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Continuance Intention to Use Online Travel Agent Applications in Post-Pandemic in Indonesia: Technology Acceptance Model Theory

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Abstract

This study aims to investigate the factors that influence travelers' intentions to continue using Online Travel Agents (OTA) applications in the post-pandemic era, using the technology acceptance model as a framework. This study used the quantitative method to evaluate the data obtained. In total, 240 users of the Online Travel Agents application in Indonesia have been analyzed with Structural Equation Modeling Smart Partial Least Square 3.2.9 for measurement and structural model analysis. The results found that perceived ease of use and perceived usefulness have an influence on trust in using OTA applications and trust influences the continuance intention in using OTA applications in post-pandemic. Understanding the evolution of online travel agent applications in the era following the pandemic is crucial for policymakers and stakeholders in the tourism industry. This understanding can assist in making well-informed decisions regarding regulations, infrastructure, and resource allocation, which are essential for supporting the growth and development of these platforms in the post-pandemic travel landscape. Additionally, examining the utilization of online travel agent applications in the context of the post-pandemic era can provide insights into the role of technology in shaping and influencing travel behavior and decision-making. Furthermore, it can also contribute to the identification of effective strategies for attracting tourists and promoting sustainable tourism practices through regulations, investments, and marketing efforts.

Keywords

Online Travel Agent, Technology Acceptance Model, Perceived Ease of Use, Perceived Usefulness, Continuance Intention

Introduction

The tourism industry has witnessed significant changes in recent years due to technological advancements (Tsai, 2022). These advancements have given rise to Online Travel Agents (OTA), which have brought about a revolution in the process of trip planning and booking for individuals (Rafi & Roostika, 2020). In view of the ongoing pandemic, the significance and utility of OTA have been further enhanced. Consumers have increasingly relied on these platforms to access up-to-date information, compare prices, make reservations, and even seek guidance in selecting their

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travel destinations. As a result, the technology acceptance model has become relevant in understanding consumers' intention to continue using OTA applications in post-pandemic.

In order to achieve the objective, the study will adopt the technology acceptance model as a conceptual framework. According to the Technology Acceptance Model, there are two main factors that influence users' acceptance and adoption of a new technology: perceived usefulness and perceived ease of use. These factors ultimately affect users' attitudes toward the technology, which in turn impact their intention to continue using the technology (Davis, 1989). By examining factors such as perceived usefulness, perceived ease of use, trust, and continuance intention. The study contributes valuable insights into how OTA can effectively maintain and enhance its services to cater to the ever-evolving needs and expectations of travelers. This research is crucial in understanding the role of technology acceptance model and its impact on consumers' intention to continue using OTA applications post-pandemic. In conclusion, the integration of technology acceptance model in understanding consumers' intention to continue using OTA post-pandemic is essential for sustainable growth.

The technology acceptance model is a widely recognized theory that seeks to understand the factors influencing an individual's intention to continue using a particular technology over time (Davis et al., 1989). It stated that users' trust in technology plays a crucial role in determining their continuous intention to use it. Additionally, the model suggests that perceived usefulness and ease of use also contribute to users' trust and their intention to continue using the technology. Overall, the Technology Acceptance Model proposes that trust, perceived usefulness, and ease of use are interrelated factors that impact users' intention to continue using a technology (Jason & Siti Aishah, 2021), Figure 1 presented the research framework in this study with 3 hypotheses.

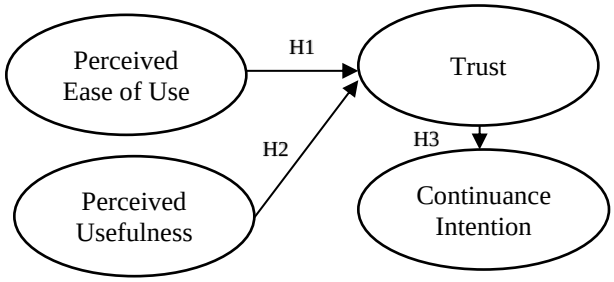


Figure 1. Research Framework

Methodology

This study is quantitative research which uses a questionnaire with 5-point Likert scale to measure respondents' rate of agreement in the usage of travel agent application. Researchers employed structural equation modeling, specifically the Smart Partial Least Square methodology, to examine the relationship between perceived usefulness, perceived ease of use, trust, and continuance intention in order to ascertain tendency of consumers to remain associated with a specific technology. The total number of respondents, which is 240 users of online travel agent applications, answered the questionnaires distributed to them. This indicates a substantial sample size for the study, providing a solid foundation for drawing meaningful conclusions and insights.

