompassing historical reservation data and customer feedback. Quantitative analysis and statistical modeling are applied to uncover patterns and optimize pricing strategies.

Developing innovative online reservation system algorithms incorporating machine learning techniques leads to simulations and testing. Real-world case studies and user experience evaluations provide practical insights. Ethical considerations are woven throughout the research. Iterative refinement and comparative analysis against industry benchmarks ensure the robustness of the proposed methodologies.

The study concludes with a comprehensive documentation of findings, emphasizing implications for the evolving landscape of online reservation systems.

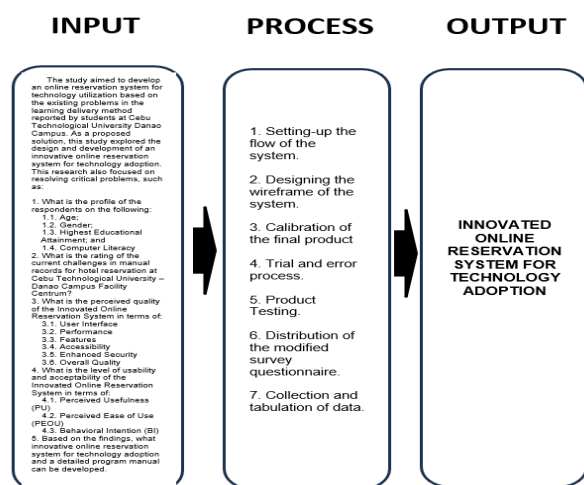


Figure 1 presents the study's flow. The input, process, and output strategies were employed.

The Input Flow. The historical reservation data comprises details of past reservations, including dates, times, user information, and reservation details; this dataset serves as the foundation for analyzing historical patterns and trends in resource utilization. Customer feedback data is collected through user opinions and feedback; this data set provides qualitative insights into user experiences with the reservation system. It helps us understand user satisfaction, preferences, and potential areas for improvement.

The system performance metrics input data related to the performance of the online reservation system under various conditions. This dataset provides quantitative measures of the system's efficiency, scalability, and responsiveness, enabling the evaluation of reservation strategies in real-world scenarios. These input sources empower the study to derive meaningful conclusions about reservation efficiency, user satisfaction, and system performance in online reservation systems.

The Process Flow. The research unfolds systematically, commencing with a comprehensive literature review that delves into existing knowledge of Innovated Online Reservation Systems and identifies relevant theories and models. Subsequently, a robust conceptual framework is constructed, synthesizing insights from the literature to outline key components and relationships in online reservation.

The study then transitions to data analysis, employing quantitative methods and statistical models to scrutinize historical reservation data for discerning patterns and trends. Building on these analyses, online reservation algorithms are developed, potentially incorporating machine learning techniques for dynamic decision-making. The research rigorously evaluates these algorithms through simulations and testing, assessing their performance under diverse scenarios and conditions.

This holistic process aims to contribute nuanced insights into online reservation dynamics, bridging theoretical understanding with practical applications in the dynamic realm of online reservation systems.

The Output Flow. The research output presents a multifaceted contribution. It introduces optimized online reservation strategies through refined algorithms, addressing

key system challenges. It also offers insights into user experience and customer satisfaction, highlighting factors that enhance service quality. The study includes comprehensive documentation of the process, methods, findings, and practical applications.

Additionally, a comparative analysis evaluates the developed algorithms against existing approaches. Overall, the research advances both understanding and practical use of online reservation systems.

Environment

The evolution of Cebu Technological University (CTU) began in 1949 when it opened as Danao Provincial High School through a municipal resolution. It became a national vocational secondary school in 1957 via Republic Act No. 1907 and was renamed Danao National Vocational School in 1958. The school acquired land in Brgy. Sabang in 1963 and relocated there in 1965. In 1983, Batas Pambansa 412 extended to Cebu State College of Science and Technology (CSCST), later renamed CSCST-College of Industrial Technology. By 1990, it had shifted focus to higher education, phasing out its secondary program. In 2009, through legislation supported by Dr. Bonifacio Villanueva and key lawmakers, it became part of Cebu Technological University. Today, CTU Danao offers 9 graduate and 19 undergraduate programs to over 4,156 students, with most programs accredited by AACCUP at Level II and III.

Respondents

The researcher used purposive and convenience sampling methods. Convenience sampling is choosing those who are easily approachable and available. Purposive sampling selects those in the same field of interest (Foley, 2018). The respondents were students at Cebu Technological University – Danao Campus, instructors/experts who were in the same field of expertise, and community users.

Table 1 Distribution of Respondents N= 55		
Name of Respondents	Number of Respondents	Percentage (%)
Students	15	27.2%
Instructors	20	36.4%
Community Users	20	36.4%
Total	55	100%

System Output

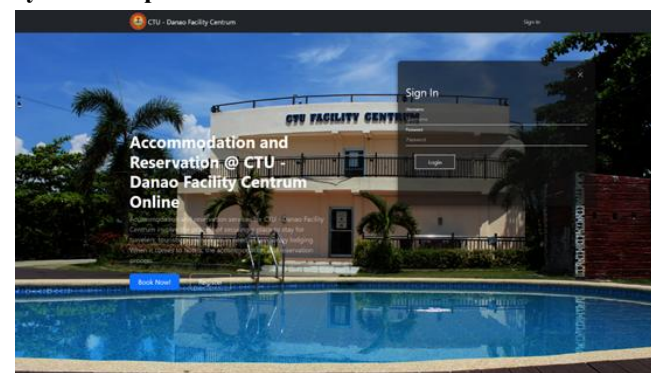


Figure 2. Home page: Show the homepage of the system, where you can scroll down to navigate the content, including the book now section and the list of rooms' pictures section.

