

user acceptance of online travel agents in Gen Z and Millennials

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OF ONLINE TRAVEL AGENTS FOR MILLENNIALS AND GEN Z

ABSTRAK

Pariwisata adalah salah satu sektor yang berkontribusi paling besar terhadap perekonomian suatu negara. Selain itu, ia berkontribusi paling besar bagi pembangunan berkelanjutan seperti di Indonesia. Salah satu pemain pariwisata adalah agen perjalanan online yang melayani kebutuhan wisatawan sebelum bepergian. Karena itu, penting bagi agen perjalanan untuk memenuhi kebutuhan wisatawan. Tujuan dari penelitian ini adalah untuk menentukan penerimaan pengguna terhadap agen perjalanan online di Gen Z dan Millennials. Penelitian ini dilakukan untuk mempelajari model). Populasi dari penelitian ini adalah semua orang yang pernah membeli tiket dan / atau memesan akomodasi di Agen Perjalanan Online menggunakan purposive sampling non-probabilitas. Penelitian ini mengumpulkan data dengan menyebarkan kuesioner elektronik (e-kuesioner). 200 responden memenuhi kriteria dalam penelitian ini. Untuk menganalisis data,) dianalisis menggunakan SmartPLS 3.2.8. Hasil penelitian ini menunjukkan bahwa Pengaruh Sosial, Motivasi Hedonik, dan Kebiasaan berpengaruh signifikan terhadap Behavioral Intention. Behavioral Intention juga memiliki pengaruh signifikan terhadap Use Behavior. Dalam efek moderasi, hanya Umur yang dapat memoderasi Pengaruh Sosial pada Niat Perilaku. Dengan demikian, direkomendasikan untuk penelitian selanjutnya untuk menggunakan model UTAUT2 yang lengkap dan menambahkan variabel Perceived Security. Di sisi lain, Pegipegi harus menambahkan lebih banyak layanan pada bisnis utama mereka.

Kata Kunci: UTAUT2, Agen Perjalanan Online, Penerimaan Teknologi, Niat Perilaku, Perilaku Penggunaan.

ABSTRACT

Tourism is one of the sectors that contribute the most to a country's economy. Moreover, it contributes most to sustainable development such as in Indonesia. One of tourism players is an online travel agency that caters to the needs of tourists before travelling. Therefore, it is important for travel agents to meet the needs of tourists. The purpose of this study was to determine user acceptance of online travel agents in Gen Z and Millennials. This research carried out to study Unified) model. The population of this study is everyone who ever purchased ticket and/or booking accommodation on Online Travel Agent using non-probability purposive sampling. This research collected the data by spreading electronic questionnaire (e-questionnaire). 200 respondents met criteria in this research. To analyze the data,) analyzed using SmartPLS 3.2.8. The result of this research indicated that Social has significant influence on also has significant influence on Use Behavior. In moderating effect, only Age can moderate Social Influence on Behavioral Intention. Thus, it is recommended for next research to use the complete of UTAUT2 model and

Keywords: UTAUT2, Online Travel Agent, Technology Acceptance, Behavioural Intention, Use Behavior.

1. INTRODUCTION

Background

Internet has been a crucial thing for helping human activities to make life easier, even can be called as primary needs. Nowadays Internet provides everything for human (Nofadhila et al., 2018). Internet not only helps human in personal, but it also helps human in business. Buying products or using services now can be purchased through Internet. Additionally, the highest number of internet users are in age between 15 – 39 years old. According to Betz (2019), Millennials, also known as Generation Y, include anyone who were born between 1981 and 1996 (ages 23 to 38 in 2019). While Generation Z defined as anyone who were born after 1997. Supported by Dimock (2019), Gen Z grew up with technology, the internet, and social media, which sometimes causes them to be stereotyped as tech-addicted. It can be stated that the highest internet users in Indonesia is Millennials and Gen Z.

Internet helped human for business activities. Travel (including accommodation) is the highest of total annual amount spent by USD 9.376 billion or increasing about 17% (We Are Social, 2019).

