China's Hotel m-Bookers' Perceptions of their Booking Experiences

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Abstract : We assess the perceptions of China's hotel m-bookers using the E-SERVQUAL model and technology affordance assessment metrics. The data analysis provides insight into Chinese hotel m-bookers' perceptions of information quality items, system quality items, and functional quality items. Respondents' perceived value of such items is greatly enhanced via mini-program support and self-service innovation, which are predicted to be of increasing importance in the future. The findings of this study help close the gap between hotel operators' understanding and customers' perceptions. Our findings may also provide valuable insights into the functioning of China's hotel industry.