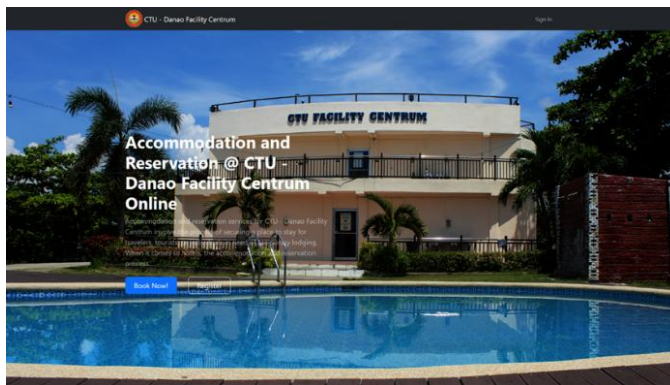


Figure 3. Homepage Sign-in Dialog: This figure shows all reservation entries after clicking check-in button in the reservation entry process. The list of entries includes the following details: reservation ID, room number, total payment, check-in and check-out dates and the status of the admin, either accept or approve the reservation.

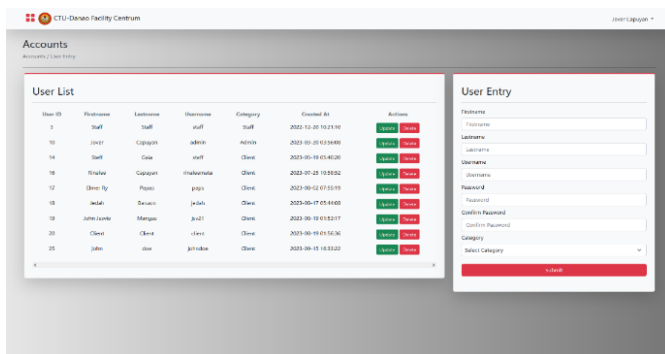


Figure 4. Administrator's Dashboard: This figure shows the dashboard of an administrator. If the menu icon is clicked, the side navigation will open and have the content of the following processes: Dashboard, user entry, reservation entry, reservation list, add per head, list of rooms, messages, income analysis and reports.

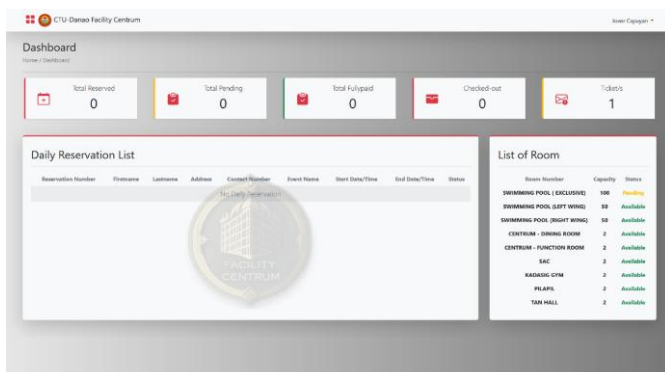


Figure 5. Administrator's User Entry: This figure shows the details of accounts being created in the right section. You can register a new user, but on staff and administrator accounts since clients can register freely on the homepage section.

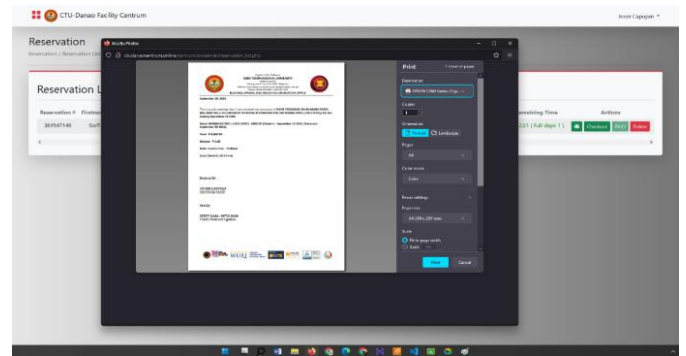


Figure 6. Administrator's Reservation List (Check-in Acknowledgment) : This figure shows accepting the early check-in notification then proceeding to payment, but if the time is greater than the check-in date and time will not appear.

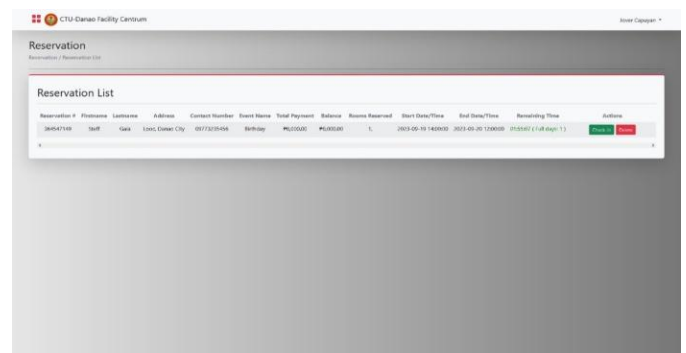


Figure 7. Administrator's Reservation List: This figure shows a dialog that has a choice of either the client pays a down payment or full payment. If the payment has been settled, then the print icon will appear in the reservation list row. Clicking the print icon will acknowledge receipt.

