

# DETERMINATION OF CONSUMER ATTITUDES AND INTENTIONS IN USING ONLINE TRAVEL AGENCIES

**Fakhri Kemal Pambudi**

*Statistics, Universitas Islam Indonesia, Yogyakarta*

*Author's email: fakhrikemal@gmail.com*

**Abstract.** *This study aims to explain the effect of perceived ease of use on consumer attitudes and intentions using Online Travel Agencies. The population in this study is all Indonesian people and by using a sample of 220 respondents who were collected using a non-random sampling purposive sampling technique, namely people who are accustomed to using internet media and have the potential to travel. The data were analyzed using the Structural Equation Model (SEM) approach. This study concludes that there is a significant effect between perceived ease of use on attitudes and perceptions of benefits, perceptions of benefits and attitudes towards intention, the absence of an effect of perceived usefulness on intention, and the indirect effect of perceived ease of use on intention with attitudes and perceived usefulness as mediating variables.*

**Keywords:** *OTA, TAM, perceived Ease of use, behavioral intentions*

## 1. INTRODUCTION

The use of technology has entered into the life of modern society in various fields of work or activity. In addition, fast-moving technological developments also cause the technology to be used by all parties because it is easier to get the technology (Granic & Marangunic, 2019). The development of this technology will never stop and will always bring up something new. This is because people are used to using technology and gradually the technology becomes a necessity. This causes the emergence of individual intention in the use of technology that is believed to provide benefits or a positive impact on what they do (Shaw & Kesharwani, 2018; Andoh, 2018). Technological developments cause the use of technology to become an important thing to be applied to a company because investment in information technology development can enable companies to achieve revenue growth and cost savings (Kauffman & Walden, 2001). Therefore, many companies adopt technology in their business activities which are then used as their core business. The increasing competition in the technology sector itself has emphasized the need for these skills for companies seeking to keep up with their competitors (Lopez et al, 2019). With the continued development of a technology, it can affect the activities of individuals and communities in using a company's services. This relates to consumer information and their ordering behavior has changed dramatically since online services and ordering were introduced (Lohmann & Schmucker, 2009). Due to the shift in the use of services by consumers, many companies are finally reshaping their business models. One of the new business models formed is in the tourism sector. Online travel agencies are an alternative in service delivery because this system runs through an application and a web that can be accessed anywhere and anytime that allows consumers to search for and buy travel products from providers, with commissions charged on transactions completed through intermediaries. Almost every year there are new players that appear offering their respective advantages and also a more advanced system that makes it easier for visitors. This is inseparable from the growing need for entertainment in modern society.

In several previous research studies, there are differences in findings that are related to individual intention in using a technology based on the Theory of Acceptance Model. Research conducted by Shyu & Huang (2011) and Martin (2013) explains that the perceived Ease of use does not directly affect consumer attitudes towards a technology. This is contrary to research conducted by Yang & Su (2017) and Kaushik (2015) where they explain that there is a significant effect of perceived ease of use on consumer attitudes towards a technology. In addition, research conducted by Tahar et al (2020) shows that there is no effect of perceived usefulness on individual intention in using a technology. This is contrary to Lee's (2018) research which results in a significant influence between perceived usefulness and intention. Based on this research gap, it encourages researchers to conduct this research and the results obtained are expected to contribute to science and become a reference material for further research, especially those related to the TAM theory (Technology Acceptance Model) as well as input for online travel agencies. to formulate a marketing strategy policy for the future.

## **2. LITERATURE REVIEW**

### **2.1. Perceived Ease Of Use**

Perceived ease of use is defined as the extent to which a person believes that using technology will reduce hard work and effort and gain ease of use (Davis et al, 1989). That is, if someone believes that the information system is easy to use then he will use it. On the other hand, if a person believes that the system is not easy to use then he will not use it. In addition, ease can also be interpreted as no difficulty or no need for hard work in implementing a technology (Joo & Choi, 2015). The ease of operating a system or technology at an online travel agent is believed to be one of the causes of an individual willing to try to use it in carrying out their activities.

