TEST Engineering & Management

January - February 2020
ISSN: 0193 - 4120 Page No. 14818 - 14831

Acceptance of Technology Innovation Theory in Online Shopping of Travel Agent Customer in Indonesia

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Article Info
Volume 82
Page Number: 14818 - 14831
Publication Issue:
January-February 2020

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, DeriantoKusuma 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 January12, 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 usedin 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 proposedin this research. Based on the results of the study, it shows that there are five significant hypotheses and twoinsignificant hypotheses. Perceived ease of use and compatibility has no direct significant effecton 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*

Article History
Article Received*: 18 May 2019*
Revised*: 14 July 2019*
Accepted*: 22 December 2019*
Publication*: 28 February 2020*

I INTRODUCTION

The rapid development of the internet has opened up so many opportunities for companies to provide the consumers something more. 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, Sudarsan&Eze, 2009). Meanwhile, when the company refuses to make technology changes, 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

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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. Amelia, et al., argued that one method to determine whether the system built by the company is accepted or not is by using Acceptance of Technology Innovation model (ATI).

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 inthe lifestyle in a practical society, and the company focused on technology advancement more than its competitors. 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. Therefore, Traveloka is a good research object to describe real condition in Indonesia. This research is going to find out which factors influence the most to actual usage with Traveloka users as respondents using linear regression as analysis method. This research model can explain more about actual usage rather than previous studies that makes this research interesting.

II LITERATURE REVIEW

2.1 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 & Teo (2000) state that perceived usefulness is 'an important factor in determining the adaptation of innovations.' Similarly, Guriting&Ndubisi explain perceived usefulness as 'strongly associated' with productivity. Yu, Liu, & Yao (2015) states that perceived usefulness have a significant positive effect on perceived values. 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, Viswanath, & Davis,2003).Thus, we tested the following hypotheses:

H_1: Perceived of usefulness has a positive significant effect on consumer value of service provider.

H_4: Perceived of usefulness has a positive significant effect on actual usage of service provider.

2.2 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, Tsou, & Huang (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 (Yang,2005). The model of mobile adoption behavior, based on TechnologyAcceptanceModel, suggests that expressive feel, perceived pleasure, perceived usefulness, and perceived ease of use are factors that affect use. These factors are emphasized

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normatively in determining users to use mobile phones and mobile services.From these statements, we can make hypotheses that:

H_2: Perceived ease of use has a positive significant effect on consumer value of service provider.
H_5: Perceived ease of use has a positive significant effect on actual usage of service provider.

2.2 Compatibility

Another factor that also considered has an effect to behavioral intention is compatibility. According Moore &Benbasat (1991), compatibility is 'the degree of how far innovation is consistent with the values that exist, needs, and past experiences from potential adopter. Tornatzky&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. 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.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 (Schierz, Gerhardt, Schilke, Oliver & Wirtz, 2010).Tornatzky &Klein (1982) also stated that compatibility is a characteristic of crucial innovation that directs consumer acceptance. From these statements, we can conclude hypotheses as follows:

H_3:Compatibility has a positive significant effect on consumer value of service provider.
H_6:Compatibility has a positive significant effect on actual usage of service provider.

2.4 Consumer 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). Previous research has shown that teachers consider external factors to be a major barrier to technological integration (Kuo& Yen, 2009). 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 (Amin, 2007).Thus, the following hypothesis is proposed:

H_7: Consumer valuehas a positive significant effect on actual usage of service provider.