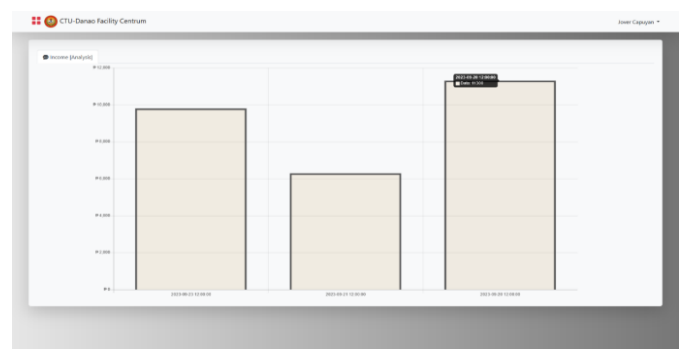


Figure 8. Administrator's Message: This figure shows that all registered clients will appear in the list, each name will be considered as a button to click and automatically view their message in the right section.

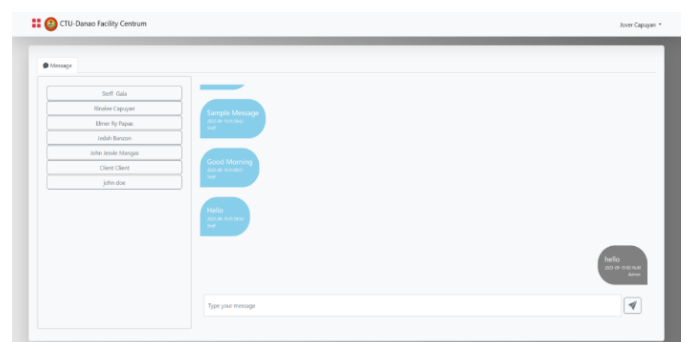


Figure 9. Administrator's Income Analysis: This figure shows the daily income data and automatically creates a legend based on the total amount of data per peso on the x-axis and the dates on the y-axis.

Use Case Diagram

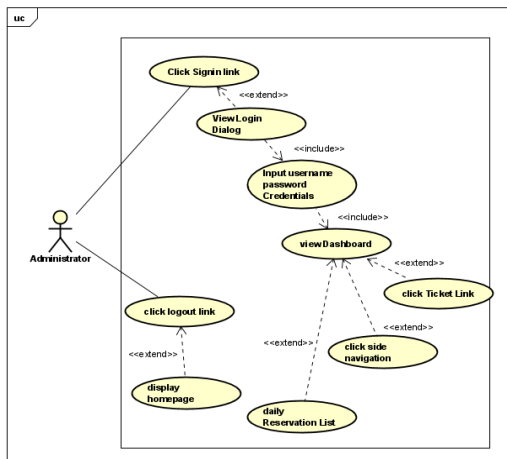
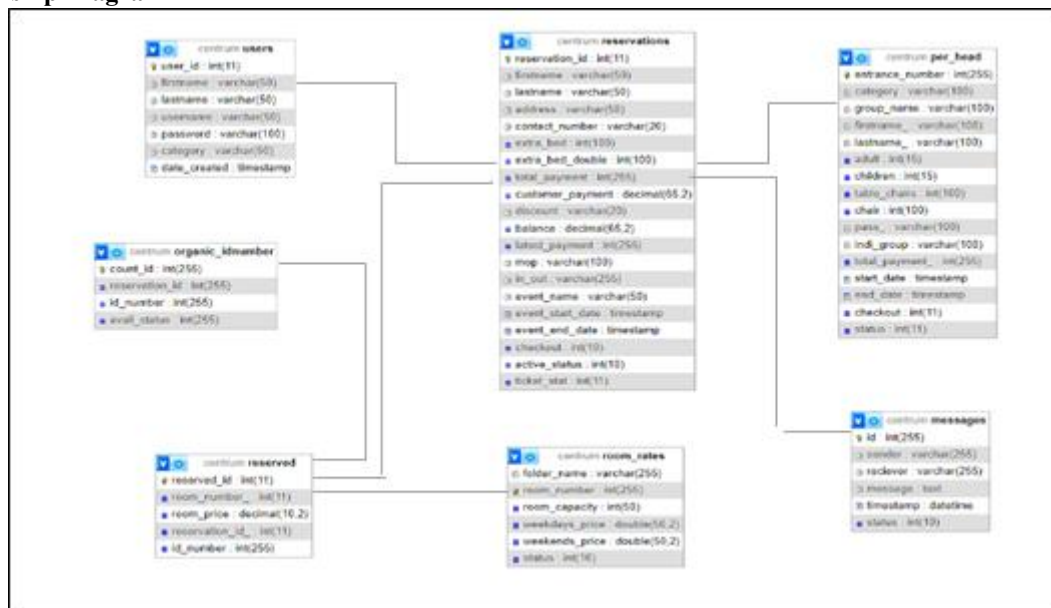


Figure 10. Administrator Dashboard Use Case Diagram. This figure shows the roles and responsibilities the administrator performs to manage and maintain the system. The administrator can oversee functions such as managing user accounts, monitoring reservations, updating schedules or