### **2.2. Perceived Usefulness**

A technology can be accepted by the community because there is a sense of belief that the technology used is able to provide benefits or added value for its work. Davis et al (1989) explain that perceived usefulness can be interpreted as a benchmark to describe how much someone believes that adopting a technology can improve their performance in doing their work. In relation to the use of online travel agencies, individuals will try to first analyze whether the technology is useful and what benefits will be gotten (Zhu *et al*, 2012).

### **2.3 Attitude Toward Using Technology**

Individual attitudes will emerge after estimating the amount of ease of use and benefits that can be obtained from using technology. Noel (2009) states that attitude is an evaluation of an object. Ajzen and Madden (1986) explain that a person's attitude, or feelings, has a relationship with a behavior. When someone takes an action and they feel that it will produce good or positive things from the action, the person's attitude will tend to be positive and support the action. On the other hand, if someone considers an action to be negative, their attitude will tend to be negative and disagree with the action.

### **2.4. Behavioral Intention to Use**

Ajzen and Madden (1986) describe intention as a condition in a person which is their own subjective view that includes a person's relationship with an action. Behavioral intention can also be interpreted as an individual level related to actions that will be carried out consciously at a certain time. Based on this, intention is considered to include motivational factors that influence behavior, which indicate the way people tend to try, and their level of effort in engaging in behavior (Ajzen, 1991; Ruiz et al., 2009). In relation to TAM theory, intention (behavioral intention to use) can also be interpreted as a person's tendency to use a technology (Davis, 1989). intention is a reflection of a person's willingness to try to use a technology.

### **Hypothesis Development**

### **Perceived Ease of Use and Perceived Usefulness**

Adams et al (1992) stated that if a person's frequency of using a technology is high, it is believed that the technology contains an element of ease of use, whether it is easy to understand and easy to use or operate. Based on this, the perceived ease of use can be an important factor that encourages someone to adopt a technology. The research conducted by Liao *et al* (2007), Kaushik *et al* (2015) and Yoon (2016) explained that the perceived ease of use has an influence on the perception of consumer usefulness. Online travel agencies provide an information system where one can use the application easily and without having to take a long time to learn it. The system they build is also constantly evolving, this is done so that individuals who use the application are more comfortable and practical in using it. Based on this description, the researchers proposed the following hypothesis:

H1: perceived ease of use affects the perceived usefulness of online travel agencies

### **Perceived Ease of Use and Attitude Toward using Technology**

Davis *et al.* (1989) define attitude toward behavior as positive or negative emotions or feelings, likes/dislikes, agrees/disagrees that a person feels when doing an action that will be chosen or carried out. When someone takes an action and the individual feels that it will produce good or positive things from the action, the person's attitude will tend to be positive and support the action and vice versa. When an online travel agency makes it easy for individuals when using it, it can foster a positive attitude in individuals towards the use of technology because individuals believe they can master and operate it well. This is supported by Kim & Qu (2014), Zhu *et al* (2012) and Renny & Siringoringo (2013) who explained that perceived ease of use can have an impact on consumer attitudes in using technology. By using a system that allows individuals to quickly master online travel agency technology, it is hoped that it will foster a positive attitude towards consumers. In this regard, the researcher proposes a hypothesis

H2: perceived Ease of use of use affects the attitude toward using online travel agencies

### **Perceived Usefulness and Attitude Toward using Technology**

Perceived usefulness is defined as the extent to which a person believes that using a particular technology will improve his or her job performance. The higher the perceived usefulness of using a system or technology, the more positive the attitude towards the use of the technology (Davis et al, 1989). perceived usefulness describe how much a person's perception of using a technology will maximize their work, such as making the job faster and easier so that it can reduce the user's physical and mental effort in doing their work (Wallace & Steven, 2014). Research conducted by Phonthanukitithaworn *et al* (2016) and Kim (2012) explained that perceived usefulness affects consumer attitudes in using technology in relation to online transactions. This shows that consumers can fulfill their needs online, giving rise to the assumption that the application is useful. Based on this description, the researcher proposes the following hypothesis:

H3: perceived usefulness have an influence on attitudes in using online travel agencies

### **Perceived Usefulness and Behavioral Intention to Use**

Intention is a reaction or action that appears in a person after receiving a stimulus or encouragement from an item or service he sees and an intention arises to try the item which can then lead to a desire to buy and own the item (Kotler, 2012). A person's intention in the use of a technology can be based on the perceived usefulness of the technology (Fadare, 2015). Research conducted by Carla *et al* (2009), Kim *et al* (2010) also Lee (2018) showed the effect of perceived usefulness on consumer intentions in using technology in carrying out their activities. With the benefits provided by online travel agencies, it can encourage consumer intention to

use the application. Based on this description, the researcher proposes the following hypothesis:

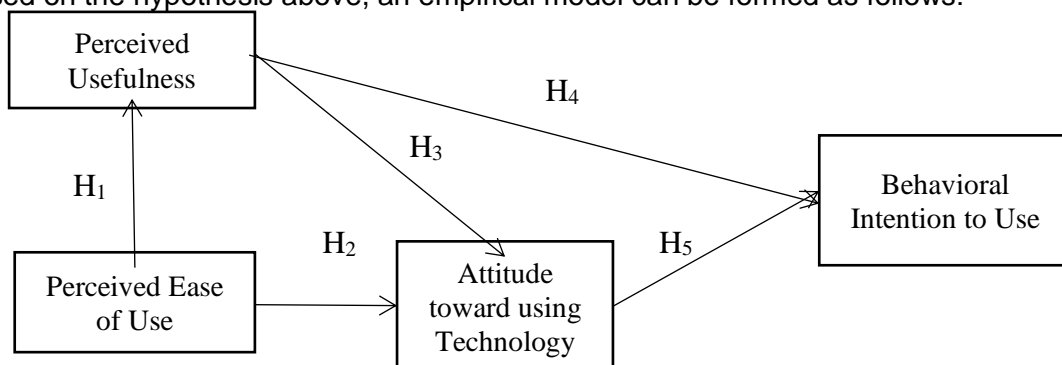
H4: perceived usefulness have an influence on behavioral Intention to use online travel agencies

#### **Attitude Toward Using Technology and Behavioral Intention to Use**

Attitude in relation to TAM can be interpreted as a reflection of one's feelings in the use of a technology in the form of acceptance or rejection that arises when someone uses a technology in doing their work (Fishbein and Ajzen, 1975). A person forms an attitude about an object on what basis he forms an attitude about a particular object. And from this attitude which will then encourage individuals to determine their intention in an object. Research conducted by Hu et al (2019), Akturan & Tezcan (2012) and Athiyaman (2002) showed that user's attitudes have an influence on intention in the application of technology services. Online travel agencies companies provide consumer experiences both in terms of ease of use and usability so that they can create a good attitude in the minds of consumers and this also has an impact on consumer intention in using these services. Based on this, the researcher proposes the following hypothesis:

H5: Attitude has an influence on intention in using online travel agencies

Based on the hypothesis above, an empirical model can be formed as follows:



**Figure 1.** Empirical Model Framework

### **3. METHODOLOGY**

The population in this study are Indonesian citizens who are accustomed to using internet media and have the potential to travel and the sampling method used is *convenience sampling* method. Minimum sample size in this study refers to the statement by Hair et al., (2010) that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire and then obtained a sample of 220 respondents. The method used by researchers to collect data is by using a survey method using Google Form. While the tool used is a questionnaire. The measurement scale used in this study is a Likert scale with a total of 5 levels, where 5 indicates strongly agree and 1 indicates strongly disagree. The validity of this questionnaire was tested using validity and reliability tests. The validity of the questionnaire was tested using the product moment correlation value which is calculated using the SPSS program. The method used to test the reliability in this research is through the value of Cronbach's alpha. If the value of Cronbach's alpha > 0.6, it can be said that the construct of the question or statement meets the reliable element. (Ghozali, 2013)

