

WHERE DO BRICK AND MORTAR TRAVEL AGENT CUSTOMERS GO? ACCEPTANCE OF TECHNOLOGY INNOVATION THEORY IN THE CONTEXT OF ONLINE SHOPPING IN INDONESIA

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Abstract - The rapid development of the internet has opened up so many opportunities for companies to provide the consumers for something more. In Marketing Aspects, marketers today are more oriented to digital coupons in mobile phones or computers, so it will not waste the consumers' time to actually go to the store and make purchases (Jayasingh and Eze, 2009). In addition to this, the newer system built will help the consumers to get everything more quickly, efficiently and effectively. Therefore, companies are competing to provide a better and sophisticated system so that consumers will feel helped and loyal to the company. One method to determine whether the system built by the company to the consumer is accepted or not is by using Acceptance of Technology Innovation model (ATI) (Amelia, et al., 2018). The company that uses the ATI system in operating and maintaining its company is Traveloka. The online-based company, Traveloka, was founded in 2012 by Ferry Unardi, Derianto Kusuma and Albert. Initially this company only served as an airline ticket search engine, so that consumers can compare flights fare from each airline. In 2013, Traveloka changed its focus to be a web serving online ticket reservation. Innovation from Traveloka did not stop there. On 2014, Traveloka began to expand on the online reservation of hotel rooms. This makes it easier for travelers to directly book flight tickets and hotels practically, easily, quickly and efficiently (www.dailysocial.net is downloaded on the January 12, 2018). Therefore, this study aims to understand the factors that affect the actual usage of online travel agent through Technology Acceptance Model (perceived usefulness, perceived ease of use), Diffusion of Innovation (compatibility) and perceived value as research variables. Research method used in this research is quantitative method and SPSS 22.0 is used to analyze the data. The type of this research is causal research and 150 respondents in Surabaya are used as the research sample. There are seven hypothesis proposed in this research. Based on the results of the study, it shows that there are five significant hypotheses and two insignificant hypotheses. Perceived ease of use and compatibility has no direct significant effect on the actual usage of online consumer in Indonesia. But positive regression coefficient indicates a positive relationship but not significant.

Keywords - Travel Agent, Actual Usage, Technology Acceptance Model, Acceptance of Technology Innovation, and Perceived Value

I. INTRODUCTION

The Internet is one of the most advanced technological developments worldwide. With the existence of the internet, people can access any possible information quickly and easily. The Internet seems to be a "food" of the community everytime because of the many conveniences obtained from the internet. Adding insight/ knowledge, facilitate communication, facilitate shopping, job search, and doing business (www.nesabamedia.com downloaded on June 29, 2015) are some of the examples. With the presence of internet, and also the technology that facilitate in the public, many companies are using the internet as an easy way for public to make online purchases, such as Zalora, Amazon, e-bay and others marketplace.

The rapid development of the internet has opened up so many opportunities for companies to provide the consumers something more. In Marketing Aspects, marketers today are more oriented to digital coupons in mobile phones or computers so it will not waste the consumers' time to actually go to the store and make purchases (Jayasingh and Eze, 2009). Meanwhile, when the company refuses to make changes (technology), the company will have a hard time to keep up and most likely will not survive. One of the

main reasons is because internet has changed the needs and desires of consumers. A well established and updated system will give added value to the company and can increase the company's advantage and superiority compared to its competitors. In addition to this, the system built by a company will help the consumers to obtain everything more quickly, efficiently and effectively. Therefore, companies are competing to provide a better and sophisticated system so that consumers will feel facilitated, and also loyal to the company. One method to determine whether the system built by the company is accepted or not is by using Acceptance of Technology Innovation model (ATI) (Amelia, et al., 2018).

In accordance with the Acceptance of Technology Innovation model (ATI), the behavior to use is influenced by perceived value and behavioral intention. Cronin et al., (2000) states perceived value as an overall assessment of the utility of a product based on what perceptions are received and what is given. Perceived value is an important part of understanding the field of technology adoption behavior in marketing and information systems aspects (Yu et al., 2015; Kim et al., 2007; Chen and Dubinsky, 2003; Dodds and Monroe, 1985; Dodds et al., 1991 ; Parasuraman et al., 1985; Wood and

Scheer, 1996; Zeithaml, 1988). Kim et al., (2007) developed a value-based model for the adoption model of mobile data services from a customers' value perspective. Research conducted by Yu et al. (2015) and Kim et al. (2007) produced a significant influence on perceived value of interest in the use of potential customers, therefore it is important to make potential consumers fully perceived value for convincing use of media tablet.

