

The Intention To Use Chatbot For Hospitality And Tourism In Algeria



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Abstract

The hospitality sector is trying to take advantage of modern technologies. Chatbots are one of these technologies that hospitality organizations seek to use,

However, the intention of customers to deal with it and use it are still the subject of many studies.

Through this study, we try to explain the intention to use chatbot using the technology acceptance model, the hypotheses have been tested through structural equations with PLS.

The study was conducted on a sample of 75 individuals students of computer science at the University of Laghouat, Algeria, who has prior knowledge of chatbots.

The study concluded that the attitudes towards a chatbots are greatly affected by the perceived usefulness and that the intentions to use chatbots are affected by the attitudes directly and the perceived usefulness indirectly, and there is no significant effect of ease of use on the attitudes and the intention to use indirectly.

Keywords

chatbot ;
intention ;
attitude ;
hospitality ;
TAM.

الكلمات المفتاحية

شاتباتوت ؛
النية ؛
المواقف ؛
الضيافة ؛
نموذج قبول التكنولوجيا.

نية استعمال روبوتات المحادثة (الشاتباتوت) في قطاع الضيافة والسياحة بالجزائر ملخص

إن قطاع الضيافة كغيره من القطاعات يحاول الاستفادة من التقنيات الحديثة والتي يعتبر الشاتباتوت احدها، إلا أن نية العملاء للتعامل معه واستخدامه لا تزال موضوع العديد من الدراسات. من خلال هذه الدراسة نبحث عن دراسة النية لاستخدامه والعوامل المؤثرة عليه بالاعتماد على نموذج قبول التكنولوجيا، وقد تم اختبار الفرضيات من المعادلات الهيكلية ببرنامج smart-pls. أجريت الدراسة على عينة مكونة من 75 طالبا من طلاب قسم الاعلام الآلي بجامعة الأغواط وهذا نظرا لمعرفتهم المسبقة بالشاتباتوت. توصلت الدراسة إلى ان الاتجاهات والمواقف نحو الشاتباتوت تتأثر بشكل كبير بالفائدة المدركة وأن نوايا الاستخدام تتأثر بشكل مباشر بالاتجاهات وبشكل غير مباشر بالفائدة المدركة كما لا يوجد تأثير يذكر لسهولة الاستخدام على المواقف أو النوايا.

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I- Introduction :

In previous years, with the great development in technology and artificial intelligence, the tendency of institutions in all sectors to adopt them to improve their services and achieve a competitive advantage and position in the market, artificial intelligence has provided many technologies that have contributed significantly to the development of services, bringing the organisation closer to the customer and improving the image of the brand Chatbot and artificial intelligence transforming how companies communicate with customers (Kotler & al, Marketing 5.0: Technology for humanity, 2021) , such as chatbots and virtual reality technologies that have been widely used recently, especially with the conditions of Corona, and some researchers have considered that chatbot is the technology that will change the Customer service and moving it from the traditional level to a new level in various fields, Chatbots have been considered to be the next popular technology and its spread is considered unavoidable (Melian-Gonzalez & al, 2021) chatbots have become so common because they reduce service costs and can handle many customers (Adamopoulou & Moussiades, 2020), in the same time the hospitality sector is one of the sectors that it has sought to adopt.

Through our study, we will try to shed light on the acceptance of chatbot technology in the hospitality in Algeria as an essential tool for communication between customers and institutions in the hospitality sector as a sector that requires continuous and efficient communication, we noticed by looking at different studies there is a scientific gap in this field in Algeria, where there are no studies that dealt with this subject previously, so this research seeks to fill this gap in literatures .

Based mostly on TAM, the technology acceptance model is a real starting point to understand the intentions of individuals to accept and use a particular technology based on the variables most appropriate to the study population and the characteristics of the technology concerned with the study, which prompted us to use it as a basic model to understand the intentions of customers to use chatbots in the hospitality sector in Algeria.