Thus, the percentage of consumers who plan to buy airplane tickets online and make hotel reservations and travel agents online is the most dominant, which shows that digital costumers prefer to fulfill their wants and needs in the tourism sector.

Tourism is one of the very large and rapidly growing economic sectors that fosters sustainable development in many countries. Tourism must be well managed so that it can provide benefits to the local community and the natural and cultural environment (Suryadinata et al., 2017). The development of Indonesian tourism from year to year continues to grow and even the competitiveness of Indonesia's tourism sector continues to increase. Accompanied by an increase in people's purchasing power and supported by sufficiently conducive security conditions, increase the number of tourist visits, especially the visit of Indonesian residents to travel in Indonesian territorial or commonly referred to as domestic tourist (Indonesia Statistics Bureau, 2019).

Thus, there is a fierce competition on online ticket reservation sites as facilitators of various online travel agent companies are starting to emerge, various services provided by online ticket reservation sites to help meet tourist needs are the existence of flight ticket reservation services, hotels, and trains. Shifting the way reservation through online sites, greatly facilitates tourists or prospective tourists in obtaining more choices of information on tourism products.

Problem Identification

There are several problems related to the acceptance and use of consumers to the technologies of Online Travel Agent application. Applications on smartphone both on Android and iOS experience frequent application create inconveniences of customer. Figure 4 shows there are several reasons for customer to use service on technology. Some problems occurred from customers feedback such as, an application error and bad of refund system and error in application while using the application for booking the service.

In this phenomenon, it is important looking on measure and evaluate the consumer acceptance use of technology, one of studies which will be used in this research is the Unified of) model. The purpose of the UTAUT2 model is to identify three important variables of technology acceptance and use of technology for both the public and consumers, this model modify some of the relationships that already exist in the previous UTAUT) and introduce new relationships. Three new variables which added are Habit. Not only the new main variables, but also purposed moderating variable which are age, gender, and experience.

2. Research Methodology

In this research, researcher SEM) with quantitative approach. Quantitative approach is the approach that is done by recording and analyzing the data of research results exactly by using statistical calculation. Quantitative researchers seek explanations and predictions that will generate to other persons and places. Quantitative research involves collecting data so that information can be calculated and subjected to statistical treatment to support or reject the "alternative knowledge claims" (Creswell, 2014).

Population and Sample

The sampling technique used in this research is non-probability sampling with Purposive Sampling type. According to Sugiyono (2017) purposive sampling is techniques to determine the research sample with some specific considerations, criteria, or characteristics that aims to obtain data that can later be more presentative. According to Hair et al (2019), Sample size considerations is ten times the largest number of structural paths directed at a particular latent construct in the structural model. This study consists of 7 structural paths in total, so based on the sample size proposed by Hair, 7x10 or equal to minimum 70 samples is needed. It is better to round up to 100 respondents.

Characteristics or criteria set by the author for this study are Customer who ever purchased ticket and/or booked accommodation on one of biggest Online Travel Agent in Indonesia. Customers are aged Gen Z with min 17 years old and Millennials. Last, customers who are living in DKI Jakarta. According to APJII (2018) Java Island is the most contributed internet users based on region in Indonesia with 55.7% of population in Indonesia. In Java Island, DKI Jakarta Province has the highest penetration of internet users with 80.4% of its residents. That is why in this research author used DKI Jakarta as sample region.

Data Collection Method

This study used primary data by questionnaire. In this study the questionnaire was distributed to customers who have access to use travel reservation from online travel agent. Measurement scale is an agreement that is used as a reference to determine the length of the short interval in the measuring instrument, so that the measuring tool when used in measurement will fill quantitative data (Sugiyono, 2017). With this measurement scale, the values of variables measured with certain instruments can be expressed in terms of numbers, so that it will be more accurate, efficient and communicative. The type of interval scale used in this study is a five Likert Scale.

Data Analysis

Activities in data analysis are grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, doing calculations to answer the problem formulation, and doing calculations to test hypotheses that have been proposed (Sugiyono, 2017).

