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System quality of digitalized bookings in four-star hotels and its impact on guests' acceptance

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Abstract

In the Philippine context, the tourism industry's shift toward digitalization is increasingly evident through the adoption of online platforms. Hotel companies that prioritize technology are better positioned to disrupt the traditionally slow-moving and inefficient operations of some luxury hotel brands. Considering this, this study aimed to examine the system quality of digitalized hotel booking in two four-star hotels located in Pasig City, and to assess its impact on guests' acceptance of these digital booking systems. Anchored on the Technology Acceptance Model (TAM) and the SERVQUAL model, this study employed a descriptive-correlational research design to determine the extent of acceptance of digitalized hotel booking systems, as well as the perceived quality of such systems. A total of 382 guests participated in the study. The relationship between the extent of acceptance and the perceived quality of digitalized hotel booking was analyzed using Pearson's r. Furthermore, the relationship of perceived usefulness and ease of use on the quality of the booking application was examined through linear regression analysis. The digitalized hotel booking systems are perceived to be of very high quality across key service dimensions, including tangibles, reliability, responsiveness, assurance, and empathy. Guests demonstrate a very high level of acceptance toward these systems, particularly in terms of their perceived usefulness and ease of use. Furthermore, a strong positive correlation was found between the perceived system quality and guest acceptance of digital booking platforms. The quality of the system significantly influences both the perceived usefulness and ease of use, underscoring the critical role of system quality in enhancing user experience and acceptance.

Keywords: *digitalized hotel booking, system quality, technology acceptance model, online booking platforms*

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1. Introduction

Technological advancements and the increasing digitalization of systems and processes have transformed the way individuals interact, communicate, and conduct transactions. Digitalization, defined as the conversion of information into a digital format that can be processed by computers, has enhanced efficiency, convenience, and accessibility across various sectors, including tourism and hospitality (Amirulloh Anwar et al., 2024; Ku, 2025; Paul et al., 2024; Ratna et al., 2024; Polukhina et al., 2025). As consumers increasingly rely on digital technologies to meet their daily needs, businesses have adapted by integrating technology into their operations to improve service delivery and customer experience.

The COVID-19 pandemic accelerated this digital transformation (Nagel, 2020; Reuschl et al., 2022; Amankwah-Amoah et al., 2021). Restrictions on mobility and social interactions significantly affected the tourism and hospitality industries while simultaneously increasing consumers' reliance on digital platforms (Orias & Borbon, 2022). Consequently, businesses adopted innovative technologies to maintain operations and meet changing customer expectations. According to Dwivedi et al. (2021), the widespread use of mobile devices and technological innovations has transformed customer behavior, particularly in terms of interaction, information search, and decision-making processes.

Digitalization offers numerous benefits to organizations. Kumar and Sekhar (2020) noted that digital technologies enhance operational efficiency through improved access to information and data-driven decision-making, enabling businesses to increase productivity and service quality. Furthermore, technological innovation can serve as a competitive advantage by creating new products and services that attract customers (Hamdouna & Khmelyarchuk, 2025; Ali & Maelah, 2025). In the tourism industry, for example, virtual tourism has emerged as an innovative offering that demonstrates how digitalization can create value for both service providers and consumers (Kumar & Sekhar, 2020).

The successful implementation of digital technologies is closely associated with system quality, which refers to the ability of organizational processes and systems to meet customer expectations and organizational objectives (Bugdol & Jedynak, 2022). A high-quality system enhances customer satisfaction by ensuring that services are reliable, efficient, and aligned with the values and goals promoted by the organization (Asgeirsson et al., 2024; Li et al., 2020; Ali et al., 2021). As a result, system quality plays a crucial role in encouraging customers to continue patronizing a company's products and services.

Within the hospitality industry, digitalization has become an essential component of business operations and marketing strategies. Social media platforms, equipped with advanced algorithms and broad audience reach, have become important tools for promoting tourism and hospitality services (Yamagishi et al., 2021). Likewise, hotels have increasingly adopted technological solutions to modernize traditional processes and remain competitive in a rapidly evolving digital environment (Amirulloh Anwar et al., 2024). These developments have enabled hotels to improve customer engagement, streamline operations, and enhance service delivery.

