IMPACT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE AND CONSUMER TRUST ON BEHAVIORAL INTENTION

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Abstract

This study aims to examine and analyze the effect of Perceived Usefulness, Perceived Ease of Use and Consumer Trust both partially and simultaneously on Behavioral Intention in the Traveloka Application. The research approach used in this research is quantitative research. The population in this study are consumers who use the Traveloka application. Data was collected using the survey method by distributing questionnaires to respondents who have purchased tickets through the Traveloka application, purchased tickets using the Traveloka application in the last 6 months and are in the Jabodetabek area. Questionnaires collected as many as 150 respondents, the data is then processed using multiple linear regression methods. Results of data analysis performed with the help of SPSS tools. Based on the results of this analysis it is known that the variables Perceived Usefulness, Perceived Ease of Use and Consumer Trust simultaneously have a positive effect on Behavioral Intention in the Traveloka Application. Partially the variables Perceived Usefulness, Perceived Ease of Use and Consumer Trust have proven to have a positive effect on Behavioral intention in the Traveloka Application. It can be stated that the easier the use of the Traveloka Application, the better the benefits of the application, and the greater the consumer trust, which leads to an increased intention to use the Traveloka Application. It is expected that the findings of this research, along with support from other studies, can provide a strong foundation for guiding the future development of the Traveloka application.

Keywords**: Behavioral Intention, Consumer Trust, Perceived Ease of Use, Perceived Usefulness**

1. INTRODUCTION

The need for travel after the Covid-19 pandemic increased dramatically, causing consumer needs for accommodations and transportations to also increase. Online ticket reservations are able to provide convenience to fulfill consumer's traveling activities according to their needs. E-ticket is one of the digital marketing advancements that is enjoyed by almost everyone in Indonesia. The presence of e-ticket enables consumers to book their tickets quickly and conveniently. Although it gives a lot of convenience, not everyone is able to use the feature because it requires adaptation to learn the technology.

Technological advancements support various activities by providing convenience making the activities to be more effective and efficient, including booking tickets online (Safari, Bisimwa, & Buzera Armel, 2022). Consumers use online ticket reservation applications because they feel that it is easier to use the application (Utami et al., (2022). Consumers do not have to put a lot of effort to get the tickets that they want by going to the ticket sales counter because they can purchase it online anywhere at any time, meaning that online ticket reservations application increases their productivity (Rita & Fitria, 2021). The process of searching and booking tickets online is quick because the application is equipped with clear information of price and schedule, making it easier for consumers to find the tickets that they need. The perception of usefulness offered by the application encourages consumers to use the application (Monica & Japarianto, 2022).

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The ease of use felt by consumers when using the application efficiently and its payment features will impact consumer behaviors when using the application (Fazriansyah, Sari, & Mawardi, 2022). The features in application is becoming increasingly varied and easier to understand, increasing consumers' willingness to use the application Online ticket reservation application is equipped with detailed usage of information making consumers easier to master the use of the application, also the payment facilities for booking tickets have many alternatives making the payment process easier (Sidhi & Johan, 2021). With various conveniences offered by the application for its users, the usage of the application will increase (Deni & Nurlinda, 2022)

Trust becomes a vital element in strengthening a person's willingness before using the application, where consumer trust in an application is linked with application system reliability offered to consumers, meaning that the system is running well when it is in use. Safari et al. (2022) explains that consumer trust on application completeness will strengthen consumer willingness to use the application (Prasetyo et al., 2022). Consumer trust will overcome consumer concerns on the risks that may arise when using the application, so trust may increase a person's willingness to use the application (Meida & Trifiyanto, 2022). Based on the data from databoks.katadata.id in December 2021, a survey reports that Traveloka is the most liked application that consumers use to book tickets by 67.5% while other applications is only 32.5% (Annur, 2022).

Several researchers have discussed perception of use on different variables, among them is in the study of Aprilia & Santoso (2020), where in their research, perceived ease of use is associated with perceived usefulness, attitude towards using, behavioral intention to use, where there is significant influence between the four variables. According to research from Anthapratama & Rohman (2022), perceived ease of use is associated with perceived usefulness, trust and repurchase intention, where perceived ease of use do not have influence on repurchase intention. Selanjutnya, Alfyana & Zuhroh (2022) discussed perceived ease of use with e-satisfaction and repurchase intention, where the impact of perceived ease of use on repurchase intention is mediated by e-satisfaction, proving that e-satisfaction mediates the relationship.

Moreover, Aprilia & Santoso (2020); Basuki et al. (2022) proves that perceived ease of use increases behavioral intention. However, it is in contrast with Tyas & Darma (2017) that researched perceived ease of use do not have influence on behavioral intention. Research from Putra & Wardani (2022); Suseno et al. (2021) shows that perceived usefulness influences behavioral intention, While research from Utami et al. (2022) shows different results where perceived usefulness does not influence behavioral intention. Research from Meida & Trifiyanto (2022) states that consumer trust has an influence on behavioral intention. While, Suseno et al. (2021) states that consumer trust does not influence behavioral intention.