2.5 Actual Usage

Actual usage is user's self-reported frequency and volume of use (Moon &Kim, 2001). Information System usage is a frequently suggested measure of Information System success (Ndubisi&Jantan, 2003; Igbaria& Tan., 1997) and a key dependent variable. Serenko (2008) explain actual usage as 'the extent to which an individual employs interface agents in his or her email application.' Also, Igbaria& Tan (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

3.1 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

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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& Lin (2005), Jayasingh&Eze(2009). There were 26 indicators for 5 variables tested, and thesecanbe seenfromthe following researchmodel:

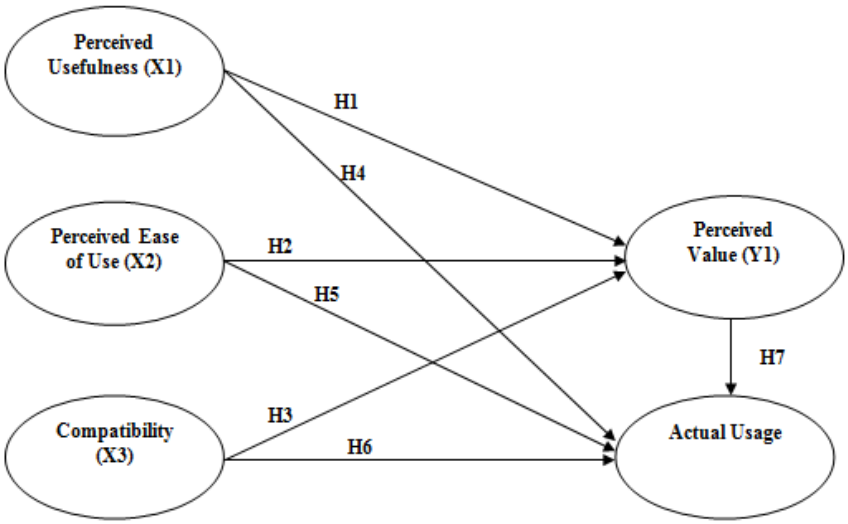

Fig.1. Research Model

Source: Analysis, 2018

IV FINDING AND DISCUSSION

4.1 Findings

This study usedMultipleRegressionintestingbetween thevariables. 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.

Table 1
Respondents Characteristic by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	63	42.0	42.0	42.0

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	Female	87	58.0	58.0	100.0
	Total	150	100.0	100.0	
Source: own calculation					

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.

Table 2
Respondents Characteristic by Age

		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	
Source: own calculation					

Table 3
Descriptive Statistics

	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	3.790000000000001	.771033667056456
PEOU1	150	3.873	.7535
PEOU2	150	3.847	.8252
PEOU3	150	3.727	.8346
PEOU4	150	3.640	.8050
PEOU5	150	3.727	.8018
PEOU6	150	3.593	.8362
PEOU	150	3.734444444444446	.692211024479628
COM1	150	3.393	.8584

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COM2	150	3.467	.8721
COM3	150	3.393	.8662
COM4	150	3.560	.9231
COM	150	3.4533	.76763
PV1	150	3.680	.7265
PV2	150	3.667	.7111
PV3	150	3.333	.8874
PV4	150	3.673	.8151
PV5	150	3.667	.7915
PV6	150	3.593	.7951
PV7	150	3.513	.7395
PV	150	3.589523809523808	.633125805526022
AU1	150	3.507	.7212
AU2	150	3.460	.8405
AU3	150	3.473	.8800
AU	150	3.480000000000000	.735262867257139
Valid N (listwise)	150		
Source: own calculation			

Based on the results from dataprocessing in table3, it shows thatthe averagescore ofthe mean for overallindicatoris 3.61. This showsthat allindicatorsofvariables that tested can beperceived positiveby allrespondents. In addition, the standard deviation is under 2.0. This showsthatthe answers given byrespondents arehomogeneousorrelatively the same. It is known thatthe highest meanaverageisperceived usefulness is 3.79. This mayindicatethat theindicatorsofperceived usefulnessare best perceivedby therespondentsthanothervariables. Perceived usefulness has the highest score for standard deviation, that is 0.77.This mayindicatethat the respondents give answers forperceived usefulnessleasthomogeneouscomparedwithother 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.

4.1.1 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.

Table 4
Validity Test

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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		
Source: own calculation									

4.1.2 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.