The Philippines has also embraced digital transformation in tourism. The Department of Tourism (DOT), in partnership with the Tourism Promotions Board (TPB), launched the Travel Philippines mobile application to provide travelers with updated travel information, advisories, and destination guides (Bolido, 2020). Digitalization is vital to the sustainability and growth of the tourism industry. Similarly, the adoption of online booking platforms has significantly transformed tourism and hospitality operations in various parts of the country, including Bohol (Valencia, 2019). The success of hotel booking platforms such as RedDoorz further demonstrates the importance of digital technologies, mobile applications, and multiple payment options in meeting the needs of modern travelers. Today, hotel websites and social media platforms serve as primary channels through which customers access information, compare services, make reservations, and complete transactions. These platforms typically provide information about accommodations, amenities, customer reviews, promotions, and booking options. They also support contactless payment methods such as credit cards, GCash, Maya, PayPal, and other digital payment services, enhancing convenience and accessibility for customers.

This study focuses on two selected four-star hotels located in Pasig City. Both hotels utilize digital booking systems through their websites, enabling customers to check room availability, make reservations, and complete transactions online. Given the increasing reliance on digital platforms in hospitality services, it is important to evaluate the quality of these systems and understand how they influence customer acceptance and usage. Specifically, this study examines the system quality of digitalized booking platforms in selected four-star hotels in Pasig City and its influence on guests' acceptance of digital hotel booking services. The findings are expected to provide valuable insights for hotel managers and industry stakeholders

in enhancing digital service quality, improving customer experiences, and promoting the continued adoption of e-booking systems within the hospitality sector.

2. Literature Review

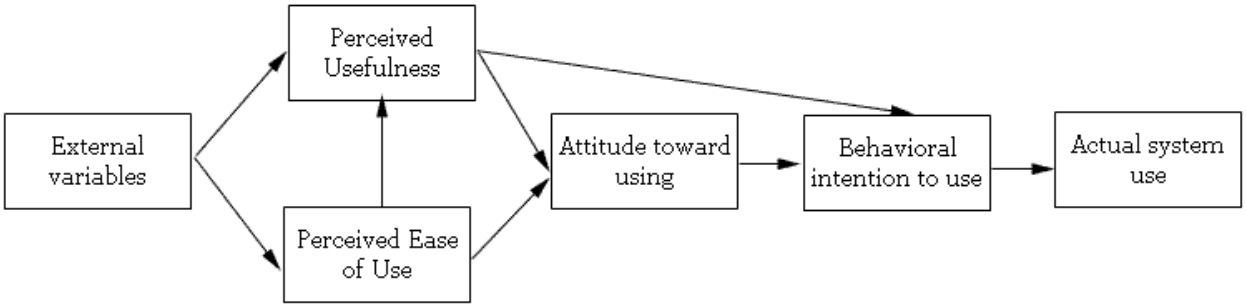
2.1. Theoretical Framework

This study is grounded in two key theoretical frameworks: the Technology Acceptance Model (TAM) and the Service Quality Model (SERVQUAL). While TAM explains how perceived usefulness and ease of use influence the acceptance of digital systems, the SERVQUAL model complements this by evaluating perceived service quality from the customer's perspective.

Grounded in the Technology Acceptance Model (TAM) (Davis, 1989), this theory supports the present study as it explores the extent of acceptance among hotel guests toward digital booking in selected 4-star hotels. According to TAM, users' acceptance of technology is primarily influenced by perceived usefulness and ease of use. In this context, it is posited that guests' perception of system quality is shaped by their acceptance of the digital booking system, which can be assessed through these two key dimensions.

Figure 1

Technology Acceptance Model framework

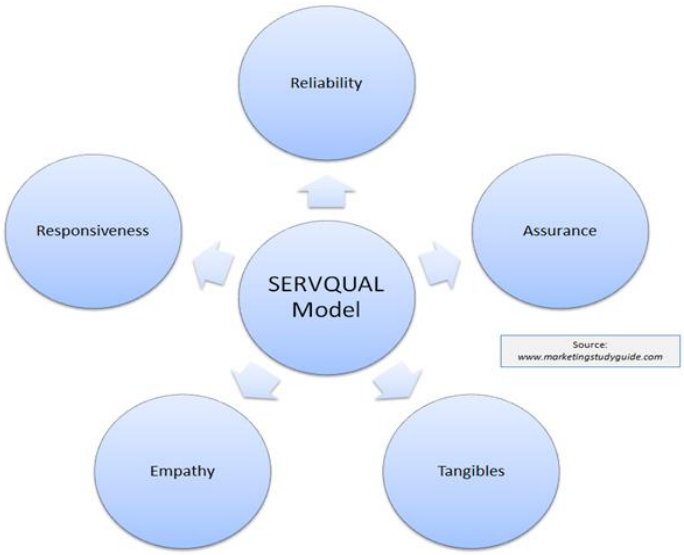


On the other hand, SERVQUAL, developed by Parasuraman et al. (1985), is a widely accepted model for assessing service quality across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions help capture the various ways customers evaluate service interactions, especially in technology-driven environments like digital hotel bookings. Tangibles relate to the physical and digital infrastructure that supports service delivery; reliability refers to consistent and dependable service; responsiveness

measures the speed and effectiveness of addressing customer concerns; assurance involves employee competence and courtesy; and empathy focuses on personalized service and attention to individual needs.