In the end, actual usage is very important aspect in understanding the context of online shopping. Taylor and Todd (2001) define actual usage as a reflection of feelings of liking or dislike in behavior. Based on a research conducted by Lin (2007); Yousafzai and Yani (2012); Moon and Kim (2001); Lu et al., (2009); Amelia (2015); Sambasivan et al., (2010) states that actual usage is the main determinant of online purchases. The online purchase is currently experiencing a major development of online service provider (Turban et al., 2015). One of the companies that uses the ATI system in operating and maintaining its company is Traveloka.

The online-based company, Traveloka, was founded in 2012 by Ferry Unardi, Derianto Kusuma and Albert. Initially this company only served as an airline ticket search engine, so that consumers can compare flight fares from each airline selected. In 2013, Traveloka changed its focus to be a web serving online ticket reservation. Innovation from Traveloka did not only stop there. On 2014, Traveloka began to expand on the online reservation of hotel rooms, making it easier for travelers to directly book flight tickets and hotel rooms more practically, easily, quickly and efficiently (www.dailysocial.net is downloaded on the January 12, 2019). In addition to hotel access, Traveloka also facilitates consumers with creating smartphone applications. Within a week, this app became users' first choice to search airline tickets and book hotel rooms (www.swa.co.id downloaded on January 12, 2019).

Traveloka itself has other competitors such as tiket.com, pegipegi and wego. But compare to its competitors, Traveloka is the most accessed and popular among the users. The timing is precise for Traveloka. Traveloka saw a change in the lifestyle in a practical society, and the company focused on technology advancement more than its competitors. One of the technological advancement is by creating a Traveloka app that gives a positive response when it launched (www.id.techinasia.com downloaded on January 12, 2019). Traveloka users are increasing every month. When Traveloka has penetrated 7 million users, the other competitors still have an average user 1 million users. This is an interesting phenomenon, because although Traveloka has several competitors, this company has a huge user range. Traveloka on its website also provides discounted airline tickets and guidance on how to travel somewhere easily (www.blog.traveloka.com downloaded on January 12, 2019). This provides

more advantage where Traveloka always provides technology, promotion, and more information than its' competitors. Therefore, this study uses Traveloka as the object of research.

II. LITERATURE REVIEW

A. Perceived Usefulness

Perceived usefulness is the first belief, which is significance for computer acceptance. Davis (1989) defines perceived usefulness as 'the degree to which a person believes that using a particular system would enhance his or her job performance.' Tan dan Teo (2000) state that perceived usefulness is 'an important factor in determining the adaptation of innovations.' Similarly, Guriting and Ndubisi explain perceived usefulness as 'strongly associated' with productivity. Yu et al., (2015) states that perceived usefulness have a significant positive effect on perceived values. Kim et al., (2007) identifies that usability as perceived benefit affects the overall size of the value, and suggests that usefulness plays a key role in the intentions of adoption. The perceived value is dominated mainly by the emotional value. Perceived usefulness affects use because performance expectations are embedded in the definition of usefulness (Venkatesh et al., 2003) whereas performance expectations provide extrinsic motivation which is key to encouraging usage behavior (Vallerand, 1997). Thus, we tested the following hypotheses:

H₁: Perceived of usefulness has a positive significant effect on consumer value of service provider.

H₄: Perceived of usefulness has a positive significant effect on actual usage of service provider.

B. Perceived Ease of Use

The second belief is perceived ease of use. Davis (1989) defined that perceived ease of usefulness is 'the degree to which a person believes that using a particular system would be free of effort.' Davis (1989) also defined that perceived ease of usefulness is 'a major factor that affects acceptance of information system.' Davis (1989) stated that 'an application that easier to use that another is more likely to be accepted by users.' Liao et al. (2007) found that 'a user who perceives a higher ease of use of mobile commerce also has a stronger attitude for adoption.'