The concern facing institutions always remains: **Will the chatbot be accepted by customers?** Acceptance and willingness of customers to use smart technology in hospitality has been the focus of many studies.

2- Literature review and hypotheses development

2-1 Chatbots

Chatbots, which are also called intelligent chatbots and virtual assistants, are modern tools based on artificial intelligence. It is a form of human-machine conversation based on natural language processing (Amalia & Suprayogi, 2019).

Also chatbots are software programs that have conversations in natural language with users through many platforms like websites, applications, and it acting as a virtual conversational agent mimicking human interactions (Nadarzynski & al, 2019) , A chatbot is a receptionist who can work 24 hours a day, 07 days a week to communicate with many customers at the same time (Ivanov & Webster, Economic fundamentals of the use of robots, artificial intelligence, and service automation in travel, tourism, and hospitality, 2019).

Chatbots already take a significant share of the communication between companies and their customers not only for provision of basic information about offers, but for actual sales and customer support as well (Ivanov & Webstr, 2019) , so chatbot is a smart system based on artificial intelligence technology, machine learning and natural language processing. Its main goal is to conduct a conversation with users that resembles and simulates a human conversation.

and over the years, chatbots have undergone significant evolution and advancement with the evolution in artificial intelligence.

Among the main advantages of adoption chatbots, (Toader & al, 2020) mentioned that chatbot can enhance employee productivity and their ability to manage client queries, and provide customers with unique experience and 24/7 access to information.

These benefits can be used in many sectors, such as the hospitality, in which constant communication with customers is a key factor in achieving satisfaction and a competitive advantage , Since chatbots have proven themselves worthy of investment and have shown tremendous growth and market potential, their use in tourism industry increased accordingly.

Travel chatbots are designed to help fulfill those needs and requirements. Travel chatbots are enhancing travel experience as they guide tourists through each and every aspect of their trip, from booking to general travel advice (Zlatanov & Popesku, 2019).

The importance of chatbot in tourism and hospitality has been the subject of researchers, the adoption and use of chatbots (Flandrin & al, 2021) (Ukpabi, Aslam, & Karjaluoto, 2019) and artificial intelligence (Lukanova & Ilievra, 2019) (Gaafar, 2020) (Bulchand-Gidumal, 2022) (Ivanov & Webster, 2017) (Kaushik & al, 2015) in hospitality and tourism.

Studies of customer acceptance and intention to use chatbots (Dash & Bakshi, 2019) (Pillai & Sivathanu, 2020) (Rafiq & al, 2022) (Melian-Gonzalez & al, 2021) (Hassan, Koles, Zaman, & Paul, 2021) smart technology (Huang, Lan lan, Chia-Pin, & Joseph, 2019) (Chi, Gursay, & Chi, 2022) in hospitality and tourism, the development of chatbot technology (Adamopoulou & Moussiades, 2020) (Calvaresi & al, 2021), and its impact on customer service (Lasek & Jessa, 2013).

2-2 Technology acceptance model TAM

The technology acceptance model is one of the most widely adopted and used models in various studies related to the use of technology in many fields, and it is the model that mainly examines understanding and studying the determinants of individuals' use of technology or not.

The researchers considered that this model, with its various developments, is widely applicable to study the use of technology and its acceptance by combining the various variables that have been mentioned in the different models, which are commensurate with the type and importance of technology, as well as the type of society and its social and demographic characteristics.

The Technology Acceptance Model (TAM), which was developed by Davis (1989), the main idea of this model is that there are two beliefs, perceived usefulness and perceived ease-of-use, that have a direct and indirect (via attitudes) effect on the intention to use a new technology (Jamsek & Culiberg, 2020).

TAM model was based on the theory of reasoned action which posits that social behavior is motivated by an individual attitude which is design to predict information system use (Ajibade, 2018), the TAM is consists (Davis, Bagozzi, & Warshaw, 1989) of : attitude towards behavior, behavioral intention, actual system use, perceived usefulness and perceived ease of use (definition in table 01).

