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THE IMPACT OF AI CHATBOT ON CUSTOMER WILLINGNESS TO PAY: AN EMPIRICAL INVESTIGATION IN THE HOSPITALITY INDUSTRY

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AI Chatbot is increasingly well-defined subject of research in different contexts, but the implementation of AI Chatbot in the service sector is still in the early stages of development. As the impact of AI Chatbot on customer behaviors in this field is unclear, this study proposes a framework examining the impact of AI Chatbot on customer actual behavior. This study uses customer data to test the impact of three chatbot dimensions (Anonymity, urgent response, and convenience) on interaction and customer willingness to pay for hotel services (WTP). Correlation analysis and structural equation modeling (SEM) were employed to examine the causal relationships. The results show that three AI Chatbot dimensions have a significantly positive impact on interaction quality. Urgent response is found to be the highest influence on both interaction and WTP. Meanwhile, anonymity and convenience were revealed to have indirect effects on WTP through interaction. This paper also contributes several implications for firms in hospitality industry in Vietnam.

Keywords: *AI Chatbot, Interaction, Willingness to pay, Hospitality industry*

JEL Classifications: *M10, L82, L80*

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1. Introduction

According to Xcubelabs (2017), Chatbot is "a computer, programmed to emulate dialogues with humans using voice methods or natural language text". Chatbots have been well defined for many years but they are become more important due to the rise of artificial intelligence (Kasilingam, 2020). In the hospitality industry, the adoption of chatbot in travel planning, booking room, customer support and recommendations (Pillai, R., & Sivathanu, B., 2020)). Hotel providers can obtain more revenue opportunities, enhanced engagement, minimum overhead cost, competitive advantage and time saving (Bowen, J., & Morosan, C. , 2018). Therefore, understanding how chatbot-based AI can affect customer behaviors is becoming important for firms amid the Covid-19 pandemic.

According to Buhalis and Cheng (2020), the development of chatbots in the hospitality sector is "still in the early stages of development". They suggested that with advanced technology, machine learning techniques, and innovative algorithms, chatbots can achieve real and emotional conversations. Since the adoption of chatbots in hotel will contribute value to both hotels and their customers, the future of chatbots will be useful in using smart

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rooms and virtual proactive bots (Buhalis, D., & Sinarta, Y., 2019). Chatbot implementation is increasingly well-defined subject of research in different contexts. Previous research on chatbot adoption is in tourism and hospitality firms (Ivanov, S., & Webster, C. , 2018) robot technology (Io, H. N., & Lee, C. B., 2020), implementation of AI-based chatbot (Selamat, M. A., & Windasari, N. A. , 2021) . Unfortunately, regarding the chatbot on hotel, there is the unclear question in studying its impact on interaction and customers' willingness to pay for hotel services.

Vietnam is selected as an empirical context to investigate the influence of chatbot on hotel visit intention. Vietnam has been recognized as an attractive destination for the inbound and domestic journeys since almost ten years ago and has become "one of the top 10 growing destinations for travel in 2016" (Forum, 2017). It was estimated that the growth of tourism industry has been the highest among Southeast Asia countries from the Covid-19 impact. However, Vietnamese hotels have firstly faced a crisis of competition in the same segment market with foreign hotels. Until the pandemic broke out, they have faced a bigger challenge when a series of hotels had to close because there were no tourists. To overcome these challenges and to reduce intermediary costs as well as bring services to customers at the lowest prices, some Vietnamese hotels have adopted AI-based chatbots. Customers can book rooms directly through the chatbot tool, view room photos, buy promotional vouchers, compare room categories, make booking payments and receive online booking confirmation letters. Thanks to this implementation, such hotels have reduced running costs and achieved an occupancy rate of 40%/month (Cửu, 2020). Unfortunately, not all hotels have chatbot implementation, they are still struggling to find a way out of the crisis.