Consumers in making decisions to adopt online media, consumers will need to experience relative benefits such as ease of use compared to traditional media that already exist (Carlson et al., 2015; Choudhury and Karahanna, 2008; Yang et al., 2013). According to Kushwaha and Shankar (2013), consumers who adopt some of the same retail media will adopt retail media that offer consumers the convenience to save time and money when consumers shop all they want. The model of mobile

adoption behavior, based on TRA, TAM, suggests that expressive feel, perceived pleasure, PU, and PEOU are factors that affect use. These factors are emphasized normatively in determining users to use mobile phones and mobile services (Nysveen et al., 2005a; Nysveen et al., 2005b). The ease of use has a positive and significant influence on the use of CRM systems (Karahanna et al., 2006). From these statements, we can make hypotheses that:

H₂: Perceived ease of use has a positive significant effect on consumer value of service provider.

H₅: Perceived ease of use has a positive significant effect on actual usage of service provider.

C. Compatibility

Another factor that also considered has an effect to behavioral intention is compatibility. According Moore and Benbasat (1991), compatibility is 'the degree of how far innovation is consistent with the values that exist, needs, and past experiences from potential adopter. Mallat et al. (2006) explain that compatibility has a direct effect to the intention of the usage of technology. Tornatzky and Klein (1982) state that compatibility becomes a crucial innovation characteristic that refers to customer/consumer acceptance.

When technology is compatible with values, it will also be compatible with previous individual experience possessed relative to the limits that values are stable and lasting in determining the elective period of experience to be involved (Karahanna et al., 2006). The business model is an important part to consider in the adoption of digital services as well as diffusion when discussing consumer-based information systems and one of the most influencing variables perceived value is the compatibility felt by consumers (Baird and Raghu, 2015). The service compatibility is overlooked, especially by those who have no personal experience about the service, and therefore may be less open to experimenting with services (Chin, 1998; Grove et al., 2012; Williamson, 2009). Tornatzky and Klein (1982) in Schierz et al., (2010) also stated that compatibility is a characteristic of crucial innovation that directs consumer acceptance. From these statements, we can conclude hypotheses as follows:

H₃: Compatibility has a positive significant effect on consumer value of service provider.

H₆: Compatibility has a positive significant effect on actual usage of service provider.

D. Consumer Value

Cronin et al., (2000) states perceived value as an overall assessment of the utility of a product based on what perceptions are received and what is given. Perceived value is defined as the exchange between benefits, and sacrifices perceived by the customer (Ulaga and Chacour, 2001; Woodal, 2003 in

Milfelner et al., 2009). Perceived value can also be interpreted as the value of the total bid or in other words, the maximum price paid by the customer for a series of economic and non-economic attributes attached to a product (Reddy, 1991 in Johanna, 2006). Slater (1997); Parasuraman (1997) states that perceived value is important in understanding customer behavior, because the customer's perception of value affects purchasing decisions. Based on the research of Sweeney and Soutar (2001) there are 4 dimensions of perceived value that can be used to measure better perceived value.

Perceived value plays an influential role in the market. While customers feel the value of products and services, satisfaction and intent to buy will increase. Value and actual usage are closely related, in relation to real-life contexts that present various external factors whether encouraging or limiting the use of certain products (including games) (Hamari and Nousiainen, 2015). Previous research has shown that teachers consider external factors to be a major barrier to technological integration (Ertner et al., 2016). The use of services in activities has been influenced by the extent to which they deem the service valuable and useful for learning and productivity (Bourgonjon et al., 2013). Thus, the following hypothesis is proposed:

H₇: Consumer value has a positive significant effect on actual usage of service provider.

E. Actual Usage

Actual usage is user's self-reported frequency and volume of use (Moon and Kim, 2001). Information System usage is a frequently suggested measure of Information System success (Ndubisi and Jantan, 2003; Igbaria et al., 1997) and a key dependent variable (Delone and Mclean, 1992). Serenko (2008) explain actual usage as 'the extent to which an individual employs interface agents in his or her email application.' Also, Igbaria et al., (1997) defined actual usage as 'the actual degree of agent utilization given that the use of the system is voluntary.'