Table1. the definition of Tam variables

Variable	Definition
Behavioral Intention	An individual intends to act in a manner without guarantees to do so
Attitude Towards Behaviour	The extent to which a person thinks that acting the behavior is negative or positive
Perceived Usefulness	The extent to which an individual accepts that employing a certain application framework will raise his or her work performance
Perceived Ease of Use	Measures the level to which a person assumes that employing a system is easy

Source : (Davis, Bagozzi, & Warshaw, 1989)

TAM over the years has been one of the most used models to explain the adoption and use of many new technologies in various fields, such as smart hospitality (Liu, Henseler, & Liu, 2022), mobile application (Huang, Lan lan, Chia-Pin, & Joseph, 2019), social media (Jung, timothy, 2014), self-service technology (Kaushik & al, 2015), intranet (Park, Park, & Heo, 2018), virtual reality (Sagnier & al, 2020), chatbots (Dash & Bakshi, 2019) (Pillai & Sivathanu, 2020) (Rafiq & al, 2022) (Melian-Gonzalez & al, 2021) (Hassan, Koles, Zaman, & Paul, 2021) smart technology (Chi, Gursay, & Chi, 2022).

That model we use it in our study, the model includes four constructs with we detail it in the following paragraphs and be used in our model.

2-3 Perceived Ease of Use PEOU

PEOU is the extent to which a consumer believes that using a particular system would be easy and free of effort, may be inferred from the effort put into the process of using the technology to accomplish a task meaning Less effort would imply a higher value for the user and, therefore, a positive attitude toward the technology (Ju, Martin Martin, & Chocarro, 2022), and so it's effect in attitude towards a chatbot was researched widely (Kaushik & al, 2015) (Jung, timothy, 2014) (Kong & al, 2021) (Kim, Lee, & Law, 2008) (Davis, Bagozzi, & Warshaw, 1989), this leads to our first hypothesis:

H1: PEOU affects the Attitude towards a chatbot for hospitality.

Most studies widely (Kaushik & al, 2015) (Jung, timothy, 2014) (Kong & al, 2021) (Kim, Lee, & Law, 2008) based on basic TAM showed that PEOU directly affect PU, so we put the hypothesis:

H2: PEOU affects the PU .

2-4 Perceived usefulness PU

In TAM (Davis, Bagozzi, & Warshaw, 1989) PU have direct affect on attitude towards new technologies witch confirmed in (Kaushik & al, 2015) (Jung, timothy, 2014) (Kong & al, 2021) (Kim, Lee, & Law, 2008), this leads to our hypothesis:

H3: PU affects the Attitude towards a chatbot for hospitality

2-5 Attitude towards a chatbot:

Attitude is (Kaushik & al, 2015) psychological tendency that expressed by evaluating a particular entity with some degree of favor or disfavor, and have been widely known as a direct antecedent of the individuals intention to use technologies (Melian-Gonzalez & al, 2021), the studies (Melian-Gonzalez & al, 2021) (Kaushik & al, 2015) (Kong & al, 2021) have investigated the relationship between attitude and intention to use, for that we put hypothesis:

H4: Attitude towards a chatbot affects the intention to use chatbot in hospitality.

Also we investigate the indirectly affect of PU and PEOU on intention to use chatbot through attitude so we put indirect hypothesis:

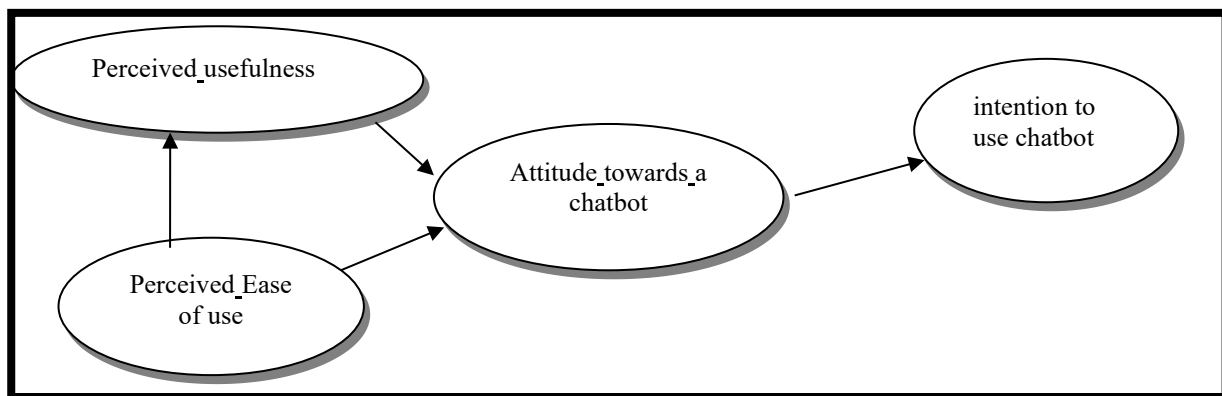
H5: PU indirectly affect intention to use chatbot with mediation of attitude towarde a chatbot.

H6: PEOU indirectly affect intention to use chatbot with mediation of attitude towarde a chatbot.

3- Development of a conceptual model

To understand the intention to use chatbot in hospitality and its antecedents, we offers a model (as shown in fig 1) based on the proposed hypotheses, in this model there is two antecedents of attitude towards chatbot as PU, PEOU, and PU, attitude and PEOU assumed to affect the intention to use chatbot in hospitality (directly and indirectly).

Fig 01: Conceptual model



4- Methodology

4-1-Measures

We measured the studied constructs using items adapted from previous studies as shown in table 2 . These items were measured on a 5- point Likert scale ranging from strongly disagree (1) to strongly agree (5).

We used three items to measure intention to use chatbot, four items to measure Attitude towards a chatbot, five items to measure Perceived usefulness, and four items to measure Perceived Ease of Use.

We also translate the original items and questions into Arabic, and then translated back into English.

Table 2 : Measures

Construct	code	item	Reference
Perceived usefulness	PU1	the use of chatbots is very useful	(Venkatesh & Davis, 1996) (Pillai & Sivathanu, 2020) (Melian-Gonzalez & al, 2021)
	PU2	The use of chatbots increases my efficiency in obtaining services	
	PU3	The use of chatbots contributes to preserving my time through immediate response	
	PU4	The use of chatbots contributes to getting the information I need quickly	
	PU5	Chatbots are helpful in answering my requests	
Perceived Ease of Use	PEOU 1	Using a chatbot is a clear and understandable process	(Venkatesh & Davis, 1996) (Pillai & Sivathanu, 2020) (Melian-Gonzalez & al, 2021)
	PEOU 2	I can learn to use chatbots quickly	
	PEOU 3	It is easy to use chatbots skillfully	
	PEOU 4	Using chatbots is a simple process	
Attitude towards a chatbot	ATT1	Using chatbots is a good idea	(Melian-Gonzalez & al, 2021) (Kaushik & al, 2015) (Pillai & Sivathanu, 2020)
	ATT2	Using chatbots is a smart idea	
	ATT3	It is comfortable to deal with chatbots	
	ATT4	I like to use chatbots	
intention to use chatbot	INT1	I intend to use chatbots in the future	(Rafiq & al, 2022) (Pillai & Sivathanu, 2020) (Hassan, Koles, Zaman, & Paul, 2021)
	INT2	If it is available, I prefer to use it instead of direct communication with service providers	
	INT3	I will recommend chatbots to my friends	

4-2-Sample and data gathering

Data were collected using a self- administered questionnaire distributed online from purposive sample of master students of computer science department, Laghouat university, Algeria (115 students), witch take vacation in previous 2 years, and also have knowledge about chatbot and artificial intelligence.