According to Sandjojo (2011), (SEM) is a statistical technique for testing and estimating causal relationships using a statistical data with causal assumptions. Another definition states that SEM) is a statistical modeling technique that is cross-sectional, linear, and general. A researcher is more likely to use SEM to determine whether a particular model is valid or not than to use it to find whether a particular model is suitable or not, although includes elements used to explain (Sarwono & Narimawati, 2015). This study uses SEM data analysis techniques with PLS-SEM types. model that shows how the observed variables represent the latent variables to be measured (Ghozali & Latan, 2015).

PLS is characterized as the most suitable technique where the research objective is predictive or exploratory modeling. In general, covariance-based SEM is preferred when the research objective is confirmatory modeling (Garson, 2016). By using PLS-SEM an evaluation of the measurement model (outer model) analysis shows how the manifest variable represents the latent

variable to be measured. Next, an analysis of the structural model (inner model) which shows the strength of the estimation between latent / construct variables. Evaluations of measurement models are grouped into evaluations of reflective and formative models. This study uses a reflective model in which measurement covariates are influenced by latent constructs (Ghozali & Latan, 2015). to get a model that is fit or what can be called a pre-test, then this research tests the quality of the measurement model. To evaluate the goodness of fit of the outer measurement model, there are three requirements that must be considered, namely, convergent validity, discriminant validity, and reliability.

The rule of thumb for evaluate measurement model are:

1. Internal consistency reliability: Cronbach's Alpha > 0.70 (in exploratory research, 0.70 is still acceptable).
2. Convergent validity: AVE ≥ 0.50 and Loading Factor > 0.70
3. Discriminant and Criterion must be the highest from other variables.

The rule of thumb for evaluation

1. and Cronbach's Alpha > 0.70 (in exploratory research, $0.60-0.70$ is still acceptable).
2. Convergent validity: AVE ≥ 0.50 Factor > 0.70
3. Discriminant validity: Cross Criterion must be the highest from other variables.

Testing the effects of moderation in SEM in the form of categories, such as age and gender, the moderating effect test is performed by comparison between groups or categories. In other words, to test the moderator variables in the form of categories is done by multigroup analysis (PLS-MGA).

To test the influence of each of the moderate variables on the influence of independent variables to the dependent variable, multigroup analysis is done through the bootstrapping process with the help of SmartPLS which aims to improve the data analysis based on the sample characteristics with two or more data sets. Here are the steps to test the differences between sub-groups.

1. The sample data is divided by the moderator variable group
2. Calculates the path coefficient and standard error of each group by bootstrapping method in SmartPLS application
3. Comparing the differences between the path coefficient and standard errors of each group using Smith-Satterthwait test explained by Chin (2000)

Hypotheses Testing

The calculation in this study compares the t-value calculated by t-Table, where the alternative hypothesis will be accepted if the calculated t value is greater than t Table. Hypothesis testing is done partially by calculating the value of t through the help of.8. The t distribution Table is at $\alpha = 5\%$. For decision criteria, hypothesis testing in this research is using two-tailed test because of hypothesis testing with are likely to have a significant influence or not. The critical value that must be met is t-table of 1.96. That is, if the value of t-table is greater than 1.96, then there is a significant positive between the exogenous latent construct and the endogenous latent construct tested.

The following are hypotheses testing in this study:

1. The influence of Intention (BI)

H1 : Performance on Behavioral Intention
H1a : Performance Expectancy is Intention
H1b : Performance by gender on Behavioral Intention
Intention

2. The Influence of Effort Expectancy (EE) on Behavioral Intention (BI)

H2 : Effort Expectancy has
H2b : Effort Expectancy is moderated by gender on Behavioral Intention

3. The Influence of Social Influence (SI) on Behavioral Intention (BI)

H3 : Social Influence has Intention.
H3a : Social Influence is Intention.
H3b : Social Influence Intention.

4. The Influence of Facilitating Conditions (FC) on Behavioral Intention (BI)

H4 : Facilitating Condition has significant.
H4a : Facilitating Condition is moderated by Intention.
H4b : Facilitating Condition is moderated Intention.

