Research Article

Adapting Technology Adoption Model to detect intention to use tiket.com's online ticketing application

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ABSTRACT

The Technologies Adoption Model is a popular tool for determining whether or not a person intends to accept new technology. However, this paradigm is only used in a few research for internet-based interactive technologies. The authors argue that, in addition to perceived simplicity of use and utility, the application content has a significant influence in increasing use intention for this technology. Trust, not attitude, should play a role in the mediation, as described in the original plan. To verify this conceptual framework, the authors use WrapPLS to analyze data from 155 respondents using structural equation modeling. According to the findings, the three antecedents have a favorable and significant direct effect on purchase intent. It's also confirmed that trust has an indirect influence. Aside from the system's utility, confidence, and convenience of use, the authors advise that ticket vendors present intriguing application content. Future research can look into the aspects that determine how well the system works.

Keywords: Perceived ease of use, perceived usefulness, application content, trust, purchase intention

INTRODUCTION

The introduction of internet technology has had a significant impact on consumers' daily routines. Many offline activities are making the transition to the online world. Online shopping has grown in popularity and is now a common aspect of consumer activity. According to Kominfo (2019), the number of internet users increased by 68.96 percent between 2013 and 2018. This dramatic increase is due to the fact that many businesses now use and integrate over the internet.

One of the industries that utilize internet technology is a travel agency. At this time, travel agency business actors have fully utilized internet technology. They are called online travel agents (OTA).

The existence of online travel agents benefits consumers. They can use the 24-hour online travel agent without visiting the agent's office. It means that costs, time, and energy are less incurred. Therefore, OTA is an attractive option for busy consumers who travel frequently.

Tiket.com, Traveloka, Agoda, Pegipegi, Zenrooms, Airy rooms, RedDoorz, GoIndonesia, and RajabKamar are just a few of the online travel agency platforms that have sprung up in Indonesia. Consumers frequently utilize online agents to make hotel and transportation arrangements, according to the DailySocial survey (2018). 70.37 percent of respondents use Traveloka on a regular basis. Tiket.com came in second, with 27.27 percent of the respondents. Airy Rooms and Agoda are in third and fourth place, respectively. 20.20 percent and 19.69 percent of consumers, respectively, utilize them.

When associated with the TAM model, the adoption of this online platform can be caused by aspects of ease of use and perceived benefits. However, for Indonesia, the authors propose one more factor, namely the content of the application, which has implications for trust.

Huizingh (2000) defines content as how information, features, or services are designed on the site and may be accessible by visitors. In comparison to traditional forms of media, the Internet has more information. The amount of information content on an e-commerce website is a good sign of how engaged it is. Customers are more likely to trust a web store if they see a better value in the online purchasing experience.

This study investigates whether application content, perceived ease, and perceived usefulness have a direct effect on the intention to use the online ticketing platform or indirectly through the mediation of trust. The original contribution of this research is the addition of the application content variable. The trust variable also replaces attitude in the original TAM model.

LITERATURE REVIEW

Perceived Usefulness

Perceived usefulness (PU) is an individual's belief that a particular system will improve his work performance (Davis, 1989). Moslehpour et al. (2018:3) define it as the perceived advantages and sustainable benefits of online shopping.

The extent to which an individual believes that using technology would improve his work and performance is referred to as perceived usefulness (Davis, 1989; Hartono, 2008). In the TAM model, perceived usefulness is one of the key factors of attitudes (Davis, 1989). One will employ a system if it is advantageous, and vice versa. According to Dash et al. (2006), an online system's perceived usefulness is related to its help customers to purchase products or services find and buy products or services easier, improve product evaluation performance, and to discover required product more quickly.

Perceived Ease of Use

Perceived ease of use (PEOU) is defined as the extent to which a person believes that using the system does not require heavy effort (Davis 1989). Perceived ease of use (PEOU) is related to the use of certain technologies and website access. More specifically, in online transactions, the successful use of the application depends on the level of acceptance of online shoppers. In other words, the more complex the application, the more likely the consumers to use its alternative, namely a regular website.