This sample is appropriate for our research because: The students already have seen chatbot and know it, the data were collected during Janvier 2023, and a total of 75 completed questionnaires were returned and used to test the research hypotheses, the demographic characteristics of the respondents showed in table 3.

Table 3 : Demographic characteristics of respondents (N = 75)

Characteristic	Category	Frequency	(%)
Gender	Male	27	36
	Female	48	64
Age	Less than 20 years	3	4
	20-30	67	89.3
	31-40	3	4
	41 or older	2	2.7

4-3-Data analysis

In order to analyze the proposed model and test the hypotheses, we used SPSS V 22 to do descriptive analyse and also the partial least squares technique (PLS-SEM) was used, with SMART-PLS v4 , Moreover PLS-SEM is the preferred and superior approach when estimating mediation(Sarstedt & al, 2020) .

5- Results

5-1-Descriptive analysis

This analyses conducted by SPSS V 28, the table 4 shown the results, note that in likert scale the scale lenth is 0.80 so :

- If the mean between 1-1.79 that mean that the interviewers are strongly disagree in average.
- If the mean between 1.80-2.59 that mean that the interviewers are disagree in average .
- If the mean between 2.60-3.39 that mean that the interviewers are neutral in average .
- If the mean between 3.40-4.19 that mean that the interviewers are agree in average .
- If the mean between 4.20-5 that mean that the interviewers are strongly agree in average .

Table 4 : Descriptive analysis

Contract	Items	Mean	Standard Deviation
Perceived usefulness	PEOU1	3,87	1,212
	PEOU2	3,80	1,208
	PEOU3	3,80	1,294
	PEOU4	3,84	1,284
Perceived Ease of Use	PU1	3,80	1,252
	PU2	3,88	1,273
	PU3	3,93	1,234
	PU4	3,97	1,305
	PU5	3,97	1,294
Attitude towards a chatbot	ATT1	3,84	1,242
	ATT2	3,85	1,216
	ATT3	3,91	1,221
	ATT4	3,88	1,273
intention to use chatbot	INT1	3,80	1,366
	INT2	3,80	1,325
	INT3	3,81	1,312

The data showed that the participants rated the chatbot perceived usefulness, perceived ease of use, attitude towards a chatbot, itention to use with an average between 3.80 and 3.97, so they agree with the items, this shows that participants generally find chatbot useful and think that is easy to use with positive opinion towards it witch explain the willingness to use chatbot in the future, however the standard deviation indicated some variation in the participants ratings implying that some participants agree more than others.

5-2 Evaluation of the measurement model

Its purpose to describe the relationship between latent variables and their items, to do that there are three steps that must be followed to evaluate a measurement model : Convergent Validity , Internal Consistency and Discriminant Validity.

5-2-1 convergent validity

The convergent validity (Hair & al, 2019) is the extent to which the construct converges in order to explain the variance of its items, We assessed it by measuring the outer loading as indicated in the table 5 all the item loads were greater than 0.7 witch fulfil the requirement , also the results indicates that all latent variables reached Average variance extracted witch exceeded 0.5(Hair & al, 2019), from that the variables and its items have high levels of convergent validity .

5-2-2 Internal consistency

Internal consistency was measured by composite reliability (CR), and cronbach's alpha , The results in Table 5 show that the CR and cronbach's alpha values were higher than the recommended value 0.70,witch indicating internal consistency(Hair & al, 2019) therefore, it is reliable for evaluating structural models and testing hypotheses.

5-2-3 Discriminant Validity

Is the extent to which a construct is empirically distinct from other constructs in the structural model (Hair & al, 2019), it was measured by the Fornell- Larcker criterion and cross- loadings, the results in Table 6 show that the square root The AVE of each construct exceeds the correlation with each other structure (Fornell & Larcker, 1981) also the results in Table 6 show that the elements have charges on their respective structures greater than They are cross-loaded with all other constructs, causing discriminatory validation.

