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Nguyen Duc Xuan
Institute of Business
Administration, University of
Economics, Hanoi National
University, Vietnam

Bui Dinh Chung
Hanoi University of Finance
and Banking, Vietnam

Factors influencing the intention to use tourism services in Hanoi: Study at some travel agencies

Nguyen Duc Xuan and Bui Dinh Chung

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Abstract
The study focuses on assessing the impact of factors affecting the intention to use the services available at some travel agencies in Hanoi and suggesting some solutions to attract customers to use their travel services in the future. The survey was collected from 200 clients in Hanoi who have used travel services at various travel agencies. Using descriptive statistics, Cronbach's Alpha testing, EFA analysis, and variable correlation analysis, regression analysis is supported by SPSS 20.0 software. The results of the study identified six groups of factors that influenced the intention to use the services available at travel agencies, including: (i) subjective standards; (ii) Price; (iii) Attitude; (iv) Value-added services; (v) Promotion and (vi) brand reputation.

Keywords: Tourism services, travel agencies, Hanoi

1. Introduction
Today, tourism has become a widespread social need to meet the goal of continuously improving human physical and spiritual life. Tourism is also a sector of the economy that contributes a great deal of value to the gross domestic product (GDP), changing the national income and the distribution of national income. Vietnam is not outside the general trend of the world economy, also taking the tourism industry as one of the important economic points to take the country up, evidence that according to the data of the Directorate-General of Statistics published in the morning of March 29th, the number of international visitors to Vietnam in the first quarter of 2022 is estimated to be 91 thousand, an increase of 89.1% over the same period of the previous year.

The changing market has forced travel to adapt to maintain its competitiveness. In this increasingly competitive environment, businesses must be aware of the role of their customers in their survival and development. Customers become the vital component of the business; they are the people who directly use the service and generate revenue for the business. They are also the ones who affirm corporate value through the acceptance of products and the promotion of the company's brand in the market.

So, on the part of travel to be able to stand firm in the market today as well as to good business results, to attract a lot of potential customers, the first thing is to conduct research work on current market trends and their development in the future, to analyze needs and desires at the same time to study in depth the factors affecting the choice of services of customers in travel business to be possible to meet and maximize satisfaction, in addition to helping travel better to recognize the strengths to be developed and the weaknesses to be remedied in order to make a buffer step in attracting a large number of future potential customers. Based on these practical arguments, the topic "Factors influencing the intention to use tourism services in Hanoi: Research at some travel enterprises" was carried out.

2. Research Overview
2.1 Theoretical basis
2.1.1 Scientific basis
2.1.1.1 Tourists
According to the International Tourist Organization, "anyone who visits a country other than his habitual residence for at least 24 hours is called a foreign tourist". By this definition, all those who are considered to be tourists: those who leave for entertainment, for family reasons, for health reasons; people who leave to meet, to exchange relationships on

Corresponding Author:
Nguyen Duc Xuan
Institute of Business
Administration, University of
Economics, Hanoi National
University, Vietnam

scientific, diplomatic, religious, sporting, business; people that leave for business purposes.

According to paragraph 2, article 4, chapter I of the Vietnam Tourism Law, a tourist is a person who travels or combines travel, except in the case of schooling, working, or practicing in order to receive income at the destination.

According to the World Tourism Organization (WTO): "A tourist is a person who leaves his or her habitual place of residence to a certain place, returns for different purposes, excluding the purpose of work and receiving remuneration at the destination, stays at the place of arrival for 24 hours or more (or uses overnight stays) and does not exceed a period of time prescribed by the country".

2.1.1.2 Travel business activities
Travel business is the conduct of market research activities, the establishment of package or partial travel programs, and the advertising and sale of these programs directly or indirectly through intermediaries or agencies, program executives, and tour guides. Travel is organized by a network of travel agents.

2.1.1.3 Travel needs
According to Maslow, humans have so many different needs that they desire to be satisfied. Maslow divided these needs into five categories and organized them as follows: Physiological needs; Safety needs; Social needs; Requirements for respect; Self-improvement needs.

The need to travel is a secondary need, and when basic human needs, such as physiological needs, clothing needs, and minimum living needs, are met, people think about travel. It can be said that human needs are infinite, everyone has their own needs. But to make the demand for tourism a reality, there are two key conditions, and that is the need to travel and be able to pay, and only paying the entire cost of the trip.