5. The Influence of Hedonic Motivation (HM) on Behavioral Intention (BI)

H5 : Hedonic Motivation has Intention.
H5a : Hedonic Motivation is moderated Behavioral Intention.
H5b : Hedonic Motivation is Intention

6. The Influence of Habit (H) on Behavioral Intention (BI)

H6 : Habit has significant Intention.
H6a : Habit is moderated by Intention
H6b : Habit is moderated by Intention

7. The Influence of Behavioral Intention (BI) on Use Behavior (UB)

H7 : Behavioral Intention has Behavior.

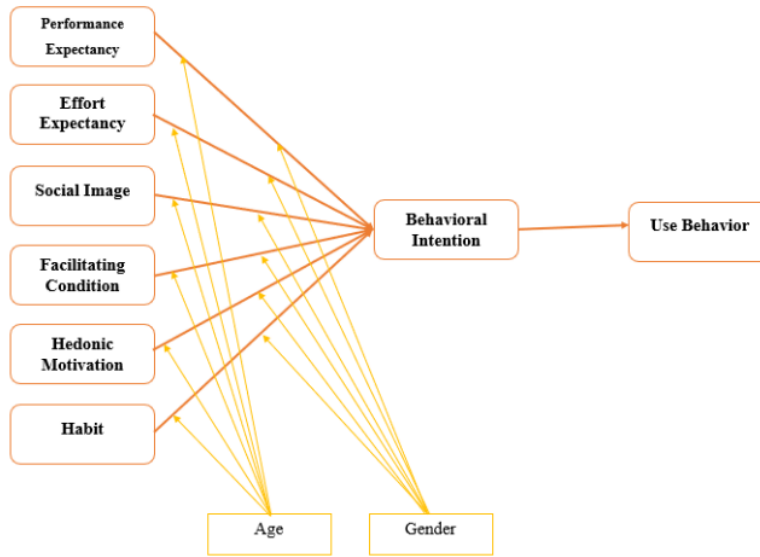


Figure 1: Theoretical Framework

Source: Modified by Author Adapted from Venkatesh et al. (2012)

4. Result and Discussion

After screening questions, researcher deleted respondents who are not met the criteria of this research and got 200 valid respondents out of 250 respondents, thus 200 data will use for further analysis. Characteristics of the respondents were 49% of Millenials and 51% for Gen Z with gender of 55% females and 45% were males. Services used by respondents were show in Figure 2 below.

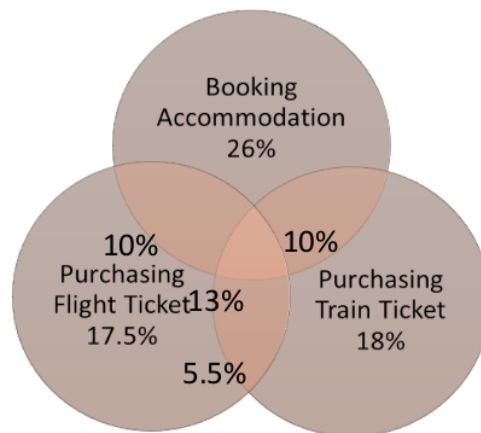


Figure 2: Respondent Characteristics by Service

Analysis of SEM

The analytical analysis in this study use Structural Equation Model with approach and the help of software SmartPLS 3.2.8 (Ringle et al., 2015). usually consists of two sub models, those are measurement models or often called as Measurement models and structural models.

Measurement Model Result

Based on Figure 1, the result of convergent validity show that the value of all items has a loading factor value greater than 0.5. It can be concluded that all indicators of the variable constructs of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Habit, Behavioral Intention and Use Behavior are valid. The value of AVE in each latent variable is greater than 0.5, which means each variable can explain 50% or more on its item. It also declared as valid and meets the criteria of convergent validity show in Table 1.