By integrating trust into the Technology Acceptance Model, researchers can acquire a more all-encompassing comprehension of users' motives to continue using a technology. By utilizing the Technology Acceptance Model as a theoretical framework, researchers can employ structural equation modeling, specifically the Smart Partial Least Square methodology, to scrutinize the associations between perceived usefulness, perceived ease of use, trust, and continuance intention. By utilizing structural equation modeling, specifically the Smart Partial Least Square methodology, researchers can gain a comprehensive understanding of the factors that influence users' intention to continue using a specific technology.

The measurement items used in the study have been adapted from previous research and is a common practice in the field of social science. By utilizing measurement items that have been proven valid and reliable in previous studies, researchers can build upon existing knowledge and compare their findings to established literature. This approach increases the validity and reliability of the research, as it ensures that the measurement items are robust and have already undergone rigorous testing. In total 20 measurement items adapted to the online travel agent context, were adapted from previous research (Aristio et al., 2019; Kim et al., 2017) as shown in Table 1.

Table 1. Measurement Items

Construct	Measurement Items
Perceived Ease of Use (PEU)	PEU1: OTA is easy to use
	PEU2: OTA is flexible to use
	PEU3: OTA will solve problems easily
	PEU4: Easy to find what I need in OTA
	PEU5: OTA has an attractive site appearance
Perceived Usefulness (PUS)	PUS1: OTA is useful to planning trips.
	PUS2: Using OTA is efficient
	PUS3: Using OTA is effective
	PUS4: Using OTA, easy to make decision
	PUS5: Using OTA able to save time
Trust (TRU)	TRU1: OTA is reliable
	TRU2: OTA is Trustworthy
	TRU3: I trust the quality of OTA
	TRU4: I trust the security when make transaction on OTA
	TRU5: I trust the information provided by OTA
Continuance Intention (CON)	CON1: I will make transaction via OTA because it is easy
	CON2: I will use OTA because it is useful
	CON3: I will use OTA because the price offered
	CON4: I will use OTA in the future
	CON5: I will recommend OTA to family and friends

Results and Discussion

In Table 2 provides the demographic characteristics of 240 users of online travel agent applications in Indonesia. Based on the distribution surveys obtained from 240 valid users and in compliance

with the stipulated criteria, namely participants were the OTA's users. From the comprehensive data on the attributes that the most used of OTA application Traveloka (n=165, 69%). In terms of gender, the number of male participants is fewer than that of female participants. Male participants (n=115, 48%), while female participants (n=125, 52%). Participants within the age range of 20-40 years old represent the majority of users of OTA (n=194, 81%).

Table 2. Respondents' Demographic

Profile	Frequency (N=240)	Percentage
Gender		
Male	115	48%
Female	125	52%
Age		
Below 20 years old	4	2%
20 – 40 years old	194	80%
Above 40 years old	42	18%
OTA Application		
Agoda.com	13	5%
Booking.com	10	4%
Pegi-pegi.com	5	2%
Traveloka.com	165	69%
Others	47	20%

In the context of SmartPLS and measurement modeling, it is generally considered acceptable for loading factors to exceed 0.60 (Ghozali, 2005). This indicates that the observed variables have a strong relationship with their respective latent variables. Using the SmartPLS measurement model, it is generally accepted that loading factors exceeding 0.60 reflect a high level of indicator validity and reliability. In Table 3 presented the measurement validity, which PU3 item removed as below the threshold. Cronbach's Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE) as parameters in Smart PLS signifies a shift towards a more comprehensive and robust assessment of the validity and reliability of measurement models. All the constructs exceed the parameters 0.70 form CA and CR, while AVE also exceed 0.50 threshold. Collinearity statistics, specifically the Variance Inflation Factor (VIF) below 0.5, indicate a low level of multicollinearity among the indicators in the assessment.