There are conflicting research results so further research is necessary for this topic. Research update where researchers combine the variables from Technology Acceptance Model (TAM) which are perceived usefulness, perceived ease of use and behavior intention with consumer trust variables. The aim of this research is to identify the effect of perceived usefulness, perceived ease of use and consumer trust on behavior intention simultaneously and partially.

2. IMPLEMENTATION METHOD

The research design in this research uses a quantitative method that aims to identify the effect of two or more variables using the help of statistical calculations. This research uses quantitative data that is collected, analyzed and explains the collected data that is then arriving to a conclusion. The exogenous variable in this research is perceived usefulness, perceived ease of use and consumer trust, while the endogenous variable is behavioral intention. The research instrument used by the researcher is a questionnaire that is distributed to respondents. Research questionnaires are using Google Form that is distributed using Whatsapp and Instagram.

The preparation of questionnaires in this research will be measured using likert scale. Sekaran & Bougie (2020) explains that likert scale is a scale to measure someone's perception on a certain topic that is used in a research. Scales are made into four levels of answers that reflect respondents' perceptions on whether they agree on the statements. Behavioral Intention uses dimensions where Muliadi & Japarianto (2021) that there are four dimensions to measure behavioral intention, which are: motivation to use, repeat to use, recommend to others and positive remark. According to Putri & Iriani (2021), perceived usefulness has three dimensions which are: work more quickly, increase productivity and usefulness. The measurement for the variable perceived ease of use uses Aziziyah (2021) where it is measured using three dimensions which are easy to use, understandable and require little effort. Consumer trust measurement uses the research from Pratama & Siagian (2022) where there are three dimensions used to create consumer trust which are: integrity, ability and benevolence.

The research population in this research is Traveloka users for booking tickets online The total population for Traveloka users is unknown because there are no institution that records it so the total sample is determined using the theory from Hair et al. (2018) where the total sample is determined by multiplying 5-10 times the number of statement indicators in the questionnaire. There are 30 indicators in this research so the population needed for this research is 150 respondents. The sample selection technique used in this research is purposive sampling. The researcher uses a criteria to select the samples used in this research. The criteria is as follows: Minimum age is 17 years old, Traveloka users, have purchased tickets from Traveloka in the last six months and are based in Jakarta.

This research conducted a validity test and reliability test to determine the properness of the questionnaire items used. The validity test uses pearson product moment where questionnaire items are proper to use if p-value < 0.05, or by comparing r count more > r table (Sugiyono, 2019). Reliability test is conducted by looking at Cronbach Alpha value where Cronbach Alpha $\geq 0,6$ is considered reliable (Purwanto et al., 2021). Then, data analysis is continued with an assumption test to confirm that the data is free from statistics problems. Classic assumption test is conducted using normality test, multicollinearity test and heteroscedasticity test (Sekaran & Bougie, 2020). Hypothesis test is conducted using T-test and F-test under the assumption if the significant value < 0.05 then the hypothesis is accepted. F-test is conducted to identify the effect of simultaneous variables included in the research model, the decisión condition is F value < 0.05 that shows there is simultaneous effect (Sugiyono, 2019). The coefficient determination test (R^2) is conducted to identify how big an independent variable can predict variable value related in this research model (Ghozali, 2018).

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3. RESULTS AND DISCUSSION

3.1 Respondent's Demographic

The respondents in this research are customers who have purchased tickets online using Traveloka in Jabodetabek area. The researcher collects the questionnaire answers that are distributed online using Google Form with a total respondent of 150 people. The profile of respondents from the data that have been collected is as follow: 71 people (47.3%) are male and 79 people (52.7%) are female, where most of the respondents, 99 people (66.0) are 17-22 years old This shows that people who are 17-22 years old are generation Z that loves technology and communicate virtually. Furthermore, 96 respondents (64.0%) are students. (Results can be seen on Appendix 8)

3.2 Validity and Reliability Test

The validity test in this research uses Pearson correlation to test 30 questionnaire items, where from the calculation results shows that there are significant values on every questionnaire item used < 0.05, meaning that every questionnaire item is valid and proper to use as an instrument in this research. Furthermore, the reliability test uses Cronbach's Alpha,, obtained from the variable Perceived Usefulness (0.892), Perceived Ease of Use (0.953), Consumer Trust (0.917) and Behavioral Intention (0.940). The Cronbach's Alpha value on the independent variable and dependent variable is above 0.6 making the instruments used to be reliable (Hasil dapat dilihat pada lampiran 5).

3.3 Classic Assumption Test

Data normality test is conducted using Kolmogorov test and normality significant value of 0.200 > 0.05 so it can be stated that the data is normally distributed. For multicollinearity test results, Perceived Usefulness variable with tolerance value (0.746) and VIF value (1.340), Perceived Ease of Use variable with tolerance value (0.635) and VIF value (1.575), Consumer Trust value with tolerance value (0.797) and VIF value (1.254), from these results there are no correlation between the independent variables used in the research model meaning that the research model is free from multicollinearity. For heteroscedasticity tests the significant value of all variables is > 0.05 meaning that the research model is free from heteroscedasticity. Looking at the scatter plot diagram, it is scattered and did not form any kind of pattern so there is no indication of heteroscedasticity in the research model. (Results can be seen on Appendix 9).