Table 1: AVE Result

Latent Variable	AVE Result	Conclusion
Performance Expectancy (PE)	0.672	Valid
Effort Expectancy (EE)	0.735	Valid
Social Influence (SI)	0.839	Valid
Facilitating Condition (FC)	0.626	Valid
Hedonic Motivation (HM)	0.810	Valid
Habit (H)	0.869	Valid
Behavioral Intention (BI)	0.865	Valid
Use Behavior (UB)	0.749	Valid

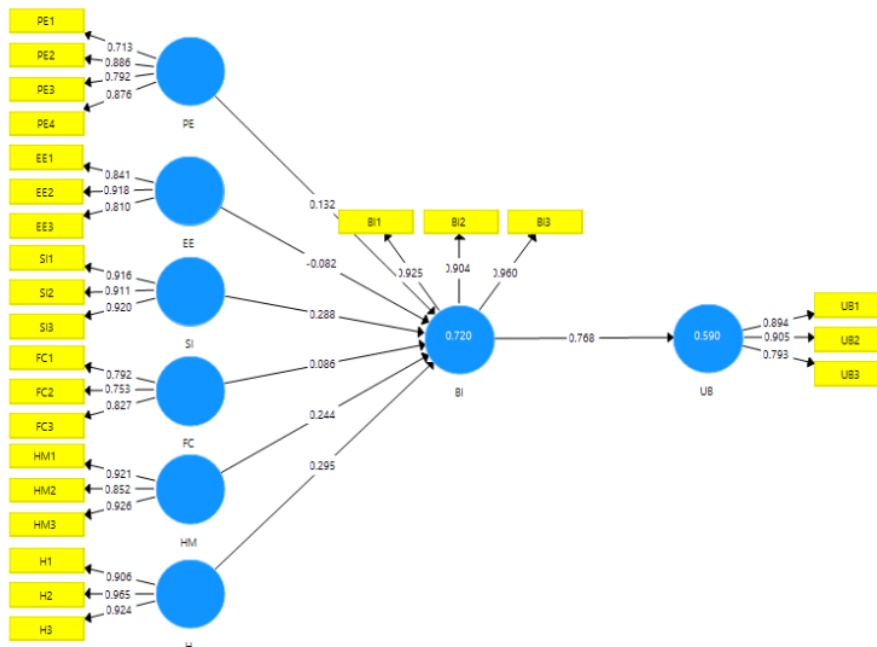


Figure 3: Loading Factors Result

To test whether the reflective indicator is really good measurement of its construct based on the principle that each indicator must be highly correlated to its construct (Ghozali & Latan, 2015). This discriminant validity use value of cross-loading and criterion. The value of cross loading of all indicators on its own construct has a greater value than the loading factor of the indicator in other constructs. It is concluded that the all unrelated constructs are not related and meet discriminant validity criteria. The results of discriminant validity of each latent variable can be seen in Table 3, the results Fornell-Larcker met the criterion, then all latent variables in this study are declared to meet the requirements of discriminant validity. Based on Table 4, the value of (CA and CR) of each variable is greater than 0.7. Thus, it can be concluded that all variables are considered reliable to be included in hypothesis testing.

Table 3: Fornell-Larcker Criterion Result

	BI	EE	FC	H	HM	PE	SI	UB
BI	0.930							
EE	0.458	0.857						
FC	0.607	0.731	0.791					
H	0.761	0.493	0.619	0.932				
HM	0.756	0.584	0.668	0.689	0.900			
PE	0.582	0.753	0.693	0.505	0.710	0.820		
SI	0.762	0.313	0.501	0.756	0.712	0.452	0.916	
UB	0.768	0.544	0.673	0.818	0.760	0.624	0.723	0.865

Table 4: Construct Reliability

Variable	Cronbach's Alpha (CA)	Composite Reliability (CR)	Conclusion
Performance Expectancy	0.835	0.891	Reliable
Effort Expectancy	0.819	0.892	Reliable
Social Influence	0.904	0.940	Reliable
Facilitating Condition	0.709	0.834	Reliable
Hedonic Motivation	0.882	0.927	Reliable
Habit	0.924	0.952	Reliable
Behavioral Intention	0.922	0.950	Reliable
Use Behavior	0.830	0.899	Reliable