2.1.2 Practical basis
In Vietnam, the tourist demand of local tourists is quite large, mainly concentrated in famous destinations such as Sa Pa, Hanoi, Ha Giang, Ningping, Guangping, Huế, Da Nang, Hội An, Nha Trang, Fujian, Da Lan, HCMC, Phuket, The majority of Asians generally live with a sense of dignity, enjoying comfort in a clean, discreet space. Besides, they also tend to travel with relatives or groups because they want to save money but enjoy many benefits.

According to the latest statistics of the Directorate-General of Tourism, the number of Vietnamese visitors has increased significantly in places that were previously known only to foreigners, especially in places such as Nha Trang, Da Nang, Hội An, Mũi Né, and Phuket. This is the result of the Vietnamese campaign to use Vietnamese goods, especially when the "Vietnamese" really have quality.

In addition, according to the Vietnamese customer market, each customer by region, gender, age, occupation, religion, etc. will have psychological characteristics, emotions, preferences, and needs to be served individually. First of all, for the majority of Vietnamese tourists, the common characteristic is being hardworking, hard-to-do, and able to accept and overcome difficult conditions and obstacles without much complaint. Vietnamese also love convenience, a pair of jobs, cost savings, and many other benefits. Vietnamese domestic tourists usually prefer to travel with their family, partners, parents, and friends. Vietnamese hardly like to travel alone and always have

groups. In addition to these commonalities, the Vietnamese in each region have their own characteristics.

2.2 Research hypothesis
Subjective norms, or social influence, are a factor in human perception of social pressure to express or not express behavior. (Ajzen & Fishbein, 1975) [19]. These social pressures come from family, friends, colleagues, and the media. Therefore, the proposed H1 hypothesis is as follows:

Hypothesis H1
Subjective standards have a positive impact on the intention to use travel services at travel agencies.

Price is the monetary expression of the value of a commodity while at the same time expressing economic relationships such as supply-demand, accumulation and consumption, and competition between them. For a buyer, the price is the amount of money paid to the seller to own or use a certain good or service. So price is the basis for whether or not to buy a product or service, and it's a consumer-stimulating trap. Therefore, the proposed H2 hypothesis is as follows:

Hypothesis H2
Prices have a positive impact on the intention to use travel services at travel agencies.

An attitude is defined as an individual who has positive or negative feelings about the performance of targeted behavior. (Fishbein & Ajzen, 1975). Attitudes influence the intention of behavior by people forming intentions when they have a positive sense of intention. So how the attitude in this study affects your intention to use the travel service. Thus, the H3 hypothesis proposes as follows:

Hypothesis H3
Attitudes have a positive impact on the intention to use travel services at travel agencies.

Value-added services (VAS) are services that customers can use in addition to the travel company's main service. The value-added services of the travel agencies provide convenience, comfort, and support for customers in participating in the tour. Value-added services that the company offers include: seat registration and ticket sales on aircraft vehicles; Pay-per-view travel services; Catering services; Hotel reservation services, Therefore, the H4 hypothesis proposes as follows:

Hypothesis H4
Value-added services have a positive impact on the intention to use travel services at travel agencies.

Brand reputation is highly influential, is seen as an important factor in the intent of loyalty, and leads to positive behavior such as repeated purchases, offerings, or oral advertising. (Selnes, 1993; Martenson, 2007) [15, 10]. A good brand image will help the company increase sales, market share, and establishment, as well as maintain a loyal relationship with customers (Nguyen & Leblanc, 2001). For a tourist mayor, brand reputation is one of the factors that determines customer loyalty, continued maintenance and use of services, acceptance of high prices or oral advertising of services. (Lai, Griffin & Babin, 2009; Kim & Yoon 2004) [9, 8]. Thus, the H5 hypothesis proposes the following:

Hypothesis H5
Brand reputation has a positive impact on the intention to

use travel services at travel agencies.

Promotion is the activity of the seller to encourage customers to enhance their purchases and use of goods and services by giving them certain benefits. Promotions at travel agencies offer customers a wide range of options, diversify tours, and enable customers to get a travel program that fits their pockets. Thus, the H6 hypothesis proposes as follows:

Hypothesis H6

Promotion has a positive impact on the intention to use travel services at travel agencies.