3.4 Regression Model Equation Analysis

T-test results have a constant value of 0.132 meaning that the variables Perceived Usefulness, Perceived Ease of Use and Consumer Trust is considered zero, while Behavioral Intention on application usage is 0.132. Perceived Usefulness variables have β value (0.650) meaning that an increase in Perceived Usefulness by one unit will increase Behavioral Intention by (0.650). Perceived Ease of Use variables have β value (0.192), Perceived Ease of Use by one unit will increase Behavioral Intention by (0.192). Consumer Trust variables have β value (0.350), meaning that an increase in Consumer Trust by one unit will increase Behavioral Intention by (0.350). The regression equation is formulated as follow:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

Y = 0.132 + 0.650X1 + 0.192X2 + 0.350X3 (Results can be seen on Appendix 10).

3.5 Simultaneous Effect Analysis

From the F-test, the F value is 140.768 and significant value 0.000 < 0.05, meaning that Perceived Usefulness, Perceived Ease of Use and Consumer Trust have simultaneous effect on Behavioral Intention on Traveloka application usage. (Results can be seen on Appendix 10)

3.6 Partial Effect Analysis

T-test shows the first hypothesis have p-value 0.000 < 0.05, meaning that Perceived Usefulness have an effect on Behavioral Intention. The second hypothesis have p-value 0.000 < 0.05, meaning that Perceived Ease of Use have an effect on Behavioral Intention. The third hypothesis has a p-value 0.000 < 0.05, meaning that Consumer Trust has an effect on Behavioral Intention. (Results can be seen on Appendix 10).

3.7 Coefficient Determination Analysis

The result explains 74.3% of independent variable which consist of Perceived Usefulness, Perceived Ease of Use and Consumer Trust can predict Behavioral Intention, and the remaining 25.7% are other variables that is not included in the research model (Results can be seen on Appendix 10). Based on the explanation above, the hypothesis in this research can be concluded by looking at Table 1 below:

Table 1 Research Model Hypothesis Testing Results

Hypothesis	Hypothesis Statement	Sig. Value	Beta Value	Explanation	Conclusion
H1	Perceived Usefulness, Perceived Ease of Use and Consumer Trust have simultaneous effect on Behavioral Intention	0.000	-	Data support hypothesis	H1 accepted
H2	Perceived Usefulness have positive effect on Behavioral Intention	0.000	0.650	Data support hypothesis	H2 accepted
H3	Perceived Ease of Use have positive effect on Behavioral Intention	0.000	0.192	Data support hypothesis	H3 accepted

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Hypothesis	Hypothesis Statement	Sig. Value	Beta Value	Explanation	Conclusion
H4	Consumer Trust have positive effect on Behavioral Intention	0.000	0.350	Data support hypothesis	H4 accepted

4. CONCLUSION

This research found that Perceived Usefulness has a positive effect on Behavioral Intention. Furthermore, this research proves that Perceived Ease of Use has a positive effect on Behavioral Intention. This research also proves that Consumer Trust has a positive effect on Behavioral Intention. So, the result of this research shows that Perceived Usefulness, Perceived Ease of Use and Consumer Trust have simultaneous effects on Behavioral Intention of Traveloka application usage. This shows that the easier the usage of Traveloka application, the better the benefits of the application and the higher consumer trust making the more willing to use the application.

There are limitations in this research, the first is that this research only analyzes one object which is Traveloka application so it does not represent other objects. This research uses limited independent variables which are Perceived Usefulness, Perceived Ease of Use and Consumer Trust on Behavioral Intention, where more variables can be added in the next research such as brand image, customer experience and service quality. The third limitation is the respondents where the next researcher can add more respondents to get more accurate results.

For Perceived Usefulness, Traveloka needs to create a more flexible system for their payment features so that users can complete multiple queries at once. For Perceived Ease of Use, Traveloka need to maintain their interface so that it is easily understood by their users, making simple and understandable features, and have language choices as well as simplify process in one click. For Consumer Trust, Traveloka can increase consumer trust by adding more testimonials. Traveloka can interact with consumers through testimonies and for consumers who gave testimonies are given a reward such as cashback or door prize. Traveloka is expected to maintain and improve their services in terms of convenience and benefits so that it can fulfill every consumers' needs when using the Traveloka application.

The next research have an important managerial implication to optimize the behavioral intention on Traveloka application usage, where amongst them is the Perceived Ease of Use variable because it has the lowest impact on behavioral intention In the effort to increase user convenience, the app developer team have to ensure that the features are simple and easily understood, therefore Traveloka have to develop their payment methods such as adding QRIS by scanning barcodes for their payments. For Consumer Trust, Traveloka needs to keep improving their service qualities by being more responsive to complaints and feedback so that consumers will be more confident to use the application. This research and prior research can become a solid foundation to assist them in developing the Traveloka application. Research and surveys have to keep on going to understand the trend changes, user preferences and other factors that may affect

behavioral intention. By understanding deeper on users and the market, companies can adapt and still be relevant in the competitive market.

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