Structural Model Result

Table 5 shown that the R-square value for each dependent variable (endogenous latent variable). The R-square value for the endogenous variables of Behavioral Intention is 0.72, meaning the percentage of Behavioral Intention which can be explained by, Effort cial Influence, Facilitating is 72% and the rest 28% is explained by other variables that did not examined in this study. This R-square value shows that the model belongs to a strong classification. While the R-square for the endogenous variable of Use Behavior is 0.59, meaning the percentage of Use Behavior which

can be explained by Behavioral Intention is 59% and the rest 41% is explained by other variables that did not examined in this study. This R-square value shows that the model belongs to a substantial classification. Table 6 shows Q^2 on Behavioral Intention shows 0.577 and Q^2 on Use Behavior shows 0.416. Both variables show value more than 0 means this research has predictive relevance.

Table 5: Determinant Coefficient Result

Dependent Variable	R-square	Conclusion
Behavioral Intention	0.72	Substantial
Use Behavior	0.59	Moderate

Table 6: Predictive Relevance Result

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
BI	600.000	253.594	0.577
EE	600.000	600.000	
FC	600.000	600.000	
H	600.000	600.000	
HM	600.000	600.000	
PE	800.000	800.000	
SI	600.000	600.000	
UB	600.000	350.310	0.416

Hypothesis Testing

The t-value test is intended to test the influence of independent variables (exogenous latent variables) and dependent variables (endogenous latent variables). T-value in each exogenous latent variable to endogenous latent variables is obtained from the bootstrapping process using SmartPLS 3.2.8. The path coefficient diagram of inner model after bootstrapping in this research can be seen in Figure 4. The result of t-value is summarized in Table 7.

Table 7: Hypothesis Result

Discussion

The Influence of Performance Expectancy on Behavioral Intention

Based on the results of statistical analysis, H1) has a t-statistic value of 1.48 which is less than the t-table which is 1.96 and makes H_0 accepted and H_a rejected. Thus, it can be concluded that Performance Expectancy has not significantly affects the Behavioral Intention of customer. The result is not relevant with result of technology adoption research which have been done with first research before by Venkatesh et al. (2003). Supported with previous research by Hikmah et al., (2018); Liu & Huang (2015); Malau (2016); Putra (2018). This result is likely due to customers still not optimal in utilizing the use of the system. This online travel agent is not a system or application that plays a direct role in their activities, especially in terms of transactions. Customers will not be interested in using Pegipegi even though in the future they will benefit

greatly from using the system. A system will feel a great benefit if the system provides significant benefits to system users (Rema & Setyohadi, 2016).

The Influence of Effort Expectancy on Behavioral Intention

Based on the results of statistical analysis, Effort Expectancy (H2) has a t-statistic value of 0.959 that is below the t-table which is 1.96 and makes Effort Expectancy has no positive and significant influence on the Behavioral Intention. The result is consistent with result of technology adoption research which have been done before by Gupta & Dogra (2017); Morgan (2013); Nofadhila (2018); Putra (2018); Marhaeni (2014); Melisa & Indrawati (2016) that resulted Effort Expectancy does not have positive influence on Behavioral Intention. By looking at the profile of respondents in this study, 51% of respondents' age in range of 17-22 years old which included in the category of Gen Z. In adoption theory, this age occupies in early adoption and innovators group. It means the people try and adopt technologies that provide solutions and support services needed. To achieve this, the aspect of ease is no longer a consideration.

The Influence of Social Influence on Behavioral Intention

Based on the results of statistical analysis, Social Influence (H3) has a t-statistic value of 3.016 that is greater than the t-table which is 1.96 and makes Social Influence does has significant influence on the Behavioral Intention. The result of hypothesis is similar with result by Putra (2018); Venkatesh et al. (2003, 2012) states that the influence of social influence is proven significant to the behavioral intention. This finding means important people, influential people or the number of people using this online travel agent could give influence. With the growing number of users, it may be influenced by people around the user and also from other factors such as ads, promos, discounts, and other marketing programs.