2.3 Research models

Based on research papers such as the TRA Theory of Rational Action (Ajzen & Fishbein, 1975) [19], the TPB Intended Behavior Theory (Azzen, 1991) [1], and the TAM Technology Acceptance Model (Davis, 1989) [4], as well as the results of previous studies on customer behavior intentions and the actual situation in the field of study, this study proposes six factors that influence the intention to use travel services at travel agencies.
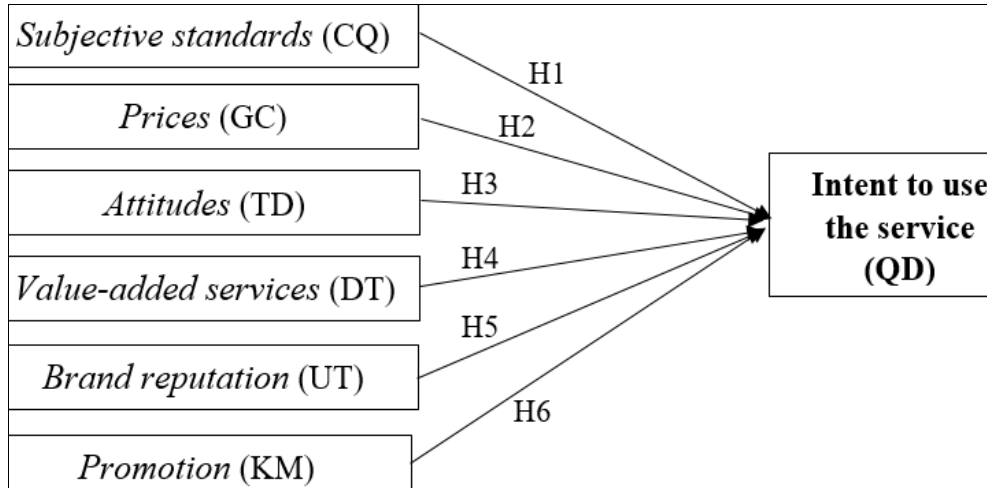

Fig 1: Proposed research model

3. Research Methods

The research was conducted by surveying 200 customers in Hanoi who have been using travel services at 5 different travel companies. The subject conducted the survey through two steps: a preliminary investigation and a formal investigation. In the initial phase, the author selected 30 clients for a preliminary survey. The results obtained at this stage are used for adjustment and re-adjustment to complete the official questionnaire and put into the data collection investigation, conducting official research.

After collecting and removing the unsolicited votes, the author proceeds with the encryption and input of the data, then uses SPSS 20.0 software to process the data. The data from the research is analyzed through the following steps: Statistics describing the survey sample include Cronbach's Alpha Reliability Assessment; EFA Discovery Factor Analysis; Pearson Linear Correlation Analysis and Linear Regression Equations Analysis.

Table 1: Scale for measuring research factors

Factor	Code	Scale
Subjective standards (CQ)	CQ1	Family, friends, and acquaintances influence my intention to use travel services
	CQ2	The media influences my intention to use travel services
	CQ3	People with travel experience think that I should choose services at travel companies
Prices (GC)	GC1	I feel that the price of travel services provided by travel companies is suitable for my income
	GC2	I feel that the prices of travel companies are more competitive with each other
	GC3	The prices offered by travel companies help me have more choices
	GC4	Tour prices and other services at travel companies are reasonable
Attitudes (TD)	TD1	I feel excited when using travel services of travel companies
	TD2	I feel like I am a modern person when using the services of travel companies
	TD3	I feel comfortable when using travel services from travel companies
Value-added services (GT)	GT1	The VAT services beyond the travel program (Food, hotel.) are essential to me
	GT2	The VAT services outside the tour program meets my needs
	GT3	I feel comfortable and time-saving when using VAT services at travel agencies.
Brand reputation (UT)	UT1	The travel company I choose to use is the brand I think of first when I plan to use travel services.
	UT2	I feel confident when choosing travel services at the travel company I have chosen
	UT3	The travel company I choose gives me assurance, reliability, and safety
Promotion (KM)	KM1	Travel companies offer many attractive promotions and incentives
	KM2	I feel interested in promotions at travel companies
	KM3	Promotions and incentives make it easier for me to choose travel services
Intent to use the service (YD)	YD1	I believe that using travel services at travel companies is the right intention
	YD2	I believe that I will use the travel services at the travel company I have chosen for a long time.
	YD3	I will introduce to others the travel services of the travel company I have chosen