III. RESEARCH ISSUE AND METHODOLOGY

A. Research Issue

In this study, the targets of population are consumers in Surabaya who have accessed and have used Traveloka. The characteristics are as follow: men and women, residing in Surabaya, well-educated and have used or currently using Traveloka to purchase Traveloka's product. This research uses primary data that is obtained from the distribution of questionnaires to the respondents in accordance with the characteristics of populations. Data collection procedure is a questionnaire given to a sample that meets the characteristics of the sample that has been determined (purposive sampling) such as male and female workers, housewives with small children

where these characteristics indicate the limited time available to be able to purchase in a regular offline shop. The questionnaires were given in the form of one sheet of back and forth questionnaires, and the questionnaires were given outside office hours or busy times such as at 17:00 to 19:00 or on Saturdays and Sundays. From 165 questionnaires distributed, 150 questionnaires were returned and can be used for data formulation.

From the questionnaire completed by respondents, the indicators to measure were built from previous researches. For perceived usefulness, perceived ease of use, and Compatibility from researches by Luarn and Lin (2005), Lin (2007), Jayasingh and Eze (2009), Kuo and Yen (2009), and Sweeney dan Soutar (2001). There were 26 indicators for 5 variables tested, and these can be seen from the following research model:



Figure 1. Research Model
Source: Analysis, 2018

B. Methodology

Aras which was used within this research was interval level measurement. Type of scale used was Summated Likert, a statement which has a range from 1 = disagree to 5 = agree, the scale represent the respondents' opinion for the questions regarding the objects being studied. In which the highest the score or number selected indicated the higher of ratings, and vice versa.

IV. FINDING AND DISCUSSION

A. Findings

This study used Multiple Regression in testing between the variables. Statistical analysis tool used to answer the problem formulation of this research is SPSS 22.0. Once the questionnaires were returned, the next step that must be conducted is descriptive statistic-analysis. In Table 1, it shows that respondents who fill out questionnaires are mostly done by women, this can be seen from 87 respondents (58%) of respondents who are online travel agent site users are women while 63 respondents (42%) are men. This indicates that the online travel agent sites that exist today are better to able to attract the attention of female users.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	63	42.0	42.0	42.0
	Female	87	58.0	58.0	100.0
	Total	150	100.0	100.0	

Tabel 1. Respondents Characteristic by Gender
Source: data, compiled by researcher, 2018

From the results in Table 2, it can be seen that the characteristics of respondents based on age are dominated by age group 22-35 which is 79 respondents (52.7%), followed by 18-22 age group which is 43 respondents (28.7%), and last age group which is online travel agent users and become respondents ie age group 35-50 which is 28 respondents (18.7%). This shows that the majority of online travel agent users are in the age subgroup of generation X and Y and baby boomers, the last are from the senior age group.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-22	43	28.7	28.7	28.7
	22-35	79	52.7	52.7	81.3
	35-50	28	18.7	18.7	100.0
	Total	150	100.0	100.0	

Tabel 2. Respondents Characteristic by Age
Source: data, compiled by researcher, 2018

	N	Mean	Std. Deviation
PU1	150	3.727	.9041
PU2	150	3.887	.7645
PU3	150	3.807	.8646
PU4	150	3.707	.8789
PU5	150	3.800	.9123
PU6	150	3.813	.8622
PU	150	3.7900000000	.771033667056
PEOU1	150	0001	456
PEOU2	150	3.873	.7535
PEOU3	150	3.847	.8252
PEOU4	150	3.727	.8346
PEOU5	150	3.640	.8050
PEOU6	150	3.727	.8018
PEOU	150	3.593	.8362
COM1	150	3.73444444444444	.692211024479
COM2	150	4446	628
COM3	150	3.393	.8584
COM4	150	3.467	.8721
COM	150	3.393	.8662
PV1	150	3.560	.9231
PV2	150	3.4533	.76763
PV3	150	3.680	.7265
PV4	150	3.667	.7111
PV5	150	3.333	.8874
PV6	150	3.673	.8151
PV7	150	3.667	.7915
PV	150	3.593	.7951
AU1	150	3.513	.7395
AU2	150	3.58952380952	.633125805526
AU3	150	3808	022
AU	150	3.507	.7212
Valid N (listwise)	150	3.480	.8405
		3.473	.8800
		3.48000000000	.735262867257
		0000	139