Against this background, this study develops a new framework investigating the impact of AI Chatbot on guests' willingness to pay for hotel services. Therefore, the empirical findings of this research are threefold. First, chatbot dimensions (anonymity, urgent response, and convenience) play a key role in making high interaction quality which in turn make guests willing to pay for using hotel. Second, urgent response is revealed to be the most important determinant in guests' actual behavior. Third, chatbot become a useful tool for hotel providers to enhance their relationship with customers. Basing on the findings, the significantly practical implications for firms are also contributed to hotel providers and marketing managers.

2. Literature review and hypothesis development

2.1. Chatbot e-service

Following Winkler and Sollner's (2018) findings, there are four key benefits to use chatbot. First, chatbot reduces costs (customer service cost, labor cost, paper cost). Second, chatbot enhances customers' satisfaction through real-time interaction. Third, chatbot can anticipate customer questions and provide adequately information they requrie. Fourth, chatbot automatically analizes information to understand customer requirement which return increase service quality. Chatbots have greatly enhanced the firms' capabilities in text and voice dialogue due to advancements (Araujo, 2018). Otherwise, Crolic et al. (2022) stated that consumers tend to use chatbots in customer service. Google, Facebook as well as Microsoft are preparing for the circumtances that chatbot will be popular technology for any industry (Brandtzaeg, P. B., & Følstad, A. , 2017) because it has ability to answer consumers' queries instantly. Therefore, chatbots "are expected to irreversibly both our private and professional interactions tomorrow" (Daniel, F., Matera, M., Zaccaria, V., & Dell'Orto, A., 2018). Chatbot e-services help hotel providers reduce the physical and distance issues by allowing customers to easily access information (Zhang, M., & Dholakia, N., 2018).

2.2. Hypothesis development

Anonymity is become important form in social leanness and is beneficial to individual motivation to participate a certain service (Lowry, P. B., Romano, N. C., Jenkins, J. L., & Guthrie, R. W., 2009). According to Dennis et al. (2001), anonymity motivate individuals to have purchasing decision. In using chatbot e-service, anonymity alleviates people

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pressure by shielding the electronic bot, which provides lower status and more equality. Tan et al. (1998) suggested that electronic communication is suitable for applying in bouth individualistic and collectivistic cultures. Several prior studies suggested that anonymity positively effect individual behavior. Zimbardo and Ebbesen (1970) firstly showed that individuals believing their anonymity status lead to "a lowered threshold of normally restrained behavior". Following ZZimbardo and Ebbesen (1970), Alonzo and Aiken (2004) also suggested that anonymity increases customer behavior in electronic communication. In context of hotel industry, anonymity perceptions are become important since an IT-related behavior poses a risk of identify by sharing sensitive information. Vance et al. (2017) addressed that anonymity increase customer intention to use services. In hence, this anonymity make guests feel more comfortable (Buhalis, D., & Sinarta, Y., 2019). In such scenarios, this study proposes that anonymity pushes higher quality of communication between guests and hoteliers and that guests' belief about anonymity from hotel chatbots increases their actual behavior in using hotel service. In hence, the hypotheses are following:

H1a: Anonymity has positively impact interaction

H1b: Anonymity has positively impact guest willingness to pay for hotel service

Chatbots allow businesses in hospitality industry to transform their operations, reduce costs, increase productivity, and enhance the reliabitliy and quality of services they provide (Ivanov, 2019). Service automation and self-service technology have widely used at hotels for checking in/out or providing information (Del Río, P., Peñasco, C., & Romero-Jordán, D. , 2016), increasing waiting times, and improving service quality (Bogicevic, V., Bujisic, M., Bilgihan, A., Yang, W., & Cobanoglu, C, 2017). Even through AI chatbots have been introduced in hospitality later than other industries but are currently been implemented by mnay hospitality businesses because they offer cost effective solutions and improving customer service (Ivanov & Webster, 2018; Kuo et al., 2017). The findings of Naumove (2019) showed that Chatbots change customer understanding about service, the way of their dealing with. He further argued that chatbot implementation increases service quality by changing from customer service to guest experience and from process innovation to service innovation. Drawing from these previous research, chatbot urgent response motivates guests to use hotel services because of good interaction and make them willingness to pay for hotel service. In hence, the hypotheses are following:

H2a: Urgent response has positively impact interaction

H2b: Urgent response has positively impact guest willingness to pay for hotel service

Convenience includes accuracy, timeliness and reliability of information exchanged (Monczka, R. M., Petersen, K. J., Handfield, R. B., & Ragatz, G. L., 1998). Information presented to consumers should be timely, accurate and relevant (Clikeman, 1999). Since adopting chatbots in hotel operation, hotel employees through chatbots identify accurate information as well as check for updates in real time convenience (Buhalis, D., & Cheng, E. S. Y, 2020). Chatbots can help hotel provide accurate information faster and more efficiently. Chatbots contribute solving problem and in turn chatbots increase the quality of communication with customers.

Since salesman conveys relevant, trustworthy and accurate information, they encourage positive attitudes of customers to their services, enhance psychological connections, and repurchase services (Yuan, D., Lin, Z., Filieri, R., Liu, R., & Zheng, M., 2020). As the reliability and completeness of communication was accurate, customers trust on that chatbot e-servcie (Chung, M., Ko, E., Joung, H., & Kim, S. J., 2020). Customers belive that information is credible and persuasive when they have good relationships with communicators (Yuan, D., Lin, Z., Filieri, R., Liu, R., & Zheng, M., 2020). In hence, computer communicatiors listen to customers' concerns, correctly diagnose their problems, and provide the necessary information (Clokie, T. L., & Fourie, E., 2016). Edwards et al. (2014) found that chatbots on Twitter act as human agent for offering reliable communication and customer satis-

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faction. Companies through Chatbots communicate their customers, provide timely answers and deep information which make customers purchase products/services (Mimoun, M. S. B., Poncin, I., & Garnier, M., 2017). In hence, the following hypotheses is:

H3a: Convenience has positively impact interaction

H3b: Convenience has positively impact guest willingness to pay for hotel service

According to Locker (1995), high quality of interaction addressed by customers' needs for interaction, problem-solving, and customization. Holzwarth et al. (2006) further confirmed that companies should provide expert and efficient communication by words and symbols to offer accurate and time-saving information as well as parasocial benefits. Customization help hotel providers adapt to customers' references and in turn establish long-term relationships with customers (Chakrabarty, T., Mahajan, A. V., & Kundu, S., 2014) which allows efficient and accurate information through communication (Haas, A., & Kenning, P., 2014). Enjoyment interaction encourages further intention to use services. Muntinga et al. (2011) showed that guests will be satisfied if they use e-service agents for having related information. Guests will be aware of quality from interaction with e-service agents if communication between guests and e-service agents is time-saving, accurate, smooth, and satisfying (Vos, 2009). Kang and Lee (2015) confirmed that customization contributes guest opportunity to facilitate a better fit between guest's preferences and hotel services. Given that one of chatbot dimension is interaction, it is important for hoteliers to understand how guests' willingness to pay for hotel service. Therefore, this study proposes the hypothesis:

H4: Interaction has positively impact guest willingness to pay for hotel service

By integrating the aforementioned theoretical background and empirical evidence, a conceptual framework for exploring the impact of AI Chatbot on customer willingness to pay through the role of anonymity, urgent response, and convenience is proposed (see Figure 1).