4. Research Results and Discussion
4.1 Testing the reliability of Cronbach's Alpha scale

Table 2: Results of reliability analysis of Cronbach's Alpha scale

Factor	Number of observed variables	Cronbach's Alpha
CQ	3	0.672
GC	4	0.707
TD	3	0.782
GT	3	0.630
UT	3	0.797
KM	3	0.733
YD	3	0.754

(*Source:* Results of research data analysis)

The scales have Cronbach's Alpha reliability values greater than 0.6 and smaller than 0.9. All variables in the component guarantee a variable correlation factor > 0.3; criterion variables have Cronbach's Alpha coefficient smaller than the alpha of the variable. Thus, the scales in the study are statistically significant and meet the required reliability factors. To conclude, these scales have achieved quite good results in terms of the level of rigor, well meeting the required requirements.

4.2 EFA exploratory factor analysis

Table 3: Results of EFA exploratory factor analysis

	Factor					
	1	**2**	**3**	**4**	**5**	**6**
UT2	0.825					
UT1	0.809					
UT3	0.809					
CL2		0.834				
CL3		0.800				
CL1		0.776				
GC1			0.769			
GC2			0.752			
GC3			0.718			
GC4			0.632			
KM2				0.807		
KM3				0.750		
KM1				0.675		
CQ3					0.799	
CQ2					0.726	
CQ1					0.717	
GT1						0.779
GT3						0.756
GT2						0.593
KMO				0.724		
P-value				.000		
Total variance explained				64.756		

(*Source:* Results of data processing using SPSS)

The results of the EFA analysis on the observational variables of the Rotated Component Matrix showed that the factor load coefficient of each variable meets the criteria when the factor analysis, the factor loading factor of each observed variable is 0.5. And the factors are five factors, and each factor meets the requirements when analyzing the linear model. At the same time, Bartlett assumes that the variables in the matrix are interrelated (Significance level = 0.000 <0.05) With the KMO coefficient = 0.724 (> 0.5) it determines 64.756% of the data variability.

4.3 Regression analysis

Table 4: Results of regression model analysis

Model		Unstandardized coefficients		Standardized coefficient Beta	t	Sig.	Collinearity Statistics	
		B	**Std. Error**				**Tolerance**	**VIF**
1	Constantly	-0.889	0.341		-2.605	0.010		
	CQ	0.122	0.060	0.109	2.038	0.043	0.867	1.153
	GC	0.136	0.060	0.118	2.256	0.025	0.908	1.101
	TD	0.294	0.059	0.280	5.023	0.000	0.800	1.251
	GT	0.176	0.067	0.145	2.606	0.010	0.804	1.244
	UT	0.324	0.053	0.333	6.064	0.000	0.824	1.213
	KM	0.177	0.059	0.174	2.999	0.003	0.741	1.350

(*Source*: Results of research data analysis)

Regarding the fit level of the model, the R^2 value is 0.520; This shows that the level of explanation of this model is 52%, or in other words, 6 independent variables explain 52%, the variation of the dependent variable YD. Sig. value in the ANOVA table is 0.000 (less than 0.05) showing that the regression model is suitable for the data set. Regarding the significance level of the factors, the results of multiple regression analysis show that all 6 independent variables have Sig. values < 0.05, so all 5 are statistically significant, the normalized Beta value can be used to consider their impact on the dependent variable YD. To check for multicollinearity, the VIF coefficients of the independent variables are all less than 10, so the assumption of multicollinearity is not violated.
Standardized linear regression model:

$$YD = -0.889 + 0.122.CQ + 0.136.GC + 0.294.TD + 0.176.GT + 0.324.UT + 0.177.KM$$

According to the standardized regression equation, the brand reputation factor (UT) is the factor that has the strongest impact on the intention to use travel services at travel companies. Next are the factors: attitude; promotion; added service value; price; and subjective standards.

5. Recommendations and Solutions
5.1 Recommendations
State agencies need to create favorable conditions for travel companies to quickly approach state departments, agencies, and local businesses to create a good impression in the hearts of customers in the areas where the company wants to operate.