The PEOU and PU are two dimensions of technology acceptance (Moslehpour et al., 2018). An important factor in conducting online transactions is the perceived ease of use. According to Adam et al. (1992), systems that are frequently used have the following characteristics: easy to identify, easy to operate and use. With these characteristics, individuals believe in the system because it does not require great effort to use it. Pavlou et al. (2007) suggests, perceived ease of use can be measured through: (1) easy to use, (2) easy to become skilled at using, (3) easy to learn to use, (4) easy to interact with, and (5) clear and understandable.

Application Content

According to Attapattu and Kulathunga (2018), buyers in online purchases are unable to touch or smell the product before making a selection. They must make decisions based on the information shown on the website, which may include tracing internal data. The design of information, features, or services on a website so that they may be accessible by visitors is referred to as content. The amount of useful information on an e-commerce website is used as a measure of user engagement (Huizingh, 2000).

When experiencing the high value in the online search, customers are more likely to trust the website. Thus, the provided information quality, quantity, and relevance the can fertilize trust in a web store (Urban et al., 2000). The quality of an online store website prominent dimensions. Unreliable, inadequate, and inaccurate information can lead to a decrease in customer confidence. Bart et al. (2005) suggested that online store website elements are crucial to building consumer trust. Because of its role as part of an online marketing strategy, it needs to be well designed.

Trust

Trust is defined by Droege et al. (2003) as a feeling of trust. Trust is a key factor in online commerce since it influences technological adoption. Its importance in virtual organizations cannot be overstated (Attapattu & Kulathunga, 2018). The buyer and seller cannot discuss their issues face to face in online transactions. Because both parties' behavior is unpredictable, this transaction is fraught with risk. Customers don't shop online because of a lack of trust, according to Grabner-Krauter and Kaluscha (2003). Consequently, to be success in e-commerce, trust is the key.

According to Shahnaz and Wahyono (2016: 392), trust is a person's belief, which gives rise to positive or negative thoughts about an object. According to Rousseau et al. (1998), trust is a psychological condition of a person who is willing to accept the vulnerability of a situation and hold on to positive expectations about the attitudes or intentions of others. The level of consumer trust with other consumers is different, so online stores must be able to understand the characteristics of consumers and understand what they want.

Website Use Intention

The intention to utilize a website to buy things, according to Athapaththu and Kulathunga (2018), is the final stage of online transactions. As a result, online purchase intent is an important factor in online customer behavior. Purchase intention, according to Raza et al. (2014), describes a customer's willingness to make a purchase. Product evaluation leads to the establishment of buying intentions. Individuals employ their experience, expertise, and external information at this level. As a result, the external component is crucial in the creation of purchase intent.

Brand familiarity, internal information, previous buying experience, information from external sources, and website information all influence purchase intent. The likelihood of repurchasing a product or service is determined by the level of satisfaction with the previous product or service. Buying interest, according to Shahnaz and Wahyono (2016: 392), is the likelihood that customers will make a purchase. Consumers may have a buy intention, but that intention does not always translate into a purchase of a product or service.