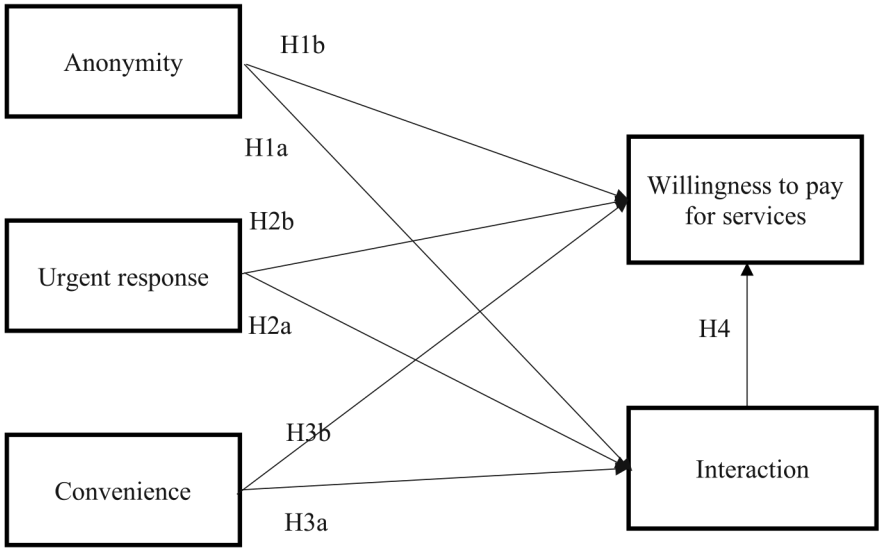

Figure 1: *The proposed framework (Source: author compilation)*

3. Research method

3.1. Measurement

This study measures the theoretical constructs in the proposed model which were validated by previous research. Interaction was employed by five items which are in conformity with the studies of Kang and Lee (2014), and Chung et al. (2020). Anonymity was measured by four items and validat-

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ed by Vance et al. (2017). Meanwhile, urgent response was measured by four items from the research of Chung et al. (2020). Convenience was measured by five items from the research of Chung et al. (2020). Willingness to pay for hotel service is captured using three items adopted from Casidy and Wynmer (2016). Early studies used a 5-point scale in measuring constructs, this present study consequently employed a five-point Likert scale for measuring study questions which range from (strongly disagree) to 5 (strongly agree) for all items.

Before data collection, there are two rounds of pre-tests performing on the questionnaire. Firstly, the questionnaire was filled out by ten experts who are lecturers of three universities in Vietnam and are specializing in technology and hospitality management. After that, the wording of questions in the questionnaires was modified to ensure clarity based on experts' feedback. Evaluation method to establish content validity that includes reviews of the material and then followed up with evaluations by judges or expert panels (Straub et al., 2004). Second, the questionnaire was also pre-tested with forty students of Foreign Trade University in Vietnam who are studying and specializing in the major of Hotel management. Cronbach's Alpha is used to evaluate the data from this pilot test. The results show that all items of research constructs are adequately reliable (each construct has Cronbach's Alpha coefficient from 0.75 to 0.85). Therefore, the validity and reliability of the survey questionnaire are ensured. The final version of the questionnaire was translated into Vietnamese by a professional translator and reviewed by a language editor to make sure the accuracy of the translated version.

3.2. Population and sample

This research focuses on domestic tourists who had already used chatbot apps for booking room, and finding information. Specifically, research participants were people visiting tourism destinations in Ha Long, Hanoi, and Haiphong cities in Vietnam where there are a lot of hotels and a large number of visitors. Vietnamese tourists were contacted and kindly asked to engage in the survey conducted on December 2020 to February 2021. This period of time is the New Year and Lunar New Year holidays in Vietnam, in hence there were many families and individuals travelling.

The data were collected using structured questionnaires that were distributed by eight trained research assistants. The process was strictly controlled and monitored by author. The sampling technique used was probability sampling (i.e., probability proportional to size sampling; see Bornstein et al., 2013). It were designed that research participants to Vietnamese domestic travellers at the popular tourism sites in the North of Vietnam. Tourists were directly and kindly ask whether they used chatbot or not, and requested to take part in the survey on a voluntary basis. The questionnaire is self-managed and is immediately collected after completion.