The Influence of Facilitating Conditions on Behavioral Intention

Based on the results of statistical analysis, Facilitating Conditions (H4) has a t-statistic value of 0.959 that is lower than the t-table which is 1.96 and makes Facilitating Conditions has no significant influence on the Behavioral Intention. The result of hypothesis testing which states that Facilitating Conditions do not Intention is consistent with the result of mobile commerce adoption research which have been done previously by Jaradat & Al Rababaa (2013); Kamal & Azis (2015); Nofadhila et al. (2018); Putra (2018); Ramdhani et al., (2017). A possible explanation of this finding is that the respondents from this study were dominated by Gen Z groups who also dominated the use of internet and smartphones, believed that the infrastructure such as smartphones and internet are needed.

The Influence of Hedonic Motivation on Behavioral Intention

Based on the results of statistical has a t-statistic value of 2.585 that is greater than the t-table which is 1.96 and makes Hedonic Motivation has significant influence on the Behavioral Intention. The results of this study are in line with Auliya (2018); Putra (2018); Venkatesh et al. (2012). This result is due to the Hedonic Motivation has significant influence the acceptance and use of technology so that people feel the fun or pleasure in using e-tickets derived from the use of technology, and have proven to play an important role in determining the adoption and use of technology (Pertiwi & Ariyanto, 2017). This finding means the fun, enjoyment and entertainment increase the customer behavioral in using it. This may also be because this application and web which included in interesting category, so fun, enjoyment and entertaining are one of its strategy to attract customer to use.

The Influence of Habit on Behavioral Intention

Based on the results of statistical analysis, a t-statistic value of 3.124 that is greater than the t-table which is 1.96 and makes Habit does has significant influence on the Behavioral Intention. The result is consistent with result of technology adoption researches which have been done previously by Venkatesh et al. (2012) that states Habit has positive and significant influence on context. Research from Hew et al., (2015) result has been confirmed as the most significant driver Behavioral Intention in mobile app usage and research result by Marhaeni (2014) shows Habit significantly influence Behavioral Intention in using instant messenger applications.

The Influence Behavioral Intention on Use Behavior

Based on the results of statistical analysis, significantly influence Use Behavior. The result is consistent with result of Venkatesh et al. (2012) that states Behavioral Intention has positive and significant influence applicability of UTAUT to the consumer context. Research from Tak & Panwar (2017) result stated Behavioral Intention and significantly influence Use Behavior on mobile apps-based shopping and research result by Marhaeni (2014) shows Behavioral Intention has positive and significant influence on Use Behavior in using instant messenger applications.

The Influence of Moderate Variable "Gender"

In this study found that Gender did not moderate the influence of all significance independent variables. The results are consistent with the intention of accepting new technology and there are cases where gender differences cannot be discerned.

The Influence of Moderate Variable "Age"

In this study, the author found that Age only moderates Social Influence on Behavioral Intention. It shows that there are significant differences between respondents Gen Z with Gen Y in response to Social Influence on Behavioral Intention. Social Influence is someone's awareness about someone else using a system. These results are in accordance with the results of the study of Venkatesh et al. (2003) who found social influence on the desire to use the system tended to strengthen towards older users. But the results were also found in Nofadhila et al. (2018); Yu, (2012) study which showed that younger users were more socially affected than older users.

5. Conclusion and Recommendation

Conclusion

Based on in Indonesia are Social Influence, Hedonic Motivation and Habit, while other three variables have not significant influence on Behavioral Intention. Based on the result of this study, it shows that Behavioral Intention have significant influence on Use Behavior, which means it affect the Use Behavior in using Pegipegi in Jakarta. Age proved to moderate the influence of Social Influence on Behavioral Intention in adopting and using Pegipegi in Jakarta.

Recommendation

Further research should be able to conduct research that is included Price Value as the independent variable to predict the Behavioral Intention. Additionally, it would be nice for further research to expand the research area in other regions in Indonesia or even in other countries, especially for the international tourist who ever come to Indonesia

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