Conceptual Framework

Figure 1 depicts conceptual framework. The rationale behind each path that describe path that connect the variables is presented below.
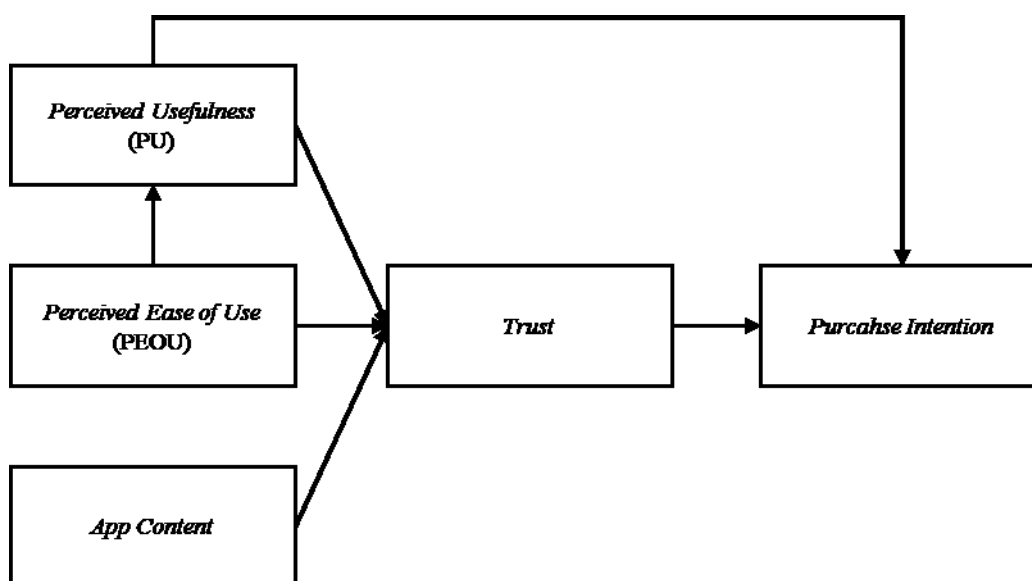
Relationship between Perceived Ease of Use and Perceived Usefulness

The degree to which a person believes that using a technology does not require a lot of effort is characterized as perceived ease of use. Someone will use an information system if he believes it is simple to use (Hartono, 2008). In their study of GOJEK, Mandasari and Giantari (2017) discovered that perceived ease of use had a favorable impact on user satisfaction. This means that the higher the user pleasure, the better the perceived ease of use. As a result, the researchers propose the following hypothesis:

H1: Perceived ease of use has a positive effect on perceived usefulness on the use of online travel agents tiket.com.

Perceived Usefulness Relationship with Trust

Koufaris and Hampton-Sosa (2004) stated that the level of utilization of a website is related to the increase of shopping performance and productivity of a website. Performance relates to the speed of access, while productivity relates to the perceived benefits of finding the product you are looking for easily. Research conducted by Faradila and Soesanto (2016) proves that perceived benefits affect trust. So, the higher the level of usefulness of an application, the more trust users will have of the application, as formalized in the following hypothesis:

H2: Perceived usefulness has a positive effect on trust in the use of travel agents tiket.com.

Perceived Ease of Use Relationship with Trust

The internet, as online transactions a medium, offers convenience and speed for commercial transactions at any time and from any location. E-commerce refers to online trading activity. According to Tan and Thoen (2001), trust in online purchasing is a critical aspect in reducing consumer uncertainty when store owners, product quality, and system performance are unknown. Faradila and Soesanto (2016) discovered that perceived ease of use has a favorable impact on trust. As a result, the easier an application is to use, the more trustworthy it is, as stated in the following hypothesis:

H2: Perceived usefulness has a positive effect on trust in the use of travel agents online tiket.com.

Relationship between Application Content and Trust

The WebQual or website quality is a way to assess the perceived quality of a website expressed by end users (Barnes & Vidgen, 2000). Unreliable, inadequate and inaccurate information can undermine online customer trust. Kurniawan et.al. (2018) found that website quality has a significant effect on trust. So, the better the quality of the application, the higher the confidence to use the application, as formulated in the following hypothesis:

H3: Perceived ease of use has a positive effect on trust in the use of online travel agents tiket.com.

Trust Relationship with Behavioral Intention

Intention to purchase is the desire to make a purchase. It is part of consumer buying behavior related to the suitability between the performance of the product or service offered by the company and expectations (Christoper et al., 2015). Meanwhile, trust is the willingness of individuals to depend on other parties (Rivita, 2013).