Entity Relationship Diagram

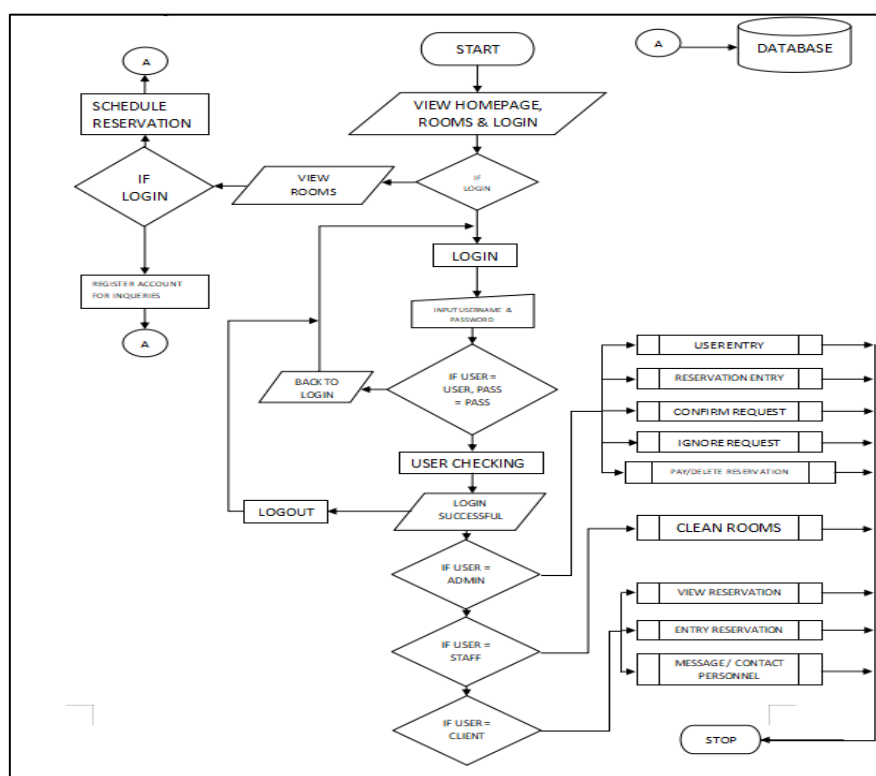


availability, and generating reports. This diagram helps illustrate how the administrator interacts with the system to ensure smooth operations and proper service delivery.

Figure 11. Client Dashboard Use Case Diagram. This figure illustrates the actions a customer can perform while using the platform. The client can register or log in, browse available services or schedules, make reservations, process payments, and view or cancel bookings. This diagram highlights how the client interacts with the system to conveniently access and manage their reservations.

The Entity Relationship Diagram (ERD) of the Accommodation and Reservation System at CTU – Danao Facility Centrum Online (see Figure 33) provides a comprehensive visual representation of the system's data structure and how different entities interact within the platform. It graphically displays the system's essential components, highlighting key entities such as Rooms, Users, Reservations, and Messages, along with supporting entities such as Discounts, Check-in and Check-out Dates, Reservation Status, and Income Analysis. Each entity is associated with specific attributes; for example, rooms may include room number, type, rate, and availability status. In contrast, reservations may include reservation ID, booking date, duration, and payment method. The diagram also emphasizes

the relationships among these entities, such as how a single user can make multiple reservations or how a single reservation may include multiple rooms. Additionally, it integrates the graphical interface for income tracking and reporting, which supports administrative decision-making. By visualizing these relationships, the ERD serves as a foundational tool in system design and development, ensuring clarity, efficiency, and data integrity in managing the online reservation process for CTU – Danao Facility Centrum.



System Flowchart

This system flowchart illustrates the process of an online hotel reservation system, showing the activities for different user types (admin, staff, and clients). It begins by displaying the homepage, rooms, and login page; then, the system checks the login credentials and identifies the user's role. Depending on the role, the admin can manage users and reservations; the staff can clean rooms and update records; and the client can make reservations, confirm or cancel requests, pay, or contact personnel, ensuring smooth operations between users and the database.

Instruments

The study used a structured questionnaire to gather data on respondents' profiles and perceptions. It covered four parts: respondent profiles, system technical requirements, system acceptability, and technology adoption of online reservation systems. The research focuses on optimizing resource distribution to improve system efficiency. It examines key factors such as user demand, system capacity, and operational dynamics to develop strategies for more efficient resource use. The goal is to enhance the responsiveness and effectiveness of Innovated Online Reservation Systems through practical recommendations.

Data Gathering Procedures

Permission to conduct the study was obtained from the Campus Director's office, and the approval sheet served as the questionnaire cover page. The study used a quantitative and qualitative research approach through observational and survey methods. The respondent will observe the actual presentation of the functional prototype prepared by the researcher. This is followed by an interview using an unstructured survey questionnaire, meaning respondents need to learn about its content.

Statistical Treatment of Data

After collecting and tallying the questionnaire data, the researcher perused, interpreted, and analyzed it. The following statistical treatments followed suit:

The respondents' demographic profile was computed using simple percentages for the following variables: age, gender, most significant level of education attained, computer literacy, and network availability.

Average weighted mean was used to determine the effectiveness and appropriateness of the Innovated Online Reservation System.

A purposive sampling strategy was used to choose the subjects for my study. Perry (1998) supports the use of purposive sampling to ensure judgmental richness. To be eligible, participants had to meet the following requirements: (a) be at least eighteen years old; (b) be presently listed as clients of CTU-Facility Centrum. (c) used Innovated Online Reservation System Simple Computation Percentage This was used to compute each respondent's level of acceptability in terms of a Detailed and updated guest list right after each registration; users can easily manage their information, and System's double booking is avoided, Makes verification of reservation details and validation of information given easier, Makes the handling of inquiries on facilities and services as well as room rates and arrangement easier, The system is efficient in receiving, process and confirming client reservations, Monitoring the actual occupancy is more straightforward, The system keeps me updated on the reserved commodities and offers, The system looks more straightforward to use than manual reservation procedures and The system is more efficient compared to manual reservation process.

