

## Abstract

This study aims to investigate the determinants of online reservation acceptance in the four star hotels in the area of Amman. It examines the various factors that influence hotel guests to use online reservation systems, such as performance expectancy, effort expectancy, social influence, perceived risk and facilitating conditions.

To achieve the aim of this study, a questionnaire has been developed to collect primary data for 500 hotel guests in the area of Amman. The survey yielded 450 usable questionnaires, with 92% gross response rate. Multiple regression analyses was used to test the hypotheses. The statistical program SPSS version 18 was used to analyze the data collected in the questionnaire. The results of the current research showed that performance expectancy, effort expectancy, social influence and perceived risk have a significant effect on behavior intention to use online reservation system. In addition, facilitating conditions have a significant effect on actual use of online reservation. Finally, the theories provided future research suggestions.

**Keywords:** Online Reservation, Technology Acceptance, Jordanian Four Stars Hotels, UTAUT, Jordan.