Chapter 8
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The Use of Unified Acceptance Technology Model for Travel Mobile Applications

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ABSTRACT

Presently, the Internet plays a vital role in the life of society. It has also changed the way people travel by providing cheaper, easier and more efficient prices. Recognizing the significant impact of travel applications on the tourism sector, researchers have focused on studies that determine the intention of tourists to use tourism applications. In addition, among the consumer behavior models used to study the tourism sector, is the Unified Acceptance and Use of Technology (UTAUT) model which is a common and new model today. Therefore, the existing study is expected to evaluate the intention of locals to use mobile travel applications based on the UTAUT model. Self-administered questionnaires were distributed to 390 millennials in Malaysia of which IBM SPSS 24 version was selected for data analysis. Studies show that the UTAUT variable is related to behavioral intentions. This study contributes to a new perspective on the use and choice of mobile applications, especially in the context of tourism. It also offers practical application implications for mobile app developers for mobile app feature design, most likely for travelers.

Keywords: Unified acceptance technology; mobile apps; intention; tourist; technology.

1. INTRODUCTION

Nowadays, the Internet plays a major role in the lives of people. According to data from [1], more than half of the global population uses the Internet every day. Many aspects of people's lives have been transformed by the Internet, and the tourism sector is no exception where the rapid development of technology has changed the operation of the industry especially in terms of interaction between business and consumers [2,3,4,5]. The rapid growth, use, and use of mobile technology has changed the way we interact with travel companies and their customers. Mobile apps for travel have changed and changed the way travelers travel today and how travel companies reach their customers. The impact of travel mobile apps is undeniable among millennials, travelers, or experimenters. However, although mobile apps offer many advantages and are in trend, [6] reported that the majority of tourists (over 50%) prefer not to use the app. Only a small number of tourists use their mobile phones to book their vacations and buy flight tickets instead of doing this through online websites on PC [7,8]. This is supported by a study conducted by [9], 65% of tourists turn to mobile sites for travel from 58% of applications used for travel activities. Travelers are reluctant to use mobile applications to travel through mobile devices because they feel the application is useless or has too much memory [9].

Additionally, most tourists in the market are not frequent tourists, they only travel occasionally, they refuse to download travel apps to their phones because they only use the booking service at most several times a year [10]. On the other hand, the type of tourist also affects the use of the application, for example, millennial travelers only choose the cheapest options such as kayak and Airbnb when making travel arrangements. They do not prefer luxury applications such as American

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Airlines, United Airlines, and Marriott because millennials may have limited travel estimates at this time as they have just started the employment industry [11].

Looking at the above problems, this research is urged to explore the determinants of the use of travel mobile applications among tourists. Furthermore, only a few past studies have examined the intention of tourists to use mobile travel apps. Most of the available literature only looks at the application of applications in M-banking [12,13] and M-commerce [14,15,16], while the tourism sector is left unexplored. Therefore, this study is interested in investigating the intention of tourists to use mobile travel applications due to the many opportunities offered as well as the limited studies conducted in this area [17,18], with a particular focus on Malaysian tourists.

2. LITERATURE REVIEW

The theory of reasoned action (TRA), technology acceptance model (TAM) as well as theory of planned behaviour (TPB), have been used by past scholars to examine consumer acceptance and intention to use technology [19,20]. However, [21] combines several different psychological and sociological theories, such as a combination of TPB, TAM, TRA TPB and TAM, social cognitive theory (SCT), personal computer use model (MPCU), motivational model (MM), and investigative theory innovation (IDT) to propose the introduction of the use and application of consumer technology [22]. However, UTAUT has superior editing capabilities due to its integrated methods. [22] found that about 70% of technology acceptance and application can be explained by UTAUT. The key UTAUT variables, which are social influence, performance expectancy, and facilitating conditions, were found to be important determinants of consumer acceptance and intention of using technology [23].

2.1 Social Influence

Social influence (SI) refers to the extent to which a person has a belief that the individual concerned believes that he or she should use the system [21] SI also refers to situations in which the use of an individual's system is influenced by public suggestions and views [24]. SI has been considered a key predictor of the use of technology in a number of research contexts. For example, [25] conducted a study on consumer intentions to purchase in-app, and they found that public opinion affected in-app purchases. Furthermore, many studies have found evidence of a positive and significant relationship between social influence and individual behavioral intentions [26]. Currently, the use of smartphones and related applications has made it possible for users to use

2.2 Performance Expectancy

Performance expectation (PE) refers to the extent to which people have confidence that the performance of a particular system will be improved [27]. In the context of this study, PE refers to the extent to which customers believe that it is convenient and free from the use of mobile applications for travel purposes. According to [24], the characteristics of PE can be compared with other models, which are outcome expectations (SCT), relative advantage (IDT), extrinsic motivation (MM), perceived usefulness (TAM), and job suitability (MPCU). Many literary works have found PE to be a major behavioral intention factor in using technology in a variety of contexts, for example, mobile payments [28], mapping applications for travelers [29], mobile travel apps [30], and even airlines' websites [31].