Tabel 3. Descriptive Statistics
Source: data, compiled by researcher, 2018

Based on the results from data processing in table 3, it shows that the average score of the mean for overall indicator is 3.61. This shows that all indicators of variables that tested can be perceived positive by all respondents. In addition, the standard deviation is under 2.0. This shows that the answers given by

respondents are homogeneous or relatively the same. It is known that the highest mean average is perceived usefulness is 3.79. This may indicate that the indicators of perceived usefulness are best perceived by the respondents than other variables. Perceived usefulness has the highest score for standard deviation, that is 0.77. This may indicate that the respondents give answers for perceived usefulness least homogeneous compared with other variables. Before going for Single Regression and Multiple Regression testing, first steps that must be conducted is the testing of the validity and reliability

to prove that the data from the questionnaire is valid, reliable and able to be used for the next analysis.

Validity Test

The criteria is if the value of the factor loading is higher than 0.160, then the statement is considered valid, however, if the value of the factor loading is less than the 0.160, then the statement is considered invalid or failed. Based on the test of the data validity, it is prove that all indicators used to estimate each variable are valid, since the value of the factor loading for every questions are more than 0.160.

Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL
Perceived Usefulness:		Perceived Ease of Use:		Compatibility:		Perceived Value:		Actual Usage:	
PU1	.774	PE1	.855	CO1	.897	PV1	.856	AU1	.690
PU2	.820	PE2	.762	CO2	.778	PV2	.597	AU2	.813
PU3	.839	PE3	.803	CO3	.759	PV3	.615	AU3	.837
PU4	.874	PE4	.812	CO4	.650	PV4	.796		
PU5	.900	PE5	.788			PV5	.758		
PU6	.843	PE6	.706			PV6	.782		
						PV7	.754		

Table 4. Validity Test

Source: data, compiled by researcher, 2018

1

Reliability Test

Reliability test is do by comparing cronbach's alpha value, if the value is higher than 0.6, then the statement is considered reliable.

Variable	Cronbach's Alpha Based on Standardized Items
Perceived Usefulness	0.948
Perceived Ease of Use	0.927
Compatibility	0.895
Perceived Value	0.914
Actual Usage	0.883

Table 5. Reliability Test

Source: data, compiled by researcher, 2018

From the table 5, it is proven that the variable of perceived usefulness, perceived ease of use, compatibility, perceived value, and actual usage having the Cronbach alpha value higher than 0.60. So, it can be concluded that the statements develop the variables can be said to be consistent/reliable and can be used for further analysis.

Results of Coefficient Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771 ^a	.594	.586	.407414027461173

a. Predictors: (Constant), COM, PU, PEOU

Table 6. Coefficient Determination 1

Source: data, compiled by researcher, 2018

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.572 ^a	.327	.309	.611339558634915

a. Predictors: (Constant), PV, COM, PU, PEOU

Table 7. Coefficient Determination 2

Source: data, compiled by researcher, 2018

From table 6, determinant coefficient/R-square (R^2) generated is 0.586, which means that the variations of variables of perceived usefulness, perceived ease of use, and Compatibility together can explain the variation of

variable of perceived value by 58.6%, while the rest 41.4% explained for other variables beyond the model which is not yet observed. Meanwhile, from table 7 determinant coefficient/R-square (R^2) generated is 0.309 which means that perceived usefulness, perceived ease of use, Compatibility and perceived value together can explain the variation of variable actual usage by 30.9%, while the rest 66.2% explained for other variables beyond the model which is not yet observed.