A significant amount of tourism research uses a non-probability method to determine research sample size because of the unavailability of accurate data of the tourist population (2007; Stepchenkova & Li, 2014). However, this method limits the generalizability of the findings to other destinations. Therefore, in this research, the sample size was determined following Horng and Tsai (2012) who suggest the use of a 95% confidence interval and ±0.05 sampling error to calculate the required samples. As the number of domestic tourists was approximately 85 million in 2020 (Vietnam Economy, 2020), the formulation is as follows:

$$\text{Sample size} = \frac{N}{N(\frac{2d}{Z\frac{\alpha}{2}})^2 + 1} = \frac{85.000.000}{85.000.000\,(\frac{2*0.05}{1.96})^2 + 1} = 384$$

In order to obtain at least 384, over 550 questionnaires were handed to the domestic travellers who had already used chatbot apps. The participants were personally approached and made aware of the study. The introductory brief was made for each participant in order to make sure that they fully understand the survey context and technical terms. 425 valid survey questionnaires were returned and completed, representing a retrieval rate of 77.27%. This response rate is good, ensuring statical validity with an appropriate 95% confidence

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Table 1: *The reliability and convergent validity*

Constructs/variables	Standard loadings	Cronbach's Alpha	Composite Reliability	AVE
Interaction		.803	.870	.57
Interacting with chatbot does not require a lot of mental effort	0.820			
The chatbot gives guests individual attention	0.796			
The chatbot has the knowledge to answer my questions	0.771			
The chatbot is consistently courteous with me	0.724			
The chatbot is never too busy to answer my requests	0.710			
Anonymity		.765	.810	.51
I believe that others could not identify my inputs by using a chatbot system	0.857			
I believe that guests could not know each other well enough to identify the inputs	0.841			
It is impossible to identify my input using the chatbot system	0.703			
There are no names attached to inputs by the chatbot system	0.811			
Urgent response		.842	0.802	0.63
I am confident that chatbot is capable of getting the job done	0.855			
When I have a problem, chatbot shows a sincere interest in solving it	0.850			
Chatbot can handle my complaints directly	0.780			
Chatbot can solve my requests immediately	0.794			
Convenience		.822	.877	.61
Communication with chatbot is timely	0.790			
Communication with chatbot is accurate	0.787			
Communication with chatbot is adequate	0.792			
Communication with chatbot is complete	0.751			
Communication with chatbot is credible	0.783			
Willingness to pay for hotel service		0.891	0.906	.76
I am willing to pay a lot more to stay at hotel (provided by chatbot) than staying at other hotels	0.899			
I am willing to pay a higher price for hotel (provided by chatbot) than staying at other hotels	0.832			
I am willing to pay a premium to be able to visit hotel (provided by chatbot) than other hotels	0.876			

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interval and ±0.05 sampling error. In the research sample, male accounts for 48% and female accounts for 52%. The group of people under 20 accounts for 36.4%, while from 21-40 years old, accounts for 63.6%. Of the research sample, people with fulltime employed, with academic qualification of a university, with a monthly income of 1,000-1,500 USD.

3.3. Data analysis

Data is analysed with the help of covariance based - SEM (structural equation modelling) using AMOS 26 software. Since the data meets the conditions of a normal distribution and requisite items to response ratio (1:10), this study used SEM as a preferred and established multivariate analysis technique (Hair et al., 2010). Additionally, SEM is the preferred choice because the model involves simultaneous estimation of multiple dependent relationships (Kumar et al., 2018).

4. Research results

4.1. Measurement model test-validity and reliability

Measurement model is tested following Hair et al.'s (2010) guidelines and using confirmatory factor analysis to confirm the factor structure. Reliability of the indicators is confirmed by capturing standard factor loadings ($\lambda > 0.70$). Composite reliability for the latent constructs remained significantly high (greater than 0.70) following Fornell and Larcker (1981). Further, Cronbach's alpha (α) known as the reliability coefficient was found above the designated cutoff value of 0.70 (see Table 1).