Table 3. Measurement Evaluation

Constructs/ Items	Loading Factor	CA	CR	AVE	VIF
Continuance Intention		0.834	0.883	0.601	
CON1	0.782				1.893
CON2	0.784				1.996
CON3	0.827				2.308
CON4	0.710				1.409
CON5	0.769				1.772
Perceived Ease of Use		0.881	0.913	0.678	
PEU1	0.822				2.254
PEU2	0.829				2.875
PEU3	0.873				3.078

PEU4	0.831				2.096
PEU5	0.758				1.622
Perceived Usefulness		0.788	0.864	0.615	
PU1	0.808				1.656
PU2	0.675				1.314
PU4	0.793				1.759
PU5	0.849				2.004
Trust		0.839	0.886	0.611	
TRU1	0.820				2.296
TRU2	0.841				2.433
TRU3	0.631				1.422
TRU4	0.792				1.981
TRU5	0.804				2.036

Table 4 and Figure 2 presented the structural model evaluation including hypothesis testing. Hypothesis testing is a fundamental statistical procedure that allows researchers to make informed decisions about the relationship between variables. In H1 PEU influences TRU with t-value 3.511 > 1.96 and p-value 0.000 < 0.005 meaning that there is a positive influence PEU on TRU. The perceived ease of use of a technological application has a direct influence on the trust that individuals place in using that application. This hypothesis 1 suggests that when individuals perceive a technological application to be easy to use, they are more likely to trust it and feel confident in using it. Furthermore, this trust is essential for the continued usage and acceptance of the application. In H2 PUS influences with t-value 17.827 > 1.96 and p-value 0.000 < 0.005 meaning that there is a positive influence PUS on TRU. Users are more likely to trust and adopt an application if they perceive it as effective in meeting their requirements and objectives. Furthermore, if an application is perceived as easy to use, it enhances the user's confidence and approval towards the system. In H3 TRU influences CON with t-value 3.221 > 1.96 and p-value 0.001 < 0.005 meaning that there is a positive influence TRU on CON. It has been found that higher levels of trust in a system or application are positively associated with the intention to continue using it.

Table 4. Structural Model Evaluation

Hypothesis	**β**	**t-value**	**p-value**	**Supported**
H1: PEU → TRU	0.160	3.511	0.000	Yes
H2: PUS → TRU	0.660	17.827	0.000	Yes
H3: TRU → CON	0.176	3.221	0.001	Yes

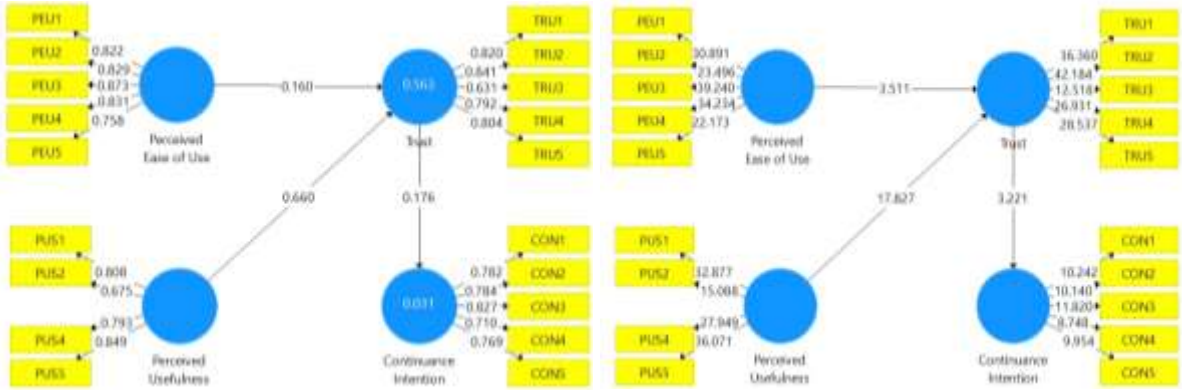


Figure 2. Measurement and Structural Path Diagram

Conclusion

The perceived ease of use and perceived usefulness is fundamental in the examination of the advantages of using online travel agents. It has been determined that these factors exert a positive influence on the trust and intentions of users when it comes to the utilization of online travel agents. It is vital for online travel agencies to prioritize these factors and continuously improve their platforms to enhance the overall user experience and increase customer satisfaction. Moreover, empirical research has revealed that a higher level of perceived ease of use and perceived usefulness is associated with heightened levels of customer trust regarding online travel agents. These factors assume a pivotal role in determining the success and acceptance of online travel agents, as they directly impact the overall experience and satisfaction of users.

By building and maintaining trust in the technology, users are more likely to perceive its worth and discover it uncomplicated to employ, thereby increasing the tendency to continue using it. Consequently, it is imperative for developers and designers to concentrate not only on the functionality of a technology but also on fostering trust with users in order to guarantee favorable and uninterrupted usage conduct. The technology acceptance model acknowledges the significance of trust in the context of the intention to continue. By acknowledging the role of trust in users' intentions to persist in employing a technology, the model offers valuable insights for developers and designers to prioritize strategies for cultivating trust.

Acknowledgements

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