Results of Multiple Regression

1. Perceived Usefulness, Perceived Ease of Use, and Compatibility to Perceived Value

The results of multiple regression are as follows:

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-.351	.281		-1.250	.213
1 PU	.397	.044	.483	9.099	.000
PEOU	.461	.049	.504	9.485	.000
COM	.207	.044	.251	4.737	.000

a. Dependent Variable: PV

Table 8. Coeffisien Regression Model 1
Source: data, compiled by researcher, 2018

From table 8, the regression equation can be written as follows:

$$PV = b_1PU + b_2PE + b_3CO$$

$$PV = 0.483PU + 0.504PE + 0.251CO$$

Based on table 8, all the independent variables have positively influence towards perceived value. Perceived usefulness has the greatest regression coefficient compare to other variables, that is 0.504. Therefore, perceived usefulness is the most influential variable to perceived value. In the other side, compatibility has the smallest effect on perceived value, that is 0.251.

2. Perceived Usefulness, Perceived Ease of Use, Compatibility and Perceived Value to Actual Usage

Based on table 9, all the independent variables have positively influence towards actual usage. Perceived value has the greatest regression coefficient compare to other variables, that is 0.350. Therefore, perceived value is the most influential variable to actual usage. In the other side, compatibility has the smallest effect on actual usage, that is 0.048. From table 9, the regression equation can be written as follows:

$$AC = b_4PU + b_5PE + b_6CO + b_7PV$$

$$AC = 0.253PU + 0.066PE + 0.048CO + 0.350PV$$

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.688	.424		1.624	.107
1 PU	.242	.082	.253	2.951	.004
PEOU	.070	.093	.066	.754	.452
COM	.046	.070	.048	.646	.519
PV	.406	.124	.350	3.270	.001

a. Dependent Variable: AU

Table 9. Coeffisien Regression Model 2
Source: data, compiled by researcher, 2018

F-test

Based on the calculation of SPSS, the significance of F test value in the model 1 and model 2 are 0.000, this mean H_0 is rejected, so it can be concluded each model's independent variables together influencing dependent variable significantly.

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	35.492	3	11.831	71.276	.000 ^b
Residual	24.234	146	.166		
Total	59.726	149			

a. Dependent Variable: PV

b. Predictors: (Constant), COM, PU, PEOU

Table 10. Result of F-test 1
Source: data, compiled by researcher, 2018

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	26.359	4	6.590	17.632	.000 ^b
Residual	54.192	145	.374		
Total	80.551	149			

a. Dependent Variable: AU

b. Predictors: (Constant), PV, COM, PU, PEOU

Table 11. Result of F-test 2

Source: data, compiled by researcher, 2018

t-test

1. Perceived Usefulness, Perceived Ease of Use, and Compatibility to Perceived Value

The t test used to determine whether the independent variables of perceived usefulness, perceived ease of use and Compatibility partially (independently) have significant influence on perceived value. If the value of t test is below 0.05, then it can be stated that the variable is significantly influenced by partially. From table 12, it can be seen that perceived usefulness, perceived ease of use and Compatibility partially (independently) have significant influence on perceived value.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.351	.281		-1.250	.213
1 PU	.397	.044	.483	9.099	.000
PEOU	.461	.049	.504	9.485	.000
COM	.207	.044	.251	4.737	.000

a. Dependent Variable: PV

Table 12. Result of t-test

Source: data, compiled by researcher, 2018

2. Perceived Usefulness, Perceived Ease of Use, Compatibility and Perceived Value to Actual Usage

The t test used to determine whether the independent variables of perceived usefulness, perceived ease of use, Compatibility and perceived value partially (independently) have significant influence on actual usage. If the value of t test is below 0.05, then it can be stated that the variable is significantly influenced by partially. From table 13, it can be seen that perceived usefulness and perceived value partially (independently) have significant influence on actual usage. However, perceived ease of use and compatibility variables have no significant effect on actual usage.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.688	.424		1.624	.107
1 PU	.242	.082	.253	2.951	.004
PEOU	.070	.093	.066	.754	.452
COM	.046	.070	.048	.646	.519
PV	.406	.124	.350	3.270	.001

a. Dependent Variable: AU

Table 13. Result of t-test

Source: data, compiled by researcher, 2018

B. Discussion

The results of this studies showed that the variables which perceived usefulness, perceived ease of use and compatibility, have positive and significant effects on perceived value. Also, perceived usefulness and perceived value have positive and significant effect on actual usage. In addition, the results also showed that perceived ease of use and compatibility have positive but not significant effects on actual usage of Traveloka. So, it can be concluded that from

seven proposed hypotheses, five hypotheses are supported and two hypotheses are not supported.