Parametric Limits	Description	Interpretation
4.21 – 5.00	Strongly Agree (SA)	The respondents strongly agree that the innovative online reservation system has highly positive attributes and meets expectations.
3.41 – 4.20	Agree (A)	The respondents agree that the Innovated Online Reservation System generally performs well and meets expectations effectively.
2.61 – 3.40	Neutral	The respondents are neutral or strongly opposed to the Innovated Online Reservation System.
1.81 – 2.60	Disagree (DA)	The respondents have differing views that the Innovated Online Reservation System adequately meets expectations and needs room for improvement.
0.00 – 1.80	Strongly Disagree (SDA)	The respondents strongly disagree that the Innovated Online Reservation System meets expectations, suggesting significant areas for enhancement and development.

Scoring Procedures

The data on the acceptability of students, instructors, and users were collected using a Likert scale. With five as the highest and one as the lowest possible response, the average descriptive ratings of the respondents were translated as:

Table 3: Profile of the Respondents

Profile	Variable	Frequency	Percentage
Age	36 years old and above	33	60%
	31 – 35 years old	13	24%
	26 – 30 years old	6	11%
	21 – 25 years old	3	5%
	16 – 20 years old	0	0%
	15 years old and below	0	0%
Gender	Male	24	44%
	Female	31	56%
Highest Educational Attainment	College Graduate Study / Post Graduate	15	27%
	College Level/Graduate	37	67%
	TVET Graduate	0	0%
	High School Level / Graduate	3	6%
	Elementary Level / Graduate	0	0%
Computer Literacy	High Literate	6	11%
	Medium Literate	27	49%
	Low Literate	22	40%

Most respondents (60%) are aged 36 or older, followed by those aged 31–35 (24%). Only a small portion falls within the 26–30-year-old (11%) and 21–25-year-old (5%) age groups, while no respondents belong to the younger groups (16–20 years old and 15 years old and below). This indicates that the respondents are mostly mature individuals who may already hold professional responsibilities within the institution. Age is an important factor in technology adoption, as older individuals tend to prioritize systems that are reliable and simple to use (Wu & Chen, 2015).

In terms of gender distribution, female respondents (56%) slightly outnumber male respondents (44%). This suggests a balanced representation of genders, but with a stronger participation from women. Prior studies show that gender can influence perceptions of technology, with women often focusing more on ease of use and trust in systems than men (Gefen & Straub, 1997).

A large proportion of respondents are college-level/graduate (67%), followed by postgraduate degree holders

RESULTS AND DISCUSSION

It discusses the meaning, presentation, and analysis of data obtained by the surveyor. It details the respondents and network availability, as well as the subjects' perceptions of the Innovated Online Reservation System, web content, capabilities, and dimensional quality. Further, it identifies whether there is a significant difference in respondents' ratings of web content, capabilities, and dimensional quality.

The profiles in the Innovated Online Reservation System are drawn from a sample of 55 respondents, encompassing various demographic and technological characteristics. The study delves into respondents' age, gender, highest level of education, computer literacy, and the networks they use. This comprehensive data collection aims to provide insights into how resources are allocated and used within the online reservation system.

(27%), while only 6% are high school graduates. None came from the TVET or elementary levels. This reflects that most users of the reservation system are highly educated, which may positively impact their adaptability to online platforms. According to Davis (1989), in the Technology Acceptance Model (TAM), individuals with higher educational attainment are more likely to perceive online systems as helpful and easy to use, thereby fostering acceptance.

Almost half of the respondents fall into the medium literacy category (49%), while 40% are low literate, and only 11% are highly literate. This suggests that although most users have basic to moderate digital skills, a significant portion still struggles with advanced computer use, which may hinder full utilization of the system. Park (2009) emphasized that computer literacy plays a significant role in the acceptance of e-learning and online platforms, highlighting the importance of designing user-friendly, intuitive reservation systems that cater to varying literacy levels.

Table 4: Current Challenges in manual records for hotel reservations

Current Challenges in manual records for hotel reservations	Students	Instructors	Community Users	Average Weighted Mean	VD
Human Error	4.67	4.58	4.43	4.56	SA
Inefficiency	4.36	4.56	4.29	4.40	SA
Limited Accessibility	4.97	4.32	4.51	4.60	SA
Difficulty in Data Management	4.74	4.61	4.57	4.64	SA
Security Risks	4.30	4.13	4.66	4.36	SA
Lack of Integration	4.12	4.87	4.52	4.50	SA
Scalability Issues	4.47	4.76	4.76	4.66	SA
Real-Time Updates	4.69	4.51	4.79	4.66	SA
Customer Experience	4.00	4.92	4.61	4.51	SA
Tracking and Analytics	4.25	4.53	4.51	4.43	SA
Environmental Impact	4.49	4.84	4.56	4.63	SA
Total Average Weighted Mean				4.51	SA

In today's fast-paced, technologically driven world, manual hotel reservation records, while traditional and still used in some smaller facilities, pose several serious issues. Among these difficulties are inefficiency, human error, restricted accessibility, difficulty in Data Management, Security Risks, Lack of Integration, Scalability Issues, Real-Time Updates, Customer Experience, Customer Experience Tracking and analysis, Environmental Customer Experience Tracking, and Analytics of Environmental Impact.

The data in Table 7 indicate that respondents from all user groups, which include students, instructors, and community users, rated strongly agree (Total Average Weighted Mean = 4.51) that various challenges are prevalent in manual hotel reservation systems. The highest-rated concerns include Scalability (4.66), Real-Time Updates (4.66), and Difficulty in Data Management (4.64), all of which are critical to operational efficiency and customer satisfaction.