Figure 2

SERVQUAL model



2.2. Quality Management and Digitalization in the Hotel Industry

Quality management is a critical component of organizational success, encompassing not only the quality of products and services but also the processes, systems, and continuous improvement initiatives that ensure customer satisfaction and operational effectiveness (To et al., 2018; Al Balushi, 2025). Through quality management systems (QMS), organizations can monitor, maintain, and enhance quality standards while aligning operations with organizational goals and customer expectations (Asgeirsson et al., 2024). In the hospitality industry, quality management is particularly important due to intense competition and changing consumer demands. Maintaining high service quality through service culture, courtesy, standardization, expertise, and effective complaint handling contributes significantly to profitability, competitiveness, customer satisfaction, and long-term sustainability (Batinic, 2016).

The increasing adoption of digital technologies has transformed hotel operations and service delivery. Digital platforms enable hotels to market their services, communicate with customers, and respond to evolving industry trends (Cos, 2018). The growing reliance on digital technologies, especially after the COVID-19 pandemic, has accelerated the use of

online booking systems and other digital services (Nagel, 2020; Reuschl et al., 2022; Amankwah-Amoah et al., 2021). These technologies have revolutionized hotel-customer relationships by providing accessible booking channels, expanding market reach, and generating valuable information about consumer preferences and behavior, allowing hotels to better tailor their services (Park et al., 2019).

Studies have shown that digital booking platforms positively influence customer decision-making and engagement. For instance, hotel familiarity, destination familiarity, and previous visitation experiences significantly affect customers' preference for direct online booking channels (Kim & Yang, 2022). Likewise, online trust and perceived risk play important roles in shaping consumers' purchase intentions in online booking environments (Lazaroui et al., 2020). Digitalization also enhances operational efficiency, customer engagement, and revenue generation. Hotel applications provide personalized services, facilitate convenient access to information, and enable customer feedback, thereby improving customer experiences and creating additional revenue opportunities (Chotisarn & Phuthong, 2025). Similarly, online review platforms have become valuable tools for evaluating service performance and customer satisfaction (Yu & Li, 2026; Martínez-Navalón et al., 2021; Rachmiani et al., 2024; Khuc et al., 2026). Through platforms such as the TripAdvisor Management Dashboard, hotels can monitor guest feedback, assess online reputation, identify service improvement opportunities, and make informed managerial decisions. Increased review volume and responsiveness to customer comments can further strengthen customer trust and improve room occupancy rates (Martínez-Navalón et al., 2021).

The strategic integration of digital technologies also contributes to hotel performance and competitiveness. Effective information technology strategies, including technology integration, operational needs assessment, and careful selection of digital solutions, help hotels optimize operations (Amankwah-Amoah et al., 2021). Technologies such as revenue management systems, channel managers, and online distribution platforms support pricing optimization, inventory management, and booking efficiency, ultimately improving profitability (Ku, 2025).

Moreover, digital platforms have amplified the influence of electronic word-of-mouth (e-WOM), where customer reviews and online interactions significantly shape consumer perceptions and purchasing decisions (Sanchez-Gonzalez & González-Fernandez, 2021). Consequently, customer satisfaction and service quality are increasingly reflected through

online feedback, making continuous digital service improvement essential. Digital marketing likewise plays a crucial role in customer engagement and hotel promotion. Digital marketing initiatives, including informative websites and active social media presence, significantly influence hotel selection decisions and customer purchase intentions (Brioso & Borbon, 2022). Supporting this perspective, Ivanov (2020) argued that digital transformation has fundamentally reshaped tourism and hospitality by creating new opportunities for business growth and customer engagement.

The growing importance of digitalization is further reflected in the widespread adoption of Information and Communication Technologies (ICTs) across the hospitality sector. ICTs have transformed tourism activities, labor processes, and service delivery (Gonzalez et al., 2020). Stakeholders, including hotel owners, employees, and tourists, also perceive industry trends differently, particularly regarding technology, branding, lifestyle changes, food supply chains, and policy developments (Hernandez, 2021). These findings underscore the broad impact of technological innovation on hotel operations, service quality, and stakeholder experiences.