The first hypothesis stating that perceived usefulness has a positive significant effect on perceived value of Traveloka is supported. The first hypothesis stating that perceived usefulness has a positive effect on behavioral intention is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Yu et al., (2015)

that states that perceived usefulness have a significant positive effect on perceived values. 6

The second hypothesis stating that perceived ease of use has a positive significant effect on perceived value of Traveloka is supported. The second hypothesis stating that perceived ease of use has a positive effect on perceived value is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study with Kushwaha and Shankar (2013), consumers who adopt some of the same retail media will adopt retail media that offer consumers the convenience to save time and money.

The third hypothesis stating that compatibility has a positive significant effect on perceived value of Traveloka is supported. The third hypothesis stating that compatibility has a positive effect on perceived value is supported because the t test value is 0.000, below 0.05. This shows the consistency results of this study that when technology is compatible with values, all equal, it will also be compatible with previous individual experience possessed relative to the limits that values are stable and lasting in determining the elective period of experience to be involved (Karahanna et al., 2006).

The fourth hypothesis stating that perceived usefulness has a positive significant effect on actual usage of Traveloka is supported. The fourth hypothesis stating that perceived usefulness has a positive effect on actual usage is supported because the t test value is 0.004, below 0.05. This shows the consistency results of this study that perceived usefulness affects use because performance expectations are embedded in the definition of usefulness (Venkatesh et al., 2003) whereas performance expectations provide extrinsic motivation which is key to encouraging usage behavior (Vallerand, 1997). The fifth hypothesis stating that perceived ease of use has a positive significant effect on actual usage of Traveloka is not supported because the t test value is 0.452, higher than 0.05. This is not consistent with the results of previous researches that ease of use has a positive and significant influence on the use of CRM systems (Karahanna et al., 2006). The sixth hypothesis stating that Compatibility has a positive significant effect on actual usage of Traveloka is not supported because the t test value is 0.519, higher than 0.05. This is not consistent with the results of previous research by Tornatzky and Klein (1982) in Schierz et al., (2010) also stated that compatibility is a characteristic of crucial innovation that directs consumer acceptance. The seventh hypothesis stating that perceived value has a positive significant effect on actual usage of Traveloka is supported because the t test value is 0.001, below 0.05. shows a consistency of the results with previous researches that the use of services in activities has been influenced by the extent to which they deem the service valuable and useful for learning and productivity (Bourgonjon et al., 2013).

V. CONCLUSION, LIMITATION, AND RESEARCH EXTENTION

Conclusion

From the research and discussion that had been done, this study successfully extends actual usage to the context of travel agent by using perceived value in mediating influence of the three variables perceived usefulness, perceived ease of use and Compatibility.

As the result of this study, it can be concluded that perceived value have positive and significant influence toward actual usage of Traveloka customer. Furthermore, perceived usefulness, perceived ease of use and compatibility has positive significant influences towards perceived value of Traveloka customer in Surabaya. It can be seen from this research that perceived value has dominant effect in improving actual usage of Traveloka customer in Surabaya. It shows that customer with perceived value tends to become actual user of Traveloka.

This study further clarifies the importance of the role of perceived value which directly has the greatest effect on actual usage. Thus, it also becomes a significant mediation to the indirect effect of compatibility and perceived ease of use towards actual usage. In addition, it can also be seen the importance of the influence of perceived ease of use that directly affect the largest perceived value. This refers to the explanation of Kim et al., (2013) perceived value as an antecedent between behavior with utilitarian motivation. This is why the perceived value as a mediating variable can significantly mediate the effect of compatibility which is a utilitarian motivation and can form perceived value before finally forming actual usage. Also, Karahanna and Straub (1999) explaining that the relationship between the perceived ease of use with actual usage is an indirect influence. This is due to the influence of perceived ease of use is mediated by other variables before it ultimately affects the actual usage. This is why the perceived value as a mediating variable can significantly mediate the effect of perceived ease of use. Perceived ease of use and compatibility have positive but not significant effect on actual usage. This is due to the respondents who are consumers of the online service provider based on the descriptive results of respondent characteristics of age is dominated by the age group of 22-35 with a range for all respondents ie age 18-50. From the dominance and age range of respondents it can be seen that the community groups that use online service provider sites are in the generation of X, Y generation, generation Z, and baby boomer generation (Schiffman and Kanuk, 2008). The community groups have been accustomed to using the internet in daily activities perceived convenience is not enough to establish the use of an online service provider site for real shopping. Perceived ease of use and compatibility have been considered to be something reasonable when associated with existing information