Long term relationships with customers greatly depends on trust. The consumer's desire to buy a product is based on the belief in buying and using the product. From this belief, there will be buying interest in the future. Kiwardi (2016) found that trust influence purchase intention positively.

Based on these arguments and findings, the authors formulated the following hypothesis:

H4:   Application content has a positive effect on trust in the use of online travel agents tiket.com.

METHODS

The study is about the use of www.tiket.com, an online ticketing application. The respondents are 150 people who ever used that online ticketing company. This number has fulfill the size recommended by Hair et al. (2016) for structural equation modelling which ranges from 150-200 respondents.

The mesurements of application content is taken from Appatu and Kulathunga, perceived ease of use from Adam et al. (1992), perceived usefulness from Dash et al. (2006), trust from Appatu and Kulathunga (2018), and intention to use tiket.com for next transaction are taken from Appatu and Kulathunga (2018). All of the measurement items use five level Likert scale that ranges from very 1: strongly disagree to 5: strongly agree. The detail is displayed in Appendix 1.

he respondents are chosen using convenience sampling. Those who acknowledge that they used to use www.tiket.com and were willing to fill the questinaire were chosen as respondent. The verification previous use of tiket.com is conducted via social media.

The questionners are displayed as Google form. Social media Whattsap function as media to distribute Google form link. As soon the respondents finished and submit their respondents, the data are automatically are saved by the system.

RESULT

The Profil of Respondents

The respondents consist of 90 male (58.1%) and 65 female (41.9%) (Appendix 2). They are generally evenly distributed by age (Appendix 3), and come from various profession (Appendix 4).

Validity and Reliability

The content analysis is satisfied (factor loading>0.50). The instrument are also reliable (Alpha>0.70). The details is displayed in Appendix 4.

Structural Model

Structural equate modelling use WarPLS as tool of analysis. The model is good fit as shown by ARS, *Tenenhaus GoF*, APC, AFVIF, AARS, NLBCDR, AVIF, SPR, RSCR, and SSR, (Table 1). Therefore, the model can be used to test the path specified in the research framework.

RESULT AND DISCUSSION

The impact of perceived ease of use on perceived usefulness is reflected by a coefficient of 0.586, which is significant (p-value of 0.001), as can be seen Table 2. This result confirm the H1 that states that perceived ease of use positively influence perceived usefulness.

The outcomes of this investigation are consistent with Mandasari and Giantari's findings (2017). As we all know, perceived ease of use refers to a person's belief that utilizing technology will be simple and painless. Someone will use an information system if he believes it is simple to use (Hartono, 2008). E-commerce websites offer essential application software and services that help buyers decide whether or not to buy a product or service.

Table 1

Summary of Model Fit Analysis

Indicators	Criteria	Output	Model-fit
Average Path Coefficient (APC)	P ≤ 0,05	P < 0,001	Fit
Average R-Squared (ARS)	P ≤ 0,05	P < 0,001	Fit
Average Adjusted R-Squared (AARS)	P ≤ 0,05	P < 0,001	Fit
Average Block VIF (AVIF)	3.3, but the value of 5 can still be	1,916	Fit
Average Full Collinearity VIF (AFVIF)	3.3, but the value of 5 is still acceptable	2,670	Fit
Tenenhaus GoF	3.3, but the value of 5 is still acceptable	0,492	Fit
Sympson's Paradox Ratio (SPR)	0.10, 0.25, and 0.36 (small, medium, and large)	1,000	Fit
R-Squared Contribution Ratio (RSCR)	Ideally = 1, but the value of 0.7, is still acceptable	1,000	Fit
Statistical Suppression Ratio (SSR)	Ideally = 1, but the value of 0.9 is still acceptable	1,000	Fit
Nonlinier Bivariate Causality Direction Ratio (NLBCDR)	Must ≥ 0,7	1,000	Fit