This implies a strong perceived need for digital transformation in hotel reservation management. The manual system's limitations, including human error, inefficiency,

limited accessibility, and lack of integration, are consistently recognized across stakeholders, as Laudon & Laudon (2020) highlight how digital systems reduce human error and improve data accessibility in service industries. These findings support the adoption of automated or computerized systems to enhance accuracy, scalability, data security, and real-time service delivery.

Perceived Quality of the Innovated Online Reservation System for Technology Adoption is of utmost importance for an innovative online reservation system, both for its adoption by hotels and by customers. The quality of this system is evaluated based on the user interface, performance, features, accessibility, enhanced security, and the overall experience. A well-designed online reservation system streamlines the booking process, minimizes errors, and enhances overall efficiency. For hotels, this means improved operational efficiency and data management, while for customers, it translates to convenience, ease of use, and confidence in their reservations. High perceived quality in an online reservation system is essential for widespread acceptance and successful integration into the hospitality industry.

Table 5: User Interface

User Interface	Students	Instructors	Community Users	Average Weighted Mean	VD
Ease of navigation and finding the required information	4.61	4.80	4.18	4.53	SA
Overall aesthetics and visual appeal	4.58	4.44	4.30	4.44	SA
Clarity and organization of layout	4.37	4.51	4.71	4.53	SA
Consistency in design elements	4.15	4.76	4.45	4.45	SA
Responsiveness in user interaction	4.79	4.90	4.20	4.63	SA
Total Average Weighted Mean				4.52	SA

Table 5 shows that users from all groups, which include students, instructors, and community users, rated strongly agree (Total Average Weighted Mean = 4.52) that the user interface of the system meets essential usability standards. The highest-rated aspects include Responsiveness in user

interaction (4.63) and Ease of navigation (4.53), reflecting the system's efficiency and user-friendliness.

This suggests that the interface is well-designed to support quick access to information, smooth interactions, and consistent visual presentation. A user-friendly interface not

only improves satisfaction but also promotes wider adoption and reduces training time, as Nielsen (1994) emphasizes that usability, including ease of navigation and responsiveness, is

key to effective interface design. These findings affirm the importance of intuitive and responsive design in system development, especially for diverse user groups.

Table 6: Performance

Performance	Students	Instructors	Community Users	Average Weighted Mean	VD
Speed and responsiveness of the platform.	4.30	4.71	4.28	4.43	SA
Stability and reliability during use.	4.42	4.83	4.60	4.62	SA
Efficiency in user interaction.	4.47	4.69	4.82	4.66	SA
Availability and up time of the platform.	4.58	4.48	4.90	4.65	SA
Loading time for learning materials and features.	4.63	4.72	4.76	4.70	SA
Total Average Weighted Mean				4.70	SA

The results in Table 6 indicate that all respondent groups, including students, instructors, and community users, strongly agreed on the system's high performance, with a Total Average Weighted Mean of 4.70. Among the key indicators, loading time for materials and features (4.70) and efficiency in user interaction (4.66) scored the highest, followed closely by availability and uptime (4.65) and stability during use (4.62). These results indicate that the system is perceived as highly responsive, stable, and efficient, qualities crucial to ensuring a smooth user experience.

These findings imply that the platform effectively meets technical expectations, reducing potential frustration and promoting consistent use among different user groups. Strong

performance enhances user satisfaction and confidence in the system's reliability, especially in environments where real-time access and uninterrupted service are essential. This highlights the importance of back-end optimization and server stability in system development.

According to Pressman and Maxim (2014), system performance is a fundamental quality attribute that directly influences user acceptance. Sommerville (2016) also emphasizes that fast response time and high system availability are key to maintaining user engagement. Furthermore, Nielsen (1993) identifies performance as one of the primary usability heuristics that affect users' perceptions and behavior toward digital systems.

Table 7: Features

Features	Students	Instructors	Community Users	Average Weighted Mean	VD
Diverse Learning Resources.	4.20	4.56	4.35	4.37	SA
Intuitive User Interface.	4.33	4.80	4.39	4.51	SA
Seamless Integration.	4.48	4.53	4.71	4.57	SA
Interactive Features.	4.51	4.62	4.38	4.50	SA
Personalization Capabilities.	4.31	4.48	4.89	4.56	SA
Total Average Weighted Mean				4.50	SA

Table 7 reveals that all user groups, where students, instructors, and community users rated strongly agree on the effectiveness and usefulness of the system's features, with a Total Average Weighted Mean of 4.50. Notably, Seamless Integration (4.57) and Personalization Capabilities (4.56) received the highest average ratings, suggesting that users highly value the platform's ability to adapt to individual needs and work cohesively with other systems. Interactive Features (4.50) and the Intuitive User Interface (4.51) also scored strongly, reflecting the platform's strength in promoting user engagement and ease of use.

These results imply that the platform successfully incorporates modern, learner-centered, and flexible

functionalities that enhance user experience and effectiveness. The strong positive response to features such as integration and personalization underscores the importance of adaptive technologies in educational or service platforms, making systems more relevant and responsive to diverse user needs.

According to Kumar and Rose (2019), features such as personalization and integration are key drivers of user satisfaction in digital learning environments. Furthermore, Preece, Rogers, and Sharp (2015) highlight that interactive and intuitive features are essential for fostering meaningful user engagement. The results affirm the importance of designing systems with feature-rich, user-adaptive environments that align with modern users' expectations.