technology with the level of convenience that can be said relatively similar among the various developments in information technology. This is why perceived ease of use and compatibility has no significant effect on actual usage. From explanation above, it could be seen that perceived value is the most important variable to increase actual usage. Is imperative for Traveloka to increase perceived value of the customers. The indicator with the highest validity value for the perceived value variable is the Traveloka website. The website provides services that can make the respondents enjoy the service (PV1). The first indicator of Perceived Value is an indicator of the perceived value dimension of emotional value (Sweeney and Soutar, 2001). This is consistent with the explanation of Schiffman and Kanuk (2008) emotion by consumer researchers is considered highly evaluative in nature that includes a person's assessment of the object attitude "fun" or "unpleasant", "nice" or "not good". Therefore it is important for online service provider to always try to improve the indicator. Development in the perceived value's indicator that can be done is to ensure that the price listed is the latest updated price of any airline or other service providers. In addition, Traveloka need to always ensure that the price of each product offered is the cheapest price so that consumers will not feel disappointed. Perceived usefulness is a variable that has the second important effect directly to actual usage and perceived value, so it is very important to increase perceived value of Traveloka. The indicator with the highest validity value of Traveloka site that provides facilities in comparing information about the various products offered (PU5). Therefore it is important for Traveloka to always try to improve the indicator. Development in perceived usefulness indicator variable that can be done is to provide facilities in comparing information about various products offered can be done with the addition of new features that contain price comparison of similar products at different times. Products on different days used as a comparison will appear on the bottom screen of the main product that the user is looking for. So the emergence of this comparison web will make it easier for users in searching for references to similar products with the user search. Although perceived ease of use do not significantly effect actual usage directly, but perceived ease of use would effect actual usage through perceived value. Also, perceived ease of use has dominant effect on perceived value, so it is important to increase perceived ease of use of Traveloka customer. The indicator with the highest validity value of Traveloka website is to provide information that easily understood (PEOU1). Therefore, it is important for online service provider to always try to improve the indicator. Development in indicators of variable perceived ease of use that can be done is to provide information that easily understood. This can be done with the addition of live

chat feature in addition to providing many benefits in accessing information about this feature product. Live chat feature will reply to each user's complaint very quickly because the user is served by personalized customer service and any direct complaints are identified immediately. In addition, online service providers can also add language settings (multilingual) on the web display so that all users from various countries can access online service provider sites in Indonesia. online service provider website can also give the best advice because many cases of user in entering wrong letters for the purpose of a product then in the search engine will not appear the product sought. From here, maybe the online travel agent website can improve the search engine similar with what google would do, which always give suggestions on user intent. Compatibility also do not significantly effect actual usage directly, but compatibility effect actual usage through perceived value, so it is important to increase compatibility of Traveloka customer. The indicator with the highest validity value of Traveloka site to shop for products that fit the lifestyle of respondents (COM1). This is in accordance with Schiffman and Kanuk (2008) explanation which explains that one of the important factors that shape attitude is lifestyle where attitude is a statement or reflection of lifestyle. Therefore it is important for online service provider to always try to improve the indicator. Development in the indicators of variable compatibility that can be done is to always provide products that are booming in the community such as providing a variety of domestic and foreign ticket tours. In addition, providing domestic and overseas tour packages for tourists can be an alternative.

Limitation and Research Extension

There are several limitations within this research, first, this research is only using limited sample in Surabaya. It also can be concluded that researchers and strategists need to consider other issues relating to perceived usefulness, perceived ease of use, perceived value and compatibility to increase actual usage. In further research, it is expected to increase the sample used in order for the data to be more generalized. Secondly, consider other issues such as socio – demographics factors related to actual usage.

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