Table 5 : Assesment of the mesurement model
(convergent validity, Internal consistency)

Contract	Items	Loading	Cronbach's alpha	CR	AVE
		> 0.70	> 0.70	>0.70	>0.50
Perceived Ease of Use			0,945	0,960	0,858
	PEOU1	0,937			
	PEOU2	0,924			
	PEOU3	0,922			
	PEOU4	0,922			
Perceived usefulness			0,958	0,967	0,855
	PU1	0,916			
	PU2	0,907			
	PU3	0,942			
	PU4	0,932			
	PU5	0,926			
Attitude towards a chatbot			0,950	0,964	0,869
	ATT1	0,936			
	ATT2	0,944			
	ATT3	0,920			
	ATT4	0,928			
intention to use chatbot			0,937	0,960	0,888
	INT1	0,927			
	INT2	0,945			
	INT3	0,955			

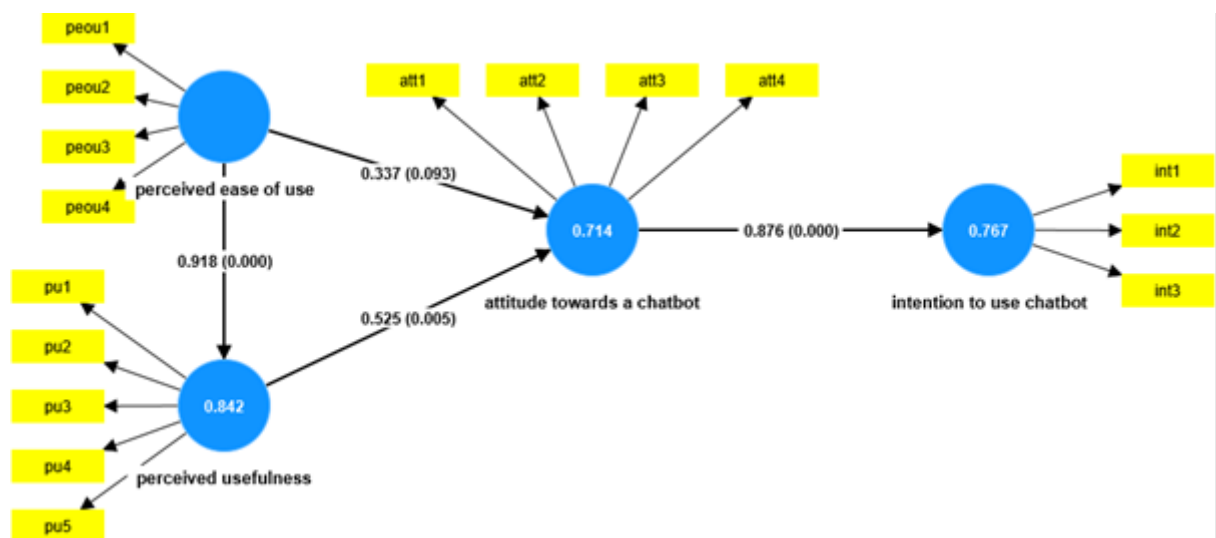
Table 6 : Assesment of discriminant Validity

Construct	ATT	INT	PEOU	PU
Fornell-lacker				
ATT	0,932			
INT	0,876	0,942		
PEOU	0,819	0,824	0,926	
PU	0,834	0,831	0,918	0,925
Cross Loading				
ATT1	0,936	0,817	0,764	0,805
ATT2	0,944	0,801	0,740	0,758
ATT3	0,920	0,774	0,749	0,763
ATT4	0,928	0,869	0,797	0,783
INT1	0,813	0,927	0,828	0,838
INT2	0,823	0,945	0,730	0,741
INT3	0,839	0,955	0,772	0,771
PEOU1	0,775	0,760	0,937	0,850
PEOU2	0,708	0,720	0,924	0,828
PEOU3	0,763	0,819	0,922	0,852
PEOU4	0,783	0,752	0,922	0,868
PU1	0,777	0,758	0,878	0,916
PU2	0,727	0,722	0,777	0,907
PU3	0,805	0,765	0,843	0,942
PU4	0,772	0,790	0,872	0,932
PU5	0,772	0,804	0,867	0,926

5-3 Evaluation of the structural model

This study uses 5,000 bootstrapping samples to test the structural model and results This is shown in Figure 2. The path coefficients represent the strength of The relationship between the dependent and independent variables and the R-squared value shows the amount of variance in the dependent variable that can be explained independent variable.