4.2. Hypotheses testing

Causal relationships among the latent constructs have been examined through SEM model and modelled on AMOS 26. The measurement model confirmed in the previous step was subjected to structural theory testing by estimating paths and overall model fit. Theoretical model fits good to the data with $\chi 2/df = 2.049$, Goodness of fit index = 0.925, Comparative fit index = 0.921, and Root mean squared error of approximation = 0.056. These fit indices are very near to the measurement model fit indices which substantiates a good model fit. However, goodness of fit measures (e.g., $\chi 2$) has a high value for the CFA model (measurement model) because it acts as the upper bound to the SEM model (Hair et al., 2010) and confirms the theory behind the model fit through SEM. The results show that hypothesis H1a, H2a, H3a, H3b, H4a, and H5 are supported, except for H1b, H2b, and H3b which are not supported.

Anonymity, urgent response, and convenience all positively affect interaction. Urgent response has the highest impact (0.416) on interaction, followed by convenience (0.421) and anonymity (0.344) while anonymity has the lowest effect (0.213) than the others. Meanwhile, only urgent response has positively direct influence on guests' willingness to pay for hotel services (0.303) while Anonymity and convenience do not have direct impact ($p>0.05$).

Finally, the control effects in hypothesis testing were tested. The results (Table 3) showed that gen-

Table 2: *Path analysis results of the baseline model*

Relationships			Path Coefficient	P	Test result
H1a: Anonymity	→	Interaction	0.213	**	Supported
H3a: Convenience	→	Interaction	0.306	**	Supported
H2a: Urgent response	→	Interaction	0.416	***	Supported
H1b: Anonymity	→	Willingness to pay	0.019	0.111	Not Supported
H3b: Convenience	→	Willingness to pay	- 0.378	0.598	Not Supported
H2b: Urgent response	→	Willingness to pay	0.303	**	Supported
H4: Interaction	→	Willingness to pay	0.597	***	Supported

*Note: ***<0.001, **<0.01*
Source: author compilation

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der, age and income do not have significant impact on WTP (p>0.05). It can be concluded that the impact of anonymity, urgent response, and convenience are not controlled by age, gender and income of participants. Control variables are unlikely to confound the interpretations of the paper's results.

to those found in previous research in general information systems (Ivanov & Webster, 2018; Kuo et al., 2017). When guests' problems and complaints are handled, they are certainly willing to pay for hotel services.

Table 3: *The results of control effects*

Direct Effects			***β***	**p**
Anonymity	→	Interaction	0.490	<0.001
Convenience	→	Interaction	0.400	<0.001
Urgent response	→	Interaction	0.435	<0.001
Urgent response	→	Willingness to pay	0.234	0.029
Interaction	→	Willingness to pay	0.421	<0.001
Control effects				
Gender			-0.116	0.560
Age			-0.019	0.328
Income			-0.007	0.692

Note: χ2/df= 2.924; CFI=0.927; IFI=0.922; RMSEA =0.041
Source: author compilation

5. Discussion

5.1. Theoretical implications

This study contributes four significant contributions to literature. Anonymity, urgent response, and convenience play important roles in making the quality of interaction between hoteliers and guests. It can be concluded that hotel performance can be measured by chatbot system which focuses on anonymity, urgent response, and convenience . It has been used to plan the chatbot application and highlights which implementation issues need the most attention in the hospitality industry.

Firstly, the empirical results of this paper indicate that chatbot has significantly impacted guests' willingness to pay for hotel services. Urgent response has the highest impact on both interaction and WTP (0.213). Firstly, the finding of the influence of ugent response on interaction is consistent with the study of Buhalis and Sinarta (2019). They argued that chatbot services make sure high quality of interaction with customers by solving their problems. This study also discovers the positive impact of urgent response on WTP (0.303) which is similar