2.3. Guests' Acceptance of Digitalized Hotel Booking Systems

The rapid growth of e-commerce has significantly transformed the hospitality industry by changing how businesses interact with customers and deliver services. The increasing use of online reservation systems has become essential for hotels, airlines, and travel agencies seeking to remain competitive in a highly digitalized marketplace (Garcia et al., 2022). Online booking platforms enhance customer convenience and accessibility while enabling hospitality organizations to expand their market reach and improve service delivery.

The acceptance and use of online booking systems are influenced by several technology-related factors. The TAM highlights the importance of perceived usefulness, perceived ease of use, credibility, and technology-related competencies in shaping users' behavioral intentions (Garcia et al., 2022). These factors influence customers' confidence in using digital platforms and their willingness to engage with online booking services. In particular, perceived usefulness has consistently emerged as a critical determinant of technology adoption, suggesting that customers are more likely to use online booking systems when they perceive clear benefits and value from the technology (Garcia et al., 2022; Kucukusta et al., 2018).

In addition to system characteristics, consumers' readiness to embrace technology plays an important role in their adoption of digital hospitality services. Technology readiness reflects an individual's willingness to accept and utilize new technologies and has become increasingly relevant with the emergence of smart hotels and digitally enhanced guest experiences (Yang et al., 2021). As hospitality organizations continue to invest in technological innovations, understanding customers' readiness and perceptions of digital technologies remains essential for encouraging technology adoption and enhancing customer engagement.

The growing integration of e-commerce and digital technologies in hospitality underscores the importance of designing online booking platforms that are useful, credible, and responsive to customer needs. By improving customers' perceptions of value and fostering confidence in digital services, hospitality organizations can strengthen customer acceptance of online booking systems and improve overall service experiences (Mohamed, 2018; Yang et al., 2021; Kucukusta et al., 2018).

2.4. Service Quality Perceptions in the Hospitality Industry

Service quality remains one of the most important determinants of customer satisfaction and loyalty in the hospitality industry. Hotels must consistently deliver services that meet or exceed guest expectations in order to maintain competitiveness and sustain positive customer relationships (Cornell, 2018). This is particularly important in serving diverse customer segments with varying needs and expectations.

The SERVQUAL framework has been widely used to assess service quality in hotels, emphasizing dimensions such as reliability, responsiveness, assurance, empathy, and tangibility. These dimensions play a crucial role in shaping guests' perceptions of service quality, satisfaction, and loyalty (Bhuian, 2021; Ali et al., 2021). Among these dimensions, responsiveness is often regarded as particularly important, as guests highly value prompt service delivery and employees' willingness to provide assistance (Cornell, 2018). Overall, high levels of perceived service quality contribute positively to customer satisfaction, loyalty, and favorable evaluations of hotel services (Bhuian, 2021; Ali et al., 2021).

Beyond the traditional SERVQUAL dimensions, service quality also encompasses factors such as service bonding, service skills, service inclination, service customization, and service recovery. These elements reflect the ability of hotels to personalize services, effectively address customer concerns, and build lasting relationships with guests. Differences between

customer expectations and actual service experiences highlight the need for continuous quality improvement and customer-centered service strategies. Consequently, hospitality organizations must regularly evaluate and enhance their service delivery processes to ensure customer satisfaction and maintain a competitive advantage.

3. Methodology

3.1. Research Design

This study employed a quantitative research design using a descriptive-correlational approach, with questionnaires as the primary data collection instrument. Quantitative research was utilized to objectively measure and analyze the study variables through statistical procedures. The descriptive component was used to determine and describe the characteristics of the phenomenon under investigation, specifically the guests' perceptions of the system quality of digitalized hotel bookings and their level of acceptance in terms of usefulness and ease of use. The correlational component examined the relationships among the study variables by identifying patterns of association and determining whether positive or negative correlations existed.

3.2. Population, Sample and Sampling Technique

The participants of this study were hotel guests who had experienced booking and staying at the selected hotels in Pasig City, specifically Astoria Plaza and Richmonde Hotel Ortigas. These hotels were chosen because they provided consent to participate in the research. The total population and corresponding sample size, computed using Slovin's formula at a 95% confidence level, are presented in Table 1.

Table 1

Sample size of the population

Name of Hotels	Guests per year	%	Sample size
Hotel A	34,600	65%	250
Hotel B	18,250	35%	132
Total	**52,850**	**100%**	**382**

The participants were selected because they had direct experience with the digitalized booking systems and hotel services under investigation and were willing to participate in the

study. A clustered-convenience sampling technique was employed, wherein participants were grouped according to the hotel they visited and were selected based on their availability and accessibility to the researchers. Given the large number of guests served annually by the selected hotels, surveying the entire population was impractical. Therefore, Slovin's formula was used to determine an appropriate sample size from the population. The formula is widely utilized in studies involving large populations because it provides a practical method for estimating representative sample sizes.