2.3 Facilitating Conditions

Facilitating conditions (FC) refers to the extent that one has the belief in the existence of technical and organisational infrastructure that facilitates the system’s [21]. This kind of situation may underline the determinants of a person’s tendency to use the system [32]. Similar to social influence, FC is not incorporated into key theories like TPB and TAM as the factors that influence consumers’ acceptance and intention to adopt new technologies. In example, according to [33], FC is not a major factor for travellers in purchasing or booking directly through rural accommodation websites. However, in contrast to the previous scholarly works, the findings by [29] show that FC is a main source of tourist behavioural intention to use mapping applications when travelling.

2.4 Behavioural Intentions

According to [34], behavioral intention refers to a person's tendency to participate in a particular behavior. People tend to use certain behaviors when they have good intentions for those behaviors. In addition, according to [35], the acceptance and use of mobile services is predicted by behavioral intentions. To achieve and maintain the desired business performance, travel companies need to gain an understanding of their customers and know the components of customers' intentions to purchase products online [36].

3. METHODOLOGY

This study uses quantitative methods because of its more objective nature, where it explores and understands the relationship possessed by each independent variable (social influence, performance expectations, facilitator situation) with the dependent variable (behavioral intention). Malaysian millennials who intend to use mobile travel applications were selected as the target population in this research. Since population measurements are not known, facility sampling is used to select sample sizes. This sampling method is in line with the approach taken by previous studies on the use of technology, namely, [24] and [31] Respondents were recruited from five Malaysian states namely Kuala Lumpur, Johor, Negeri Sembilan, Penang and Selangor due to mobile internet access high [37]. During data collection, self-operated methods are applied. The reason for using the self-administered questionnaire dissemination approach is to allow researchers to be directly involved in the data collection procedure for this research. The total number of questionnaires distributed to the Malaysian millennium is 390, with a focus on five major cities, namely the urban areas of Kuala Lumpur, Shah Alam, Seremban, Georgetown, and Johor Bharu. After collecting the data, IBM SPSS version 24 was used to analyze all the data collected.

4. RESULTS AND DISCUSSION

Table 1 describes the profiles of respondents consisting of gender, race, educational background, age, and even income. The table confirms that the highest number of respondents are women, representing 68.5% and 31% are men. Approximately 321 people are Malays followed by Chinese people representing thirty-three respondents and India with twenty-eight respondents and the other with nine respondents. Furthermore, more than 50 percent of respondents were between 18 and 23 years old (57.2%). The minority of respondents over the age of 36 represents 4.9%. Regarding the educational background, most of the respondents were degree holders with 58.2% followed by diploma holders representing 21.3%. The least respondents were SPM holders representing 9.2%. In terms of their income, most respondents earn less than RM 1,000.00 per month representing 48.2% of the total respondents followed by (24.1%) income from RM 1,001 to RM 5,000 monthly representing 24.1%. The lowest income earned by respondents is more than RM 15,001 per month representing 2.8%.

Table 1. Demographics of consumer

Respondent profile	Classification	Frequency n=390	Percentage (%)
Gender	Male	121	31
	Female	267	68.3
Race	Malay	321	82.3
	Chinese	33	8.5
	Indian	28	7.2
	Others	9	2.3
Age	18-23	223	57.2
	24-29	74	19.0
	30-35	74	19.0
	36 and above	19	4.9
Education	SPM	36	9.2
Background	Diploma	83	21.3

Respondent profile	Classification	Frequency n=390	Percentage (%)
	Degree	227	58.2
	Postgraduate	44	11.3
Monthly income (RM)	Less than 1,000	188	48.2
	1,000 - 5,000	94	24.1
	5,001 – 10,000	76	19.5
	10,001 – 15,000	21	5.4
	15,001 and above	11	2.8

Using IBM SPSS version 23, it is stated that the whole hypotheses H1, H2, and H3, are supported. For each performance improvement of 1 unit, the behavior score will increase by 0.23 (β: 0.23; p-value <0.001). Facilitation conditions are significantly and positively related to behavior where for every 1 unit of improvement of the facilitator condition, the behavior score will increase by 0.29 (β: 0.29; p value <0.001). Furthermore, social influence is significantly and positively related to behavior where for every 1 unit of increase in social influence, behavioral score will increase by 0.12 (β: 0.12; p-value <0.001).

5. CONCLUSION

The findings of this study show the importance of understanding the determinants of the use of mobile travel applications. The current study looked at only three dimensions, namely performance expectations, social influence, and facilitation conditions, as suggested by previous researchers. The findings of this study to facilitate contributions include contributions to the existing literature on the use of mobile applications and technologies, especially for the field of travel and tourism. In addition, this study is beneficial for industry actors including mobile travel app developers, travel and tourism companies, and decision makers by giving them an understanding of tourist options and the use of mobile travel apps.

The findings of this study may be used to develop and improve novel travel apps that can attract travellers to visit the country as well as generating more revenue to the country. In improving the generalisability of the results, replicated studies are proposed in future studies, where this study can be carried out with similar model studies between different settings. In addition, future research may require more work to develop and test a scale that may apply to a specific type of travel mobile apps. Hence, future studies also suggested to look at the necessity to build a universal or uniform multi-dimensional measure that can measure a variety of product categories. In conclusion, the current study has confirmed the existence of a positive relationship among the usage of mobile travel applications and each of performance expectancy, social impact, and facilitating conditions.

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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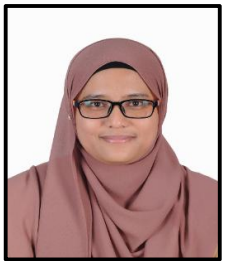

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