## 4. RESULT & DISCUSSION

### 4.1 Result

The analysis used is SEM (Structural Equation Model) with AMOS tool. After testing the normality evaluation, outliers and confirmatory factor analysis, the results of hypothesis testing are as follows:

**Table 1.** Hypothesing testing results

variabel	koefisien Standardized	sig	result
perceived ease of use -> perceived usefulness	0.712	0.000	H <sub>1</sub> accepted
perceived ease of use -> attitude	0.737	0.000	H <sub>2</sub> accepted
perceived usefulness -> attitude	0.001	0.995	H <sub>3</sub> rejected
perceived usefulness -> Intention	0.571	0.000	H <sub>4</sub> accepted
attitude -> Intention	0.597	0.000	H <sub>5</sub> accepted

Based on the hypothesis testing table 1, the sig values of H<sub>1</sub>, H<sub>2</sub>, H<sub>4</sub>, and H<sub>5</sub> are 0.000 and by using the significant level  $\alpha = 5\%$  can be concluded that  $sig < \alpha$ . It means that the four hypotheses is accepted. This shows the meaning of a positive and significant influence between independent variabel and dependent variable, which means that if the independent variable is getting better or increasing, the dependent variable will increase. But different result are shown by H<sub>3</sub>. it has sig values = 0.995 and it is greater than  $\alpha = 5\%$ . it means that this hypotheses is rejected. This shows that there is a positive but not significant effect between perceived usefulness and attitudes, which means that if the perceived usefulness contained in online travel agencies is getting better or increasing, this will not affect individual attitudes towards these online travel agencies.

After analyzing the direct effect, then the Sobel test was carried out to determine whether there was an indirect effect between the perceived ease of use of the intention variable through the perceived usefulness and attitude variables. The result is shown in table 2.

**Table 2.** Sobel's test results

Dependent variable	Intervening variable	T value	result	Indirect effect
perceived ease of use	perceived usefulness	3.18	mediate	0.847
	Attitude	3.51	mediate	

Based on table 2, it can be seen that both perceived usefulness and attitude can mediate the effect of perceived ease of use on behavioral intention in using technology. This is evidenced by the t value from those mediating variable is greater than the value of  $Z = 1.96$ . It can be explained that the easier a technology is to operate, it will indirectly have a positive impact or increase on individual intention in using online travel agencies through perceived usefulness and attitude toward using technology.

### 4.2 Discussion

The perception of the ease of using a technology, especially on online travel agencies, has been proven to increase the perceived of individual usefulness for these services. Because this is self-service oriented so ease of use is an important factor that companies must apply to the system. This is important so that individuals who have never used online travel agencies can easily learn and understand how to operate the system. With the ease of use obtained, the individual will feel the benefits

received and felt when using online travel agencies. This is supported by previous research conducted by Pipitwanichakarn & Wongtada (2020) and Zhou (2011).

Perceived Ease of use is proven to have an influence on individual attitudes towards online travel agencies. The ease of use provided by a system on online travel agencies to individuals who use it will support the creation of a favorable or positive attitude towards the use of an individual's mind as a means of meeting tourism or travel needs. In addition to individuals who have a high level of internet use in supporting their activities, online travel agencies also focus on individuals with moderate or low levels of internet use so that ease of use is an important factor in the creation and development of an online travel agencies system which can ultimately lead to positive individual attitudes. that. Based on this, by providing ease of use in accessing online travel agencies, it will create feelings of pleasure or comfort in individuals who use the technology. This is in accordance with previous research conducted by Kashive et al (2020) and Chen et al (2016).