Table 2 presents the profile of the respondents according to sex, age, and hotel checked in.

Table 2

Demographics of the participants

Profile	F	%
Sex		
Female	218	57.1
Male	164	42.9
Age		
18-24 years old	86	22.5
25-34 years old	99	25.9
35-44 years old	89	23.3
45-54 years old	59	15.4
Over 54 years old	49	12.8
Hotel		
Hotel A	250	65.4
Hotel B	132	34.6

The majority of the respondents were female, comprising 57.1% of the sample, while males accounted for 42.9%. In terms of age, most respondents belonged to the 25–34 age group, followed by those aged 35–44 years (23.3%) and 18–24 years (22.5%). Regarding the hotel checked in, the majority of respondents had stayed at Hotel A, representing 65.4% of the sample, while 34.6% had stayed at Hotel B.

3.3. Research Instrument

The researcher-made questionnaire consisted of three parts. The first part contained the informed consent form, which was secured from all respondents before participation. The

second part measured the respondents' acceptance of digitalized hotel bookings in terms of perceived usefulness and perceived ease of use. This section consisted of ten items categorized under the two constructs and utilized a 4-point Likert scale. The third part assessed respondents' perceptions of the system quality of digitalized hotel bookings based on the dimensions of tangibles (system quality), reliability, responsiveness, assurance, and empathy. This section consisted of twenty-five items distributed across the identified dimensions.

To establish content validity, the research instrument underwent an initial review by the research adviser. Following approval, it was submitted to five experts in the fields of Business, Hospitality, and Tourism Management for validation. The experts evaluated the relevance, clarity, and appropriateness of the questionnaire items using a validation form. Revisions were made based on their evaluations and recommendations to improve the quality of the instrument.

The research instrument was pre-tested with thirty (30) qualified respondents through Google Forms from October 8 to October 11, 2022. The pre-test was conducted to assess the clarity, comprehensibility, and appropriateness of the questionnaire items. Reliability testing yielded a Cronbach's alpha coefficient of 0.836, indicating high reliability and acceptability of the instrument for the conduct of the study.

3.4. Data Gathering Procedures

The survey questionnaire was created using Google Forms and was distributed both personally and digitally from October 12 to October 25, 2022. Prior to participation, respondents were asked to provide informed consent, and the objectives and purpose of the study were explained to them. They were likewise assured that all personal information and responses would be treated with strict confidentiality.

To facilitate data collection, respondents were provided with a Quick Response (QR) code that directed them to the online survey questionnaire. Sufficient time was given for respondents to complete the instrument, while the researchers remained available to clarify questions or concerns regarding the survey items. In addition, potential respondents were identified through social media platforms such as Facebook, Instagram, and TikTok, particularly individuals who had previously checked in at the selected hotels.

Upon completion of the survey, responses were automatically recorded and stored in the Google Forms database, allowing the researchers to download the data in Microsoft Excel format for subsequent tabulation, analysis, and interpretation.

3.5. Ethical Considerations

This study adhered to established ethical standards throughout the research process. The rights, privacy, and welfare of the participants were prioritized. Prior to data collection, respondents were provided with an informed consent form that clearly explained the purpose of the study, the procedures involved, and their rights as participants. Participation was entirely voluntary, and respondents freely provided their consent before taking part in the study.

To maintain confidentiality and anonymity, participants' personal information and responses were not disclosed to unauthorized individuals and were used solely for research purposes. The researchers also ensured that all participants were treated fairly and respectfully throughout the study, thereby minimizing potential biases and power imbalances. By upholding these ethical principles, the study fostered a professional researcher-participant relationship and promoted the collection of accurate and reliable data.

3.6. Statistical Treatment of Data

The weighted mean was used to determine the respondents' extent of acceptance of digitalized hotel bookings in terms of usefulness and ease of use. The weighted mean was also used to determine the respondents' perceptions of the system quality of digitalized hotel bookings in selected hotels in terms of tangibles (system quality), reliability, responsiveness, assurance, and empathy. Meanwhile, Pearson's correlation coefficient (Pearson r) was used to determine whether a significant relationship exists between the guests' acceptance of digitalized hotel bookings and their perceptions of the system quality of digitalized booking systems in selected hotels. Furthermore, regression analysis was utilized to examine the impact of guests' acceptance of digitalized hotel bookings on their perceptions of system quality.