Table 8: Accessibility

Accessibility	Students	Instructors	Community Users	Average Weighted Mean	VD
Compatibility with Assistive Technologies.	4.28	4.56	4.50	4.45	SA

Support for Multiple Devices.	4.30	4.79	4.63	4.57	SA
Availability of Alternative Formats.	4.51	4.81	4.85	4.72	SA
Ease of Access for Users with Disabilities.	4.44	4.71	4.61	4.59	SA
Compliance with Accessibility Standards.	4.48	4.60	4.73	4.60	SA
Total Average Weighted Mean				4.59	SA

Table 8 shows that users across all groups, who were students, instructors, and community users, rated strongly agree on the high level of accessibility provided by the system, with a Total Average Weighted Mean of 4.59. The highest-rated indicators are Availability of Alternative Formats (4.72) and Compliance with Accessibility Standards (4.60), followed closely by Ease of Access for Users with Disabilities (4.59). These scores indicate that the platform is perceived as inclusive, adaptable, and compliant with accessibility best practices.

These findings imply that the system successfully supports a diverse range of users, including those with disabilities, by offering assistive technology compatibility, multi-device support, and alternative content formats. This reflects a

commitment to universal design principles, ensuring equitable access and usability regardless of individual limitations. Such accessibility features are essential not only for legal compliance but also for promoting digital equity.

According to W3C (2023), accessibility involves designing systems that work for all users, including people with disabilities, by adhering to standards such as WCAG. Lazar et al. (2017) emphasize that accessible systems increase inclusivity and engagement, while Kelly et al. (2007) argue that supporting multiple formats and devices enhances overall user satisfaction and reach. These findings confirm the platform's alignment with accessibility expectations and legal frameworks.

Table 9: Accessibility

Enhance Security	Students	Instructors	Community Users	Average Weighted Mean	VD
User authentication and access control.	4.60	4.36	4.50	4.49	SA
Data encryption for user information and activities.	4.33	4.10	4.20	4.21	SA
Protection against unauthorized access.	4.28	4.20	4.26	4.25	SA
Alignment with Institutional Policies and Regulations.	4.41	4.63	4.80	4.61	SA
Privacy measures for user data handling.	4.53	4.18	4.39	4.37	SA
Total Average Weighted Mean				4.39	SA

Table 9 shows that all respondent groups that contain students, instructors, and community users rated strongly agree (Total Average Weighted Mean = 4.39) that the system incorporates effective security features. The highest-rated item, Alignment with Institutional Policies and Regulations (4.61), indicates strong trust in the system's compliance with established security standards. Other key areas, such as user authentication (4.49) and privacy measures (4.37), also received favorable evaluations, reflecting overall satisfaction with the platform's protection of user data and access control. These results imply that users recognize the platform's

commitment to data protection, institutional compliance, and user privacy, all of which are critical in building trust and encouraging system adoption. Strong security features are especially important in systems handling sensitive personal or institutional information.

According to Whitman and Mattord (2022), secure authentication and regulatory compliance are fundamental components of information system security. Meanwhile, ISO/IEC 27001 standards emphasize the importance of encryption, privacy, and access control in protecting digital assets.

Table 10: Overall Quality

Overall Quality	Students	Instructors	Community Users	Average Weighted Mean	VD
User authentication and access control.	4.30	4.61	4.57	4.49	SA
Data encryption for user information and activities.	4.28	4.53	4.58	4.46	SA
Protection against unauthorized access.	4.58	4.48	4.64	4.46	SA
Alignment with Institutional Policies and Regulations.	4.29	4.51	4.53	4.44	SA
Privacy measures for user data handling.	4.53	4.61	4.67	4.30	SA
Total Average Weighted Mean				4.51	SA



Table 10 indicates that respondents across all user groups strongly agree on the system's overall quality, with a Total Average Weighted Mean of 4.51. High ratings across all indicators, including user authentication and access control (4.49), data encryption (4.46), and protection against unauthorized access (4.46), demonstrate strong confidence in the system's security, compliance, and reliability. These results suggest that users perceive the system as well-developed, both technically and functionally, and that it meets key quality assurance standards for digital platforms.

The implication is that the system delivers a high-quality user experience, combining security, usability, and regulatory compliance to support sustainable use and institutional integration. Such quality not only supports trust but also encourages long-term adoption and scalability.

According to Sommerville (2016), system quality is determined by how well a software product meets user expectations, particularly in areas of security and performance.

Pressman and Maxim (2014) further highlight that quality assurance in software development includes evaluating both functional effectiveness and adherence to standards. These sources support the positive evaluation shown in the results.

Usability And Acceptability of the Innovated Online Reservation System for Technology Adoption.

The usability and acceptability of the Innovated Online Reservation System for Technology Adoption involve evaluating how well the system meets user needs and how willingly it is adopted. This includes assessing technical performance, interface design, ease of use, accessibility, security, and user satisfaction. It also considers perceived usefulness and users' intention to use the system regularly. Such evaluations help identify strengths, areas for improvement, and the system's potential for long-term adoption in educational or professional settings.

Table 11: Perceived Usefulness (PU)

Perceived Usefulness (PU)	Students	Instructors	Community Users	Average Weighted Mean	VD
The innovative online reservation system for technology adoption enhances my work experience.	4.91	4.76	4.59	4.75	SA
An innovative online reservation system for Technology Adoption will be a valuable tool for improving my working performance.	4.86	4.68	4.61	4.72	SA
Innovated Online Reservation Systems for Technology Adoption are beneficial for my industry needs.	4.75	4.71	4.77	4.74	SA
Innovated Online Reservation System for Technology Adoption improves my understanding of the different working activities	4.80	4.84	4.64	4.76	SA
Innovated Online Reservation System for Technology Adoption contributes positively to my overall work outcomes.	4.90	4.60	4.40	4.63	SA
Total Average Weighted Mean	4.84	4.72	4.60	4.72	SA

Table 11 shows that all respondent groups, including students, instructors, and community users, strongly agreed with the perceived usefulness of the innovated online reservation system for technology adoption, with an Overall Weighted Mean of 4.72. The highest-rated item was the system's enhancement of users' work experience (4.75) and their understanding of work activities (4.76), indicating strong belief in the platform's practical impact and value in professional contexts.