Table 2

Summary of Direct Path Test

Path		Coefficient	P-Value	Decision
From	To			
Perceived ease of use	Perceived usefulness	0,586	<0,001	Significant
Perceived ease of use	Trust	0,182	0,010	Significant
Perceived ease of use -	Trust	0,284	<0,001	Significant
Application content	Trust	0,459	<0,001	Significant
Perceived usefulness	Purchase intention	0,355	<0,001	Significant
Trust	Purchase intention	0,527	<0,001	Significant

Table 3

Summary of Indirect Effect Test

Path			Coefficient	P-Value	Decision
From	Mediated by	To			
Perceived ease of use	Perceived usefulness	Trust	0,106	0,028	Significant
Perceived ease of use	Trust	Purchase intention	0,096	0,004	Significant
Perceived ease of use	Trust	Purchase intention	0,413	<0,001	Significant
Application content	Trust	Purchase intention	0,242	<0,001	Significant

The effect of perceived usefulness on trust is indicated by a coefficient of 0.182, which is significant at a p-value <0.010 (Table 2). These results confirm H2, which underlines that perceived usefulness has a positive effect on trust. These results also support Koufaris and Hampton-Sosa (2004), who suggest that the benefits of a website are related to shopping performance. Performance relates to the speed of a website, while productivity relates to the perceived benefits of finding available products promptly. More specifically, Faradila and Soesanto (2016) found a positive effect of perceived usefulness on trust.

The path beween perceived ease of use on trust has a coefficient of 0.284, that is significant at p-value < 0.001 (Table 2). The decision is, perceived ease of use has a positive and significant effect on trust, as underlined in H3. The indirect effect of the variable on trust is also significant, with a significant coefficient with p-value = 0.028 (Table 3). So, perceived use of use has a direct and indirect effect (through perceived usefulness) on trust, as also found by Faradila and Soesanto (2016).

Tan and Thoen (2001) who say that trust in online shopping is a very important factor because it can reduce transaction uncertainty. This research shows that trust can be formed, among others, by perceived ease of use.

This study found that application content had a positive effect on trust (β=0.459, p-value<0.001). As Barnes and Vidgen (2000) stated, unreliable, inadequate, and inaccurate information can cause a decrease in customer trust in the online context and consequently hinders customer relationships. Kurniawan et al. (2018) confirmed this notion. He found that website quality has a significant effect on trust.

We can also understand this finding using the SERVQUAL concept (Parasuraman et al., 1985). The content of a website can is a tangible dimension, through which consumers conclude the quality of service and trust.

The flow theory also supports this finding. Gao and Bai (2014) found that the quality of website design is responsible for the creation of flow. Flow boosts satisfaction to the website, and satisfaction is the prerequisite of trust (Kotler & Keller, 2016).

Trust has a positive effect on behavioral intention (β=0.527, p-value=0.001), as also found by Kiwardi (2016). E-commerce faces a high perceived risk. The main factor that hinders online transactions is the perception of risk (Amirtha et al., 2020). If trust increases, the intention to transact online will also increase.

All paths that can be traced in the conceptual framework are found significant. So, trust mediates the effect of perceived usefulness, perceived ease of use, and application content on behavioral intention (Table 3). The findings again reinforce that for e-commerce trust is a very important factor as Ratnasingham (1998) warned long ago.

CONSCLUSION

This study found that perceived usefulness and trust influence positively intention to use online ticketing application of ticket.com directly. Trust also function as mediating variable that psotively continue the influence of perceived usefulness, perceived ease of use, and application content on intention to use online ticketing application of tiket.com.

Ticket.com and other companies that use the same business platform should give special attention to increase trust. This study find that the building of application content, perceived ease of use, and perceived usefulness can be used to achieve that goal.

Validity analysis in this research reached only up to content analysis. Further research should analysis convergent validity (average variance extracted and composite reliability), as suggested by Hair et al. (2016).