4. Findings

Table 3 shows that guests perceived the digitalized hotel booking systems to be of very high quality across all dimensions, with tangibles obtaining the highest average weighted mean

(AWM = 3.45), followed by reliability (AWM = 3.44), assurance (AWM = 3.39), responsiveness (AWM = 3.37), and empathy (AWM = 3.37).

Table 3

Perception towards system quality of selected hotels

Indicators	WM	DE
Tangibles		
1. The appearance and design of the app system are attractive.	3.4	VH
2. The reservation portal is user-friendly.	3.49	VH
3. All the time, my booking is smooth and free from technical problems.	3.45	VH
4. The guests' reviews for online booking are satisfactory.	3.45	VH
5. The app itself is enriched with the needed booking options and rates.	3.46	VH
AWM	**3.45**	**VH**
Reliability		
1. The system is always updated and error-free.	3.34	VH
2. The system I booked into is simple making it more efficient.	3.48	VH
3. The booking apps can be browsed or opened in any device.	3.53	VH
4. Not even once have I experienced error in using the booking app.	3.43	VH
5. The information seen in the booking portals are accurate.	3.44	VH
AWM	**3.44**	**VH**
Responsiveness		
1. There is 24/7 virtual assistant to answer all concerns.	3.32	VH
2. New features are being updated.	3.4	VH
3. All booking concerns are easily addressed.	3.43	VH
4. Systems availed online are delivered in a timely manner.	3.39	VH
5. Generally, the overall response of personnel is quick.	3.33	VH
AWM	**3.37**	**VH**
Assurance		
1. The reminders from the booking app make me assured of my booking.	3.38	VH
2. I feel safe booking online in this hotel.	3.52	VH
3. Payment collected via online bookings is real-time.	3.45	VH
4. Compared to walk-in booking online booking is safer.	3.5	VH
5. Confirmation emails were received right after the booking was made.	3.1	H
AWM	**3.39**	**VH**
Empathy		
1. Virtual assistants are very approachable.	3.34	VH
2. I am gently reminded of my booking prior to the scheduled stay.	3.51	VH
3. The virtual chat feature makes me feel good.	3.39	VH
4. Online deals and value for money are one unique way to show empathy.	3.47	VH
5. I feel acknowledged and appreciated for booking online.	3.16	H
AWM	**3.37**	**VH**

Legend: 3.26 - 4.00, Very High (VH); 2.51 – 3.25, High (H); 1.76 – 2.50 Low (L): 1.00 – 1.75 Very Low (VL)

These findings indicate that respondents generally viewed the booking systems as effective, dependable, and capable of meeting their booking needs. The results suggest that the quality of the system interface, functionality, accessibility, security, and customer-oriented features contribute positively to guests' overall booking experiences.

In terms of tangibles, respondents rated the dimension as very high quality (AWM = 3.45), which means they are satisfied with the visual and functional characteristics of the booking platform. The highest-rated indicator was the user-friendliness of the reservation portal (M = 3.49), while the attractiveness of the app's appearance and design received the lowest rating (M = 3.40), although still within the very high-quality range. With the results, an intuitive and visually appealing interface is important in creating positive user experiences.

Similarly, guests perceived the booking systems to be highly reliable (AWM = 3.44), suggesting confidence in the system's functionality and dependability. Accessibility emerged as the strongest aspect, with the ability to browse or access the booking application across different devices receiving the highest rating (M = 3.53). In contrast, the statement regarding the system being consistently updated and error-free received the lowest rating (M = 3.34). While guests appreciate the accessibility and dependability of the platform, continuous system maintenance and updates remain important for sustaining user confidence. Reliable and secure digital environments encourage customer engagement and trust, particularly when handling personal and transactional information. Likewise, maintaining error-free systems is essential in ensuring customer satisfaction and keeping pace with technological developments (Berglund & Ludwig, 2009).

The guests also rated responsiveness as very high quality (AWM = 3.37), indicating that the booking systems generally address customer concerns efficiently. The highest-rated indicator was the ability of the system to address booking concerns easily (M = 3.43), while the availability of a 24/7 virtual assistant received the lowest rating (M = 3.32). These results suggest that guests value prompt problem resolution and effective customer support when using digital booking platforms. Responsiveness is a critical aspect of service quality because it directly affects customer satisfaction, loyalty, and business performance (Boz, 2016).

With respect to assurance, guests likewise perceived the digitalized booking systems as very high quality (AWM = 3.39), reflecting their confidence in the safety and security of online transactions. The highest-rated indicator was the perception that online booking is safer than walk-in booking (M = 3.50), while the timely receipt of confirmation emails received the lowest rating (M = 3.10). The findings indicate that security and trust are important factors influencing guests' confidence in digital booking platforms. Customers are more likely to engage with online services when they believe their transactions and personal information are protected (Srivastava et al., 2025). This is supported by Handoyo (2024), who stressed the

importance of online payment security in safeguarding customer information and promoting trust in digital transactions.

