

Article Title

Factors affecting customers' intention to use of location-based services (LBS) in the lodging industry

Citation

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Abstract

Purpose

The purpose of this study is to investigate the determinants of customers' intentions to use location-based services (LBS) offered by a hotel. The study examined whether hotel customers' coupon proneness, trust, privacy concerns and familiarity with LBS are significant determinants of their intentions to use LBS.

Design/methodology/approach

An online survey using a scenario-based narrative was administered to collect data from participants who have smartphones and have stayed at a full-service hotel within the previous 12 months. A research model tested data collected from 402 hotel customers, using confirmatory factor analysis and structural equation modeling.

Findings

Three proposed determinants (i.e. familiarity, coupon proneness and trust) positively influenced customers' intentions to use LBS. Out of the four dimensions of privacy concerns (concerns of collection, error, unauthorized secondary use and improper access), only concerns about data collection negatively influenced customers' intentions to use a hotel's LBS.

Originality/value

This study extends the literature on LBS adoption and other technology with privacy issues by modifying existing models and empirically testing it in the new context of hotels.

Conclusion

The research suggests that LBS service providers should acknowledge that the location awareness is the most influential attribution among variables that affects to user attitudes. Practitioners should know that developing technology to provide more accurate user location would lead to elevation of their reputation and user satisfaction. Secondly, developers should strive to find fun and entertaining factors in their LBS services such as location based games and location based SNS because those will create added value for users.