This suggests that the system is seen not just as a functional tool, but as a strategic asset that improves performance,

efficiency, and industry readiness. The positive perception across all user groups supports its potential for broad application in both academic and professional settings.

According to Davis' Technology Acceptance Model (1989), perceived usefulness is a primary factor influencing user adoption of new technology. When users find a system beneficial to their productivity, they are more likely to accept and integrate it into their workflows. This aligns with Venkatesh & Bala (2008), who emphasized that tools enhancing job performance drive technology acceptance and sustained use.

Table 12: Perceived Ease of Use (PEOU)

Perceived Ease of Use (PEOU)	Students	Instructors	Community Users	Average Weighted Mean	VD
The innovative online reservation system for technology adoption is easy to use and navigate.	4.56	4.81	4.76	4.71	SA
The innovative online reservation system for technology adoption is easy to utilize and access.	4.81	4.56	4.58	4.65	SA
I have no trouble finding and using the tools of the Innovated Online Reservation System for Technology Adoption	4.85	4.71	4.77	4.78	SA
Learning to use the Innovated Online Reservation System for Technology Adoption was quick and easy.	4.68	4.79	4.68	4.72	SA
Overall, I consider the Innovated Online Reservation System for Technology Adoption to be user-friendly and intuitive.	4.79	4.58	4.59	4.65	SA
Total Average Weighted Mean				4.70	SA

Table 12 reveals that respondents across all groups strongly agree that the Innovated Online Reservation System is easy to use, with a Total Average Weighted Mean of 4.70. The highest-rated item, "I have no trouble finding and using the tools" (4.78), demonstrates that users find the system intuitive and accessible. All other indicators, including ease of navigation (4.71) and quick learning curve (4.72), also received consistently high ratings, reinforcing a strong perception of user-friendliness.

This result implies that the system's usability and accessibility significantly support user adoption and

satisfaction. High ease of use reduces training time, minimizes user frustration, and promotes frequent, confident use, which are critical factors for successful technology implementation.

These findings align with the Technology Acceptance Model (TAM) by Davis (1989), which identifies perceived ease of use as a key determinant of user acceptance. Venkatesh and Davis (2000) further explain that systems perceived as easy to use are more likely to be embraced, especially in educational and organizational settings where time and efficiency matter.

Table 13: Behavioral Intention (BI)

Behavioral Intention (BI)	Students	Instructors	Community Users	Average Weighted Mean	VD
I plan to continue using the Innovated Online Reservation System for Technology Adoption.	4.50	4.64	4.79	4.64	SA
I recommend the Innovated Online Reservation System for Technology Adoption to my peers.	4.78	4.71	4.81	4.77	SA
I am planning to use the Innovated Online Reservation System for Technology Adoption regularly.	4.83	4.79	4.73	4.78	SA
I see myself relying on an innovative online reservation system for my work needs.	4.81	4.83	4.36	4.67	SA
Overall, I intend to use the Innovated Online Reservation System for Technology Adoption consistently in the near future.	4.79	4.56	4.70	4.68	SA
Total Average Weighted Mean				4.71	SA

Table 13 shows that respondents strongly agree with the continued use of the Innovated Online Reservation System for Technology Adoption, as reflected in a high Total Average Weighted Mean of 4.71. The strongest agreement is seen in users' intention to use the system regularly (4.78) and recommend it to peers (4.77), indicating high user satisfaction and confidence in the system's usefulness and usability.

This suggests a strong behavioral intention to adopt the system long-term, a key predictor of actual system usage. High behavioral intention is critical for the sustainability and integration of new technologies in educational and professional settings.

According to the Technology Acceptance Model (TAM) and later studies by Venkatesh et al. (2003), behavioral intention is directly influenced by perceived usefulness and ease of use, both of which are already rated highly in previous tables. This consistency reinforces the system's potential for broad adoption and long-term success.

CONCLUSION AND RECOMMENDATION

Therefore, the Innovated Online Reservation System for Technology Adoption raises the critical importance of resource optimization in the success and competitiveness of web-based reservation platforms. Key insights have been gleaned through a comprehensive exploration of user-centric design, backend resource management, personalization, and efficiency. This

research underscores the importance of prioritizing user-centric design, particularly through intuitive interfaces, to address web users' limited time and diverse preferences. This emphasis significantly contributes to cultivating a positive, efficient user experience. Optimizing backend resources, including server capacity and computational power, is a crucial determinant of platform performance. Efficient resource management ensures a seamless, responsive platform that aligns with user expectations, thereby reducing potential frustration. Integrating personalization features is a pivotal factor in enhancing user satisfaction. Tailoring recommendations and promotions to individual preferences and historical data increases the likelihood that users will discover valuable information for personal advancement.

It is recommended that CTU-Danao Facility Centrum further enhance the functionality and overall user experience of the implemented online reservation system to ensure it remains responsive to evolving user needs. Improvements may include optimizing system performance, streamlining the user interface for easier navigation, expanding accessibility features, and incorporating feedback mechanisms to enable continuous user input. By doing so, the system can significantly foster greater efficiency, reliability, and user satisfaction, ultimately promoting sustained engagement and broader adoption among students, instructors, and community users alike.

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