

User acceptance of tourism and hospitality mobile applications in Indonesia

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Abstrak

Mobile apps including for travelers or tourists who always use Agoda as information reference increases significantly. Since, mobile applications (mobile apps) user is living in the first-tier cities and inadequate behavioral research on them, it makes limited understanding about the user's acceptance on mobile application especially tourism and hospitality industry. This study focuses on the psychological motives behind user's acceptance of Agoda mobile applications expect especially on Indonesian user. This study also tries to construct and test a conceptual model to predict user's attitude toward mobile apps, intent to use and actual use. The study also examines behavioral variables behind user's acceptance of mobile apps by applying theory of planned behavior/theory of reason action and technology acceptance model. This study adheres online survey as research method. By using partial least square structural equation model, the finding shows all hypothesis are supported. The finding shows that attitude, subjective norms, perceived (behavioral control, usefulness and ease of use) are significant determinants of behavioral intention to use and actual system use toward Agoda mobile apps in Indonesia. This study supports an application of the Theory of Planned Behavior/Theory of Reason Action and Technology Acceptance Model to mobile apps. This study is also success to integrate the constructs of theories that can be applied in tourism and hospitality industry.