Finally, empathy was also perceived as very high quality (AWM = 3.37), suggesting that guests recognize efforts by the booking systems to provide personalized and customer-centered experiences. The highest-rated indicator was the provision of booking reminders before the scheduled stay (M = 3.51), while feeling acknowledged and appreciated for booking online received the lowest rating (M = 3.16). These results imply that guests value personalized communication and proactive service features that enhance convenience and strengthen their connection with the hotel. System features that anticipate customer needs contribute to improved customer experiences and organizational performance. However, the relatively lower rating for customer appreciation suggests opportunities for hotels to strengthen customer recognition initiatives. Customer appreciation strategies are important because they contribute to customer loyalty, positive word-of-mouth, and long-term business growth (Pereira et al., 2025).

Table 4

Acceptance towards digitalized hotel bookings

Indicators	WM	DE
Usefulness		
1. The E-booking app enables me to do the transactions more quickly.	3.48	HA
2. I think the hotel booking app is very helpful to me.	3.42	HA
3. Free-cancellation features of an app are very useful.	3.43	HA
4. The online booking is more applicable today than the on-site reservation.	3.47	HA
5. The automated notification in the booking app is useful.	3.35	HA
AWM	**3.43**	**HA**
Ease of Use		
1. The navigation button of booking app is user-friendly.	3.37	HA
2. The navigation button of the application is user-friendly.	3.4	HA
3. The e-booking app can be downloaded to any device.	3.35	HA
4. The digital booking is more convenient to use compared to the traditional one.	3.42	HA
5. Using single click feature of a booking app makes my reservation easier.	3.34	HA
AWM	**3.48**	**HA**

Legend: 3.26 - 4.00, Very High (VH); 2.51 – 3.25, High (H); 1.76 – 2.50 Low (L): 1.00 – 1.75 Very Low (VL)

Table 4 shows that participants perceived the acceptance of digitalized hotel bookings to be highly acceptable in terms of both usefulness and ease of use. Ease of use obtained the higher average weighted mean (AWM = 3.48), followed by usefulness (AWM = 3.43), indicating that guests generally viewed digitalized booking systems as convenient, practical, and beneficial in facilitating hotel reservations. The positive acceptance of digitalized booking

platforms may contribute to greater customer satisfaction and continued use of online booking services. Perceived usefulness has been associated with customer loyalty and continued adoption of digital booking systems (Lisha et al., 2025).

In terms of usefulness, participants rated all indicators as highly acceptable, indicating that the booking applications provide meaningful benefits during the reservation process. The highest-rated indicator was the ability of the e-booking application to facilitate quicker transactions (M = 3.48), followed closely by the applicability of online booking over traditional reservations (M = 3.47). Guests place considerable value on efficiency, convenience, and time savings when making hotel reservations. The ability of digital platforms to streamline booking procedures enhances customer experiences and contributes to more enjoyable accommodation planning (Torres, 2018). On the other hand, the usefulness of automated notifications received the lowest rating (M = 3.35), although it remained within the highly acceptable range. While guests appreciate notification features, further improvements may enhance their effectiveness and value during the booking process.

Similarly, the ease of use dimension was rated as highly acceptable (AWM = 3.48), reflecting guests' positive perceptions of the convenience and user-friendliness of digitalized hotel booking systems. The highest-rated indicator was the user-friendliness of the application's navigation buttons (M = 3.40), followed by the convenience of digital booking compared to traditional reservation methods (M = 3.42). The intuitive system design and seamless navigation encourage customer acceptance of online booking platforms. Digitalized transactions are widely recognized for providing convenience and improving customer experiences (Tajeddini et al., 2019; Ying et al., 2021). Conversely, the single-click reservation feature received the lowest rating (M = 3.34), although it was still considered highly acceptable. This finding indicates that while the feature contributes to booking convenience, there remains room for improvement to further simplify and enhance the reservation process.

Table 5 infers that the p-value is 0.000 and the r-value is 0.753. Therefore, it can be well established that there exists a significant correlation between the extent of quality of digitalized hotel bookings and guest's acceptance towards it. Furthermore, an r-value of 0.723 indicates strong positive correlation. True to this study, the more that the guests have higher perceptions towards the digitalized hotel bookings the more that it will increase the likelihood of their acceptance towards it. Thus, system quality results in guests' acceptance towards digitalized bookings. Hence, in this case the null hypothesis is not accepted.