The second critical findings reveal that anonymity has a positive impact on interaction quality (0.213) but has no direct effect on guests' willingness to pay for hotel services. The finding of the positive relationship between anonymity and interaction quality is in accordance with the proposal of Alonzo and Aiken (2004) about the importance of anonymity in creating the quality of electronic communication. However, since anonymity has no impact on guests' WTP (p>0.05), this result is somewhat different from the suggestion of Appel et al. (2014) and Vance et al. (2017) which considered anonymity makes customers intend to use services. As mentioned above, as IT infrastructure in developing countries is not as good as developed countries, customers may be afraid if their information are unidentified on Chatbot system and in a social context. Moreover, since most the Vietnamese tourists travel in groups or families, they need to know te exact information of their travel group. This may be a reason why anonymity in developing countries is not determinant leading customers' willingness to pay for hotel services. Anonymity will

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make customers pay for hotel services if they receive a high quality of communicating with chatbot. This finding is in line with the proposal of Weisband (1993) who suggested anonymity is important if groups were aware of interaction quality in their interaction with technology.

Thirdly, convenience is found to have a positive influence on interaction quality (0.306) which is similar to the findings of Vos (2009) and Kang and Lee (2014). They suggested that guests will be aware of quality from interaction with e-service agents if communication between guests and e-service agents is time-saving, accurate, smooth, and satisfying. This study reveals that convenience has no direct effect on guests' willingness to pay for hotel services ($p>0.05$). This is different from the finding of Haas and Kenning (2014) which showed the impact of customization on customer enjoyment and their intention to use services.

These findings filled those gaps in relating to the effect of Chatbot on guests' willingness to pay for hotel services under the impact of the Covid-19 pandemic. In conclusion, the results clearly discovered that hotel providers need to adopt Chatbot in their front-end and back-end systems to meet customer preferences.

5.2. Managerial implications

This paper also provides several implications for practice. First, the current study recommends that hotel providers and marketing managers focus more on service quality and information provided by chatbot services. For doing that, they have to choose chatbot providers to be suitable for the characteristics of hospitality industry. Second, hotel providers should check chatbot service with their software provider to make sure that chatbot system offers highly reliable and quick information. Thirdly, hotel providers are required to communicate with their customers about using friendly chatbot service and advertise on social media about hotel chatbot service. For example, they can use Youtube, or Facebook, or train station, or other public areas to post a clip for educating customers the way of using hotel chatbot service. They can create a marketing campaign to introduce their chatbot service to people who might be their customers. Fourthly, hotel marketers should make sure that online interactions must be accurate and credible, information provided must be tailored to be suitable with each group of guests so that guests will receive optimized individual services as well as quick responses. Finally, in the context of Covid-19 pandemic, hotel providers should train their staff to operate and manage proficiently the information system when implementing chatbot and four chatbot dimensions (interaction, anonymity, customization, and problem-solving) should be focused on.◆

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Summary

AI Chatbot là chủ đề mà gần đây đang được nghiên cứu trong các lĩnh vực khác nhau, nhưng việc ứng dụng AI Chatbot trong ngành dịch vụ thì vẫn đang trong giai đoàn đầu thực hiện. Vì nghiên cứu tác động của AI Chatbot đến hành vi của khách hàng trong lĩnh vực dịch vụ còn chưa được cụ thể, nên bài viết này đề xuất mô hình nghiên cứu tác động của AI Chatbot đến hành vi của khách hàng. Nghiên cứu này sử dụng dữ liệu khách hàng để kiểm tra mức độ tác động của việc dấu danh tính, trả lời nhanh và tính tiện lợi đến vấn đề tương tác và sự sẵn lòng chi trả cho dịch vụ khách sạn. Phân tích tương quan và mô hình cấu trúc được sử dụng để kiểm tra các giả thuyết nghiên cứu. Kết quả chỉ ra rằng cả ba đặc tính của AI Chatbot đều có tác động đáng kể đến sự tương tác. Trả lời nhanh được cho là có tác động cao nhất đến cả tính tương tác và sự sẵn sàng chi trả dịch vụ. Trong khi đó, sự dấu danh tính và thuận tiện thì có tác động gián tiếp đến sự sẵn sàng chi trả thông qua tính tương tấc. Trên cơ sở đó, bài viết này có đóng góp cả về mặt lý luận lẫn thực tiễn trong ngành khách sạn Việt Nam.

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