

A study of hotel employee behavioral intentions towards adoption of information technology

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Abstract

The purpose of this study was to explore the influence of perceived IT beliefs, task-technology fit, attitude, self-efficacy, and subjective norm on behavioral intention of adopting information technology in hotels in Hangzhou, China. A number of 458 usable self-administered questionnaires were collected. Results show that attitude, self-efficacy, and subjective norm are positively related to behavioral intention. Perceived IT beliefs had influence on the intention through attitude formation. Task-technology fit appears to interact with perceived IT beliefs towards attitude formation. Suggestions were provide for hotel practitioners to enhance employees' intention of adopting new information technologies.

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Keyword: Information technologies; TRA; Self-efficacy; Task-technology fit; China

1. Introduction

In such a highly competitive business environment, information technology has become an essential source of sustainable competitive advantage and a strategic weapon for an organization. The ability to harness the technologies to improve the efficiency of hotel

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operations and service to guests will be the key to future success in the hotel industry (Siguaw and Enz, 1999). Using information technologies can result in having advantages in competition, decreasing costs, gaining time, and acquiring and sharing information. Thus, information technology has profound impacts on hotels, as a large amount of information has to be processed and communicated among internal and external customers. The hotel industry extensively relies on information technology to improve employees' productivity and efficiency, accordingly to improve customer satisfaction.

The Internet, voice-mail, e-mail, Internet automated room reservation, computerized accounting and financial reporting systems, computerized food and beverage ordering, teleconferencing, interactive guides for guests, cell phones, electronic credit-card authorization, and graphic reporting are some examples of information technologies (IT) utilized in hotels. Previous studies have shown that information technologies play an important role in improving effectiveness of the business operations and enhancing customer satisfaction (e.g., Zahra and Covin, 1993; Hoof et al, 1995; Powell and Dent-Micallef, 1997; Byrd and Turner, 2001). For example, in a study of information technology in small Scottish hotels, Buick (2003) depicts that almost 80% of them used computers to market their business through the Internet. Paraskevas and Buahlis (2003) also found out that small independent hoteliers agreed a number of benefits gained from using information technologies in hotels. In terms of benefits, many studies have concluded that IT could improve work processes, productivity, profitability, and customer satisfaction. However, researchers have indicated that new information technologies would not be fully accepted if barriers of human factors are overlooked (e.g., Ross et al., 1996; Lee and Miller, 1999; Roepke et al., 2000; Hasan, 2003). Such barriers hindering successful implementation of information technology in an organization include employees' willingness, ability, and managers' support. Thompson and Richardson (1996) also lamented that technologies are designed, developed, and implemented with little or no attention either to the needs of employees or to the impact that the technologies might have on the workforce. It appears that the impact of technological change on human behavior has not been extensively studied, and has not received sufficient attention in academic literature (Baker and Riley, 1994). Furthermore, researchers examined the nature and knowledge of information technology as a construct in the manufacturing, and service industries (e.g. banks). However, few studies have been conducted in the context of the hotel environment. Although the hotel industry is a labor-intensive sector, hotel managers are willing to increase technology investment to enhance their business thrust on employee productivity. Yet, disregarding human aspects will affect effective use of information technology (Hoof et al, 1995). Therefore, this study fills the gap by investigating employee factors based on the theory of planned behavior developed by Fishbein and Ajzen (1975), and other social cognitive theories in the literature (e.g., Davis, 1989; Igarria and Iivari, 1995; Hu et al, 1999; Karahanna et al., 1999; Liao and Landry, 2000; Heine et al., 2003), towards adoption of information technology in hotels.

Overall, the purpose of the study was to investigate the relationship between attitude, self-efficacy, and subjective norm and behavioral intention towards perceptions of adoption of information technology by hotel employees. Specifically, the objectives of this study were:

1. to investigate how perceived IT beliefs lead to the formation of attitude towards perceptions of adoption of information technology;

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