Table 5

Significant relationship between the quality of digitalized booking and guests' acceptance

r-value	p-value	Interpretation	Decision on H_o
.753	.000	Significant	Do not accept Ho

Note: P-value ≤ 0.05 Significant

Table 6 shows the linear regression conducted to examine how well the system quality of digitalized hotel bookings could predict the usefulness of digitalized hotel bookings. The correlation between the system quality and usefulness of digitalized hotel was statistically significant (p-value = 0.000, r-value of 0.695). The regression equation for predicting the usefulness of digitalized booking from the system quality was $\hat{y} = 1.663 + .695(x)$. The r^2 for this equation was .483; that is 48.3% of the variance in usefulness was predictable from system quality of digitalized booking. Thus, for each one-unit increase of system quality of the digitalized booking the perceived usefulness of it also increases by .519 unit.

Table 6

Impact of guests' extent of acceptance towards digitalized hotel bookings on quality of digitalized hotel bookings

Regression Coefficient	R	R^2	t-value	p-value	Partial Regression Coefficient	
					Unstandardized	Standardized
Usefulness	.695	.483	18.852	0.000	*Constant* 1.663 .519	.695
Ease of Use	.708	.501	19.534	0.000	*Constant* 1.737 .505	.708

Note: p≤0.05 Level of Significance

On the other hand, the correlation between the system quality and ease of using digitalized hotel bookings was statistically significant (p-value = 0.000, r-value of 0.708). The regression equation for predicting the ease of using digitalized booking by the system quality was $\hat{y} = = 1.737 + .708(x)$. The r^2 for this equation was .501; that is 50.1% of the variance in the ease of using digitalized booking was predictable from the perceived system quality. Thus, for each one unit increase in the quality of digitalized booking also results to an increase by 0.505 unit for the ease of use of digitalized booking.

6. Conclusion

The study found that the system quality of digitalized hotel bookings was perceived by guests to be of very high quality across all dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. Among the indicators, the user-friendliness of the booking application received the highest rating. However, the appearance and design of the application received the lowest rating within the tangibles dimension. The findings also revealed that guests demonstrated a high level of acceptance of digitalized hotel bookings in terms of both usefulness and ease of use. Guests particularly valued the ability of the booking application to facilitate faster transactions and provide greater convenience compared with traditional booking methods. Nevertheless, notification features and single-click reservation functions received relatively lower ratings, indicating areas for potential improvement. Furthermore, the study established a strong positive and significant relationship between perceived system quality and guests' acceptance of digitalized hotel bookings. The results suggest that higher levels of perceived system quality are associated with greater acceptance of the booking system. Likewise, perceived system quality was found to significantly influence both the perceived usefulness and perceived ease of use of digitalized hotel bookings.

The findings support the premise that system quality is a critical factor influencing customer acceptance of digitalized hotel bookings. As guests perceive booking systems to be more reliable, responsive, secure, and easy to navigate, they are more likely to regard them as useful and easy to use. Consequently, enhancing system quality can contribute to greater customer acceptance and continued utilization of digitalized booking platforms.

Given the very high ratings for system quality, hotel management and their information technology partners should continue investing in system enhancement initiatives, including benchmarking, innovation, and continuous research, to sustain competitiveness and maintain high-quality digital booking services. Particular attention should be given to improving the visual design and interface of the booking platform to enhance user engagement and overall customer experience.

The useful features of the booking application should likewise be maintained and continuously updated to ensure that guests continue to perceive value in the system. Improvements may be focused on automated notifications, system updates, feedback mechanisms, and other functionalities that contribute to a seamless booking experience. Moreover, hotels should strengthen continuous quality management practices to further

enhance convenience and efficiency, particularly through improvements in time-saving features such as single-click reservations and streamlined booking processes.

Finally, since system quality significantly influences both perceived usefulness and ease of use, hotel management may implement strategic marketing and branding initiatives that highlight the reliability, security, and convenience of their digitalized booking systems. Strengthening positive customer perceptions of system quality can encourage greater acceptance, satisfaction, and continued use of digitalized hotel booking platforms.

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Institutional Review Board Statement

This study was conducted in accordance with the ethical guidelines of Lyceum of the Philippines University - Manila. The conduct of this study has been approved and given relative clearance(s) by the Lyceum of the Philippines University - Manila.

Declaration

The authors declare the use of Artificial Intelligence (AI) in writing this paper. In particular, the author used ChatGPT in paraphrasing ideas. The authors take full responsibility in ensuring proper review and editing of contents generated using AI.

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