Fig 2 : Structural model



From Figure 2, we can see that the impact of perceived usefulness on attitude towards a chatbots is greater in comparison to perceived ease of use, the R-square value of intention to use chatbots was 76.7%, suggesting that 76.7% of the variance in intention to use chatbots could be explained by The entire model, and the R-square value of attitude towards a chatbots was 71.4%, suggesting that 71.4% of the variance in attitude towards a chatbots could be explained by perceived usefulness and perceived ease of use, also the perceived ease of use explains 84.2 % of the variance in perceived usefulness.

As shown in table 07 ,The f^2 effect size of relationship proneness of attitude towards a chatbot on intention to use chatbot was 3.285 , indicating a large effect size; the f^2 effect size of relationship proneness of perceived ease of use on attitude towards a chatbot was 0.062, indicating a small effect size; the f^2 effect size of relationship proneness of perceived ease of use on perceived usefulness was 5.337, indicating a large effect size; the f^2 effect size of perceived usefulness on attitude towards a chatbot was 0.152, indicating a medium effect size(Hair & al, 2019).

Another means to assess the PLS path model's predictive accuracy is by calculating the Q^2 value , The results in table 08 show that the Q^2 Predict values were higher than 0; As a rule of thumb (Hair & al, 2019), Q^2 values higher than 0, 0.25, and 0.5 depict small, medium, and large predictive relevance of the PLS-path model indicating a large predictive power.

Further, the findings in table 07 revealed that demonstrate that there is no significant influence of PEOU on intention ($\beta = 0.337$, $p > 0.05$) so the results not supporting Hypothesis 1, also there is significant strong positive influence of PEOU on PU ($\beta = 0.918$, $p < 0.05$) supporting hypothesis 2.

The PU showed a strong significant influence in attitude ($\beta = 0.525$, $p < 0.05$) supporting hypothesis 3, and attitude had significant influence on Intention to use chatbot ($\beta = 0.876$, $p < 0.05$) supporting hypothesis 4.

In indirect affects, we found that PU indirect influence on intention through attitude was significant ($\beta = 0.460$, $p < 0.05$) supporting hypothesis 5, and PEOU influence on intention through attitude not significant ($\beta = 0.295$, $p > 0.05$) so the results not supporting Hypothesis 6.

Table 7 : hypothesis test

N	Hypothesis path	F2	Path coefficient	t-value	p-value	Supported
01	PEOU -> ATT	0.062	0.337	1.681	0.093	N/Supported
02	PEOU -> PU	5.337	0.918	47.227	0.000	Supported
03	PU -> ATT	0.152	0.525	2.834	0.005	Supported
04	ATT -> INT	3.285	0.876	27.803	0.000	Supported
05	PU -> ATT -> INT	*	0.460	2.810	0.005	Supported
06	PEOU -> ATT -> INT	*	0.295	1.663	0.096	N/Supported

Table 8 : PLSpredict

Construct	Q^2 predict	Result
attitude towards a chatbot	0,663	large predictive power
intention to use chatbot	0,665	large predictive power
perceived usefulness	0,843	large predictive power

6- Discussion and implications:

In this study we investigate consumer's intention to use chatbot in hospitality in future, through simple of students, we were interested spatially in exploring the relationship between perceived ease of use and perceived usefulness, and their influence on attitude towards a chatbot, and also the attitude impact on intention as direct and indirect antecedent, these variables were originally put by (Davis, Bagozzi, & Warshaw, 1989) and were highlighted in previous researches (Dash & Bakshi, 2019)(Rafiq & al, 2022)(Chi, Gursay, & Chi, 2022)(Hassan, Koles, Zaman, & Paul, 2021)(Melian-Gonzalez & al, 2021)(Rafiq & al, 2022).