Table 5
Reliability Test

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
Source: own calculation	

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.

4.1.3 Results of Coefficient Determination

Table 6
Coefficient Determination 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771[a]	.594	.586	.407414027461173
a. Predictors: (Constant), COM, PU, PEOU				
Source: own calculation				

Table 7
Coefficient Determination 2

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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				
Source: own calculation				

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 valuetogether 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.

4.1.4 Results of Multiple Regression

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

The results of multiple regressionare asfollows:

Table 8
Coefisien Regression Model 1

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.351	.281		-1.250	.213
	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						
Source: own calculation						

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

$$PV = b1PU + b_2PE + b_3CO$$

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

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.

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From table 9, the regression equation can be written as follows:

$AC = b4PU + b_5PE + b_6CO + b_7PV$

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

Table 9
Coefisien Regression Model 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.688	.424		1.624	.107
	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						
Source: own calculation						

4.1.5 F-test

Based on the calculation of SPSS, the significance of F test value in the model 1 and model 2are 0.000, this mean H0 is rejected, so it can be concluded each model's independent variables together influencing dependent variable significantly.

Table 10
Result of F-test 1

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						
Source: own calculation						

Table 11
Result of F-test 2

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			

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a. Dependent Variable: AU
b. Predictors: (Constant), PV, COM, PU, PEOU
Source: own calculation

4.1.6 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 useand Compatibility partially (independently) have significantt 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 useand Compatibility partially (independently) have significant influence on perceived value.

Table 12
Result of t-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.351	.281		-1.250	.213
	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						
Source: own calculation						

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 valuepartially (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 valuepartially (independently) have significant influence on actual usage. However, perceived ease of use and compatibility variables have no significant effect on actual usage.

Table 13
Result of t-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.688	.424		1.624	.107
	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

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a. Dependent Variable: AU
Source: own calculation

V DISCUSSION

The results of this study shows 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, the conclusion is that from seven proposed hypotheses, five hypotheses are supported andtwo 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, Liu, & Yao (2015) that states that perceived usefulness have a significant positive effect on perceived values.

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.

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.

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 thatperceived usefulness affects use because performance expectations are embedded in the definition of usefulness (Venkatesh, Viswanath, & Davis, 2003).

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.

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) 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.

VI CONCLUSION

This study successfully extends actual usage to the context of travel agent by using perceived value in mediating influence of the three variables perceived

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usefulness, perceived ease of use and compatibility. This study shows that perceived value have positive and significant influence toward actual usage of Travelokacustomer. 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 canalso be seen the importance of the influence of perceived ease of use that directly affect the largest perceived value. This is the reason 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.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. Thecommunity 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 explaination 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. The first indicator of Perceived Value is an indicator of the perceived value dimension of emotional value. This is consistent that 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. 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

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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. 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, which always gives 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. 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.Also, future study can use other analysis method, such as structural equation model to earn better result.

VII RESEARCH LIMITATION

This study has limitation which is only examining in Indonesia. Future study can conduct comparative studies between Indonesia and other countries where there are cultural differences that can be additional research attractiveness. Specifically, we take respondents residing in Surabaya only. Also, this research only uses Traveloka as research object. Using other companies can produce different results.

VIII ACKNOWLEDGEMENTS

The research for this study was supported by a grant from *Bantuan Seminar Luar Negeri* (BSLN) *Kemenristekdikti Republik Indonesia* (Overseas Seminar Grant from the Ministry of Research and Technology Higher Education, Republic of Indonesia) and Universitas Pelita Harapan Surabaya Campus.

This paper is a revised and expanded version of a paper entitled ‘Where Do Brick and Mortar Travel Agent Customers go? Acceptance of Technology Innovation Theory in the Context of Online Shopping in Indonesia’ presented at the 509th International Conference on Management, Economics & Social Science - ICMESS 2019, Cannes, France, 13-14 October 2019 with Best Paper Achievement.

TEST Engineering & Management

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