Perceived usefulness have no influence in shaping individual attitudes towards online travel agencies. This shows that although the individual knows the benefits of the technology, it does not make the individual have a positive attitude or intention in using it. This can happen due to various factors, for example, the benefits offered by online travel agencies are high or many, but not all of the benefits can be felt by consumers, giving rise to a sense of dissatisfaction in the minds of consumers due to the gap between the conditions that should be felt and the actual conditions. Apart from these factors, there are many other factors, such as the high benefits that individuals receive when using offline travel agencies when compared to online travel agencies, which causes individuals to lack intention in online travel agencies. This is in accordance with previous research conducted by Kashive et al (2020).

Perceived usefulness have an influence on the formation of individual intention in using online travel agencies. This shows that if an online travel agency has many positive benefits for individuals, the individual will tend to be intentioned in using it. This is inseparable from individual understanding which means that a technology can provide various benefits such as functional benefits, economic benefits and emotional benefits because users also prioritize the function of the application when adopting it. For example, by using an online travel agent, individuals can carry out activities in in the tourism sector such as ordering a ticket or hotel reservation online. This of course can minimize the time and costs that must be incurred by individuals when compared to individuals who do not use them. This is in accordance with previous research conducted by Stocchi *et al* (2019) and Fazil *et al* (2016).

Attitudes are proven to be able to influence individual intention in using online travel agencies. This shows that if an individual has accepted or thinks well of an online travel agency, there will be intention in that individual to use it. Positive attitudes felt by individuals such as easy to use, useful, safe and so on will lead to a tendency to use online travel agencies as a means used in their travel-related activities. Individuals before deciding to use a product will make an assessment first according to what is needed and whether the product is able to meet these needs. This will then lead the individual to an attitude that appears which can be a sense of acceptance or rejection of a product based on his needs. This is in accordance with previous research conducted by Yang and Su (2017) and Samar et al (2017).

The results obtained from this study are the influence of perceived ease of use on individual intention to use online travel agencies through perceived usefulness. This shows that when individuals find it easy to use online travel agencies, it allows them to complete work or travel-related activities more effectively and efficiently as a whole due to the ease of use, both in terms of use and in terms of learning, the use of this technology will generate interest in learning. use online travel agencies This is in accordance with previous research conducted by Chen & Aklikokou (2019) and Calisir & Calisir (2006).

The results obtained from this study are the influence of perceived ease of use on individual intention in online travel agencies through attitudes. This shows that when a positive attitude arises due to the ease of use as well as clear and easy-to-understand information in the learning process, it will increase individual intention in using online travel agencies. This is similar to the results of research by Charles (2018) and Istiarni and Hadipajitno (2014).

## 5. CONCLUSION

Perceived Ease of use is proven to be a factor that influences perceptions of benefits and one's attitude towards online travel agencies. This shows that technological systems that prioritize ease of use and in the learning process can increase perceptions of benefits and positive attitudes. Perceived usefulness have been shown to have an influence on individual intention in using online travel agencies. This shows that if individuals feel that the benefits they will get are high, then their intention in using online travel agencies will be higher. Perceived usefulness is proven not to be a factor that can affect someone's attitude toward using online travel agencies. Attitude is proven to be a factor that influences behavioral intentions using online travel agencies. Perceived usefulness and attitudes can mediate the effect of perceived ease of use on individual intention in the use of online travel agencies. This shows that the easier it is for online travel agencies to operate, the more it will indirectly affect individual intentions.

Based on some of the findings in this study, companies can determine several steps they can take to improve their business performance. First, companies continues to update the existing system in the application so that it becomes easier to use for its users. Second, The company implements a marketing strategy that illustrates that there are various benefits that will be obtained from using an online travel agent. third, companies must continue to innovate with regard to the benefits that will be obtained by their actual and potential customers. lastly, online travel agents can also conduct research on consumers, for example, such as products that must be added to the appearance of the site or application so that it can attract consumers. Due to the limitations of the researcher, for further research, the number of samples used can be increased. the addition of other variables that are still related to interests such as online travel agent reputation, website appearance, marketing mix concepts (prices, promotions) and others can be done so as to be able to get more in-depth information. In addition, data collection was accompanied by direct interviews with respondents.

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