In terms of perceived ease of use and its effect on perceived usefulness, our results showed significant influence consisted with (Kaushik & al, 2015)(Jung, timothy, 2014) (Liu, Henseler, & Liu, 2022) , And results showed that PEOU has not be as important in forming intention to use chatbot , users will still value perceived ease of use in forming perceptions about usefulness (Venkatesh & Bala, 2008).

PU considered as key for chatbot usage intention directly and directly , as some of the previos studies conifirm directly effect (Pillai & Sivathanu, 2020)(Melian-Gonzalez & al, 2021) , and our study confirmed the indirect effect through attitude as chatbot makes the connection with hospitality institution helpful, solve problems, give information quickly so that's formulate positive attitude consisted with (Jung, timothy, 2014)(Davis, Bagozzi, & Warshaw, 1989)(Kaushik & al, 2015) .

On the other hand, attitude towards a chatbot considered as mean key to explain intention to use a chatbot (Davis, Bagozzi, & Warshaw, 1989)(Venkatesh & Davis, 1996)(Venkatesh & Bala, 2008) (Melian-Gonzalez & al, 2021), in our study the results support that attitude explain intention to use chatbot in hospitality because when individual's have positive attitude about some technology will tend to use it if available in future, that's mean that institution in that sector must work on making the consumer's think positively about chatbot before adopt it.

Lastly, attitude towards a chatbot confirmed in our study as direct antecedent of Intention to use chatbot, and indirectly through PU, but the relationship between PEOU and attitude and intention to use was not confirmed with it seems logical for the concept of chatbot is very easy to use and simple to all user's so there is no concerns about learning it.

Theoretical implications

This study confirms the role of TAM model to explain the intention to use chatbot in hospitality with highlighting on direct and indirect affect of all variables in model, also that this study is the first in our knowledge to explore intention to use chatbot in Algerian hospitality sector.

The model provides the predictors of intention to use chatbot which are attitude towards a chatbot (directly and indirectly effect), PEOU, PU, it found that PEOU is not significant predictor, but has influence on PU which is considered as key predictor to attitude and intention to use, from that we can say that the model we proposed has good explaining power to intention with the need to add more variables in future studies.

By developing and examining this model, this study responds to the need of more studies on AI technology and chatbot in hospitality in Algeria.

Managerial implications

This study provides insights for managers in the sector by explaining the factors influencing the consumer's intention to use chatbot in hospitality in the future, the consumer's use chatbot because they expect that it will be useful and have some benefits for answering their queries in any time any day, that expectation develops positive attitude towards a chatbot which eventually encourages the consumer's to use chatbot.

In our perspective managers must make chatbot more easy and programmed with customization to meet consumer's expectation and needs to make positive attitude and in Algerian sector where chatbot is still new technology they must do more effort to strengthen the image of chatbot as communication tool very easy and useful.

Limitations and future research

This study has significant limitation because of the scope of it is limited to the intention to use chatbot in hospitality in the hospitality sector without examining the actual use of chatbot, so the future studies should examine the model on addition of actual use of chatbot or continued intention of using, also we use the main variables of TAM without extended variables cited in other studies.

Our study has geographic constraints in Algerian hospitality sector, future research can use the model to explain and compare the intention to use chatbot in other nations and other sectors.

7- Conclusion:

This study investigated the antecedents of consumer's intention to use chatbot in hospitality, results show that consumer attitude towards a chatbot has positive and significant impact on intention to use chatbot in hospitality.

Furthermore PU WAS a positively correlated with attitude towards a chatbot and attitude mediated the relationship between PU and intention to use chatbot, and it was also that PEOU was not found to be a significant predictor and that's understandable.

8- References:

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