This research come with behavioral intention as the consequence of the antecendents. This concept is suitable for reasoned or planned action. In other words, people are said to have intention if the have a plan to do the behavior (Ajzen, 1991, 2013). This study has not considered this issue. Further research are suggested to verify whether the respondents have a plan to do the behavior in the near future, for example in three month to come, as sugguested by (Ajzen, 2006).

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APPENDIX

Apendix 1.

Respondens Distribution based-on Gender

Gender	Number	In Percernt
Male	90	58.1%
Female	65	41.9%
Total	155	100%

Appendix 2

Respondents Distribution based-on Occupation

Occupation	In Number	In Percent
Student	39	25.2%
Entrepreneurial	36	23.2%
Government employee	26	16.8%
Private employee	54	34.8%
Total	155	100%

Appendix 3

Respondent Distribution based on Monthly Personal Expenditure

Monthly Personal Expenditure (in Rupiah)	In number	In Percent
< 2.500.000	34	22%
2.500.000-5.000.000	42	27%
5.000.000-7.500.000	27	17%
>7.500.000	52	34%
Total	155	100%

Appendix 4

Mean, Content Validity, and Reliability of Measurements

Item	Mean	Factor Loading	Cronbach Alpha
Perceived Usefulness (Adapted from Dash et al., 2007)			
1. Tiket.com application is useful for ordering tickets online	2.90	0.772	0.70
2. The tiket.com application makes it easy for me to search and buy tickets online	2.79	0.747	
3. Tiket.com application can improve my performance in assessing products	2.76	0.793	
4. The tiket.com app allows me to get ideas for booking tickets faster	2.64	0.653	
Perceived Ease to Use (Adapting from Pavlou et al., 2007)			
1. Tiket.com application has a clear and easy to understand	2.62	0.707	0.80
2. It is very easy to become skilled in using tiket.com	2.66	0.782	
3. The tiket.com application makes it easy for me to reach my destination	2.62	0.708	
4. Tiket.com application can be operated easily	2.61	0.676	
5. Tiket.com application is easy to use	2.64	0.620	
6. The use of tiket.com application is easy to learn		0.576	
	2.52		
Application Content (Demangeot and Broderick (016)			
1. I can quickly find the information I need in this tiket.com App	2.75	0.538	0.80
2. Tiket.com application carries products and services with leading brand names	2.75	0.570	
3. There is sufficient information in the tiket.com App to compare various alternatives	2.57	0.514	
4. There are adequate decision-making tools	259	0.571	
5. Tiket.com application provides sufficient information about	2.73	0.692	
6. Tiket.com application provides options to communicate and interact with companies	2.70	0.732	
7. The information in the tiket.com App is well organized	2.65	0.587	
8. The tiket.com application is sufficient to meet my information needs	2.68	0.618	
9. Tiket.com application provides good ticket booking tips	2.45	0.537	
Trust (Adapted from Attapattu dan Kulathunga, 2018)			
1. The tiket.com application usually fulfills the expected commitments	2.63	0.583	0.70
2. Tiket.com application does not provide false reports	2.30	0.559	
3. Tiket.com application has enough experience in product and service marketing	2.52	0.621	
4. Tiket.com application has enough experience in product and service	2.75	0.699	
5. Most of what the tiket.com App says about the product or service is true	2.76	0.706	
6. The information offered by the tiket.com application is sincere	2.75	0.690	
Application Use Intention (Adapted from Athapaththu and Kulathunga, 2018)			
1. I will consider tiket.com first when I will book tickets online	2.80	0.589	0.70
2. I feel comfortable making online ticket booking transactions at tiket.com	2.75	0.664	
3. I will recommend this tiket.com App to my friends	2.59	0.654	
4. I intend to continue using tiket.com services in the future	2.63	0.662	
5. I will buy tickets online or other services on tiket.com	2.61	0.612	
6. I want to buy a new product or service from tiket.com	2.50	0.577	