On the part of the travel companies themselves: it is necessary to implement well the strategies that have been laid out, to continue to expand the market operating in the provinces, cities in the country to ensure the satisfaction of the needs of customers. Additional professional training is needed for Sales, Marketing staff, and regular recruitment to strengthen the team of specialized staff in areas such as: Marketing; customer support consultants; development, exploitation, market expansion staff; business sales personnel, products, etc. To be able to study customer needs and create products that customers really care about and want.

5.2 Solutions
5.2.1 Solution for "Brand reputation"
We need to consolidate our existing quality to maintain the company's existing brand reputation: The company can send gifts, products with logo prints, customer-friendly programs, and target customers who have used the service more than twice to help them satisfy and increase their loyalty to coming back to use the company's services more often. Besides, you need to send a question to the customer after using the service or send a birthday greeting in a regular or branded message.
Brand positioning in the market: Develop brand awareness by taping banners, printing logos on company publications along with dropouts, and developing brands in digital markets such as website design and development, highly interactive platforms like Facebook, Instagram, etc. Develop a website by changing its shape to make it more eye-catching, creating events, and adding links that lead from another website to the company's website. Regularly update

and disseminate information to customers, help customers capture information, as well as facilitate for customers to contribute, feedback creates interaction between customers and the company. Fault search engine optimization (SEO) will help bring customers to a higher company's website. Development of the company name, logo, and slogan in order to allow customers to identify the brand through the name, image, logo, and slogan. It's a powerful tool for brand promotion.

5.2.2 Solution for "Promotion"
The "Promotion" factor is an aspect that travel agencies need to keep in mind. However, the limitation of the promotion program at most companies is flexibility. The programs, although varied in quantity, are not designed to suit different customer groups, so there is not much choice for customers. Therefore, the travel agency must strengthen its frequency and value of promotions to suit different customer groups.
In addition, the companies should open more ballistic tours with flexible departure times from April to the end of October. In this case, the tour price is economical, but the quality of the service is fully guaranteed, built on the strategy of product promotion, the price support of air units, restaurants, hotel accommodation services. This will compete with many travel companies in the market, in order to attract potential customers to choose their brand to experience the service, in addition to being able to maintain the loyalty of existing customers at the company. Additionally, there is a need for separate promotional programs for loyal customers for groups using the service twice or more.
The company can implement promotions in months that are less consumed to stimulate customer purchasing intentions. Choosing a reasonable form of promotion is the requirement to learn to find out what kind of promotion customers prefer and how the promotion activities of competitors.

5.2.3 Solution for "value-added services"
Travel companies need to widely propagate and promote the benefits of value-added service packages to all customers. Invest and focus on building value-added service packages with many functions to diversify products.
Improve customer responsiveness in terms of usage requirements, saving maximum time. All travel agencies have the same travel services, so these facilities will become a competitive advantage. Then the travel company that promotes a variety of value-added utility packages will increase the choice of customers.

5.2.4 Solution for "Price"
To be able to do better business, travel companies need to pay more attention to price issues, keep up to date with market volatility and competitors in order to adjust prices to better suit customers' needs, and create profitability for the company.
Increase the discount to boost the customer's purchase intention. The specific increase depends on each customer group. Discovering the discount levels of competing products is also very difficult, so it requires the accounting department of the company to focus on carrying out accurate and detailed calculations of cost-related factors to suggest the appropriate discount rates periodically, possibly based on seasonality, boosting demand during low seasons.

5.2.5 Other solutions

Employee attitudes: this is quite an important factor because, in the service business sector, employees are the ones who have direct access to customers and greatly influence their thinking. The employee's attitude should be courteous, considerate, and thoughtful, making customers appreciate the company's service quality and thereby motivating them to intend to use the services the company provides. Therefore, companies should organize many training courses on qualifications, skills, and especially soft skills for employees.

Payment methods: Companies should diversify their payment methods because in fact, the company's traditional payment form is causing some disadvantages for customers. Therefore, the company needs to add some new forms of payment such as: payment by credit card, payment by bank transfer, payment via the internet.
Improve conditions for exchanging and collecting information between departments and divisions of the company to resolve customer complaints quickly, clearly, and promptly, ensuring customers' service usage processes. The goods go smoothly and throughout.

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