

Predicting Airline Passengers' Intentions to Use Electronic Booking for Mobile Travel Booking

Abstract

Purpose – Intense ~~market~~ ~~competition~~ ~~on~~ ~~the~~ ~~market~~ has ~~requires~~ ~~forced~~ hotels, airlines, and online travel sites to ~~enrich~~ ~~improve~~ their business operations by ~~slot in~~ ~~enhancing their websites with~~ mobile travel booking features ~~in the websites~~. Hence, this research examines the predictors that affect airline passengers' intentions to use electronic booking (e-booking) for mobile travel booking. The relationships between image and airline passengers' perceived usefulness of e-booking for mobile travel booking is also ~~inspected~~ ~~investigated~~.

Design/methodology/approach – Data was ~~analyses~~ ~~analyzed~~ using the ~~S~~ ~~structural~~ ~~E~~ ~~quation~~ ~~M~~ ~~odelling~~ (SEM) technique via the ~~A~~ ~~analysis~~ of ~~M~~ ~~oment~~ ~~S~~ ~~tructures~~ (AMOS) software among 300 respondents who ~~have~~ had prior experience ~~in~~ using ~~the~~ e-booking platforms of hotels and airlines.

Findings – ~~SEM~~ ~~The~~ results ~~of the SEM analysis~~ revealed that perceived ease of use, perceived usefulness, and perceived value were the significant predictors that influenced airline passengers' intentions to use e-booking for mobile travel booking. E-booking platforms ~~is~~ ~~are~~ perceived to be easy to use as the operationalization of the system is less intricate, ~~and their dealings with e-booking platform~~ ~~it~~ requires lesser ~~degree of~~ mental effort, and it is easy to get the system to do what they want it to do. In addition, similar support ~~was~~ found ~~in the effect~~ between image and ~~the~~ perceived value of e-booking for mobile travel booking.

Practical implications – The degree of ~~perceived value of~~ the airline passengers' ~~perceived value~~ can be further strengthened when they ~~are assured of certain~~ security aspects like ~~the presentation of~~ reliable, and truthful information ~~presented in the on~~ websites and ~~assurance that the protection of~~ customer information entered ~~via in~~ the e-booking system, ~~is well protected~~. They also ~~appreciate it when as well as error-free systems should not be left behind by the~~ website designers, managers of air ~~line carriers~~ companies, and ~~its~~ online reservation marketers ~~use error-free systems and procedures~~ ~~ing managers~~.

Originality – ~~These~~ ~~This~~ results add ~~s~~ to the growing literature ~~around on~~ mobile travel booking and ~~helps to attest underline~~ the importance of e-booking platforms for mobile travel booking, ~~which~~ signifi~~ying~~ ~~that~~ the proposed theoretical model ~~can~~ ~~could~~ be ~~used as~~ a baseline model in future research.

Keywords – E-booking, Mobile travel booking, Perceived ease of use, Perceived usefulness, Perceived value, Image

1.0 Introduction

With the progression of ~~the~~ Information and Communications Technology (ICT), mobile devices like smartphones ~~is the main channel for allow~~ consumers to access the Internet ~~for to retrieve~~ information ~~retrieval on a variety of services~~, including tourism-related products. For instance, the demand ~~effor~~ smartphones ~~usage in the Malaysian~~ market is positive year by year, ~~whereby~~ Statista (2017) revealed that ~~the number of there were 14.5 million~~ smartphone users ~~increased to 14.5~~

Commented [.1]: Please remember that 'data' is usually considered plural.

Commented [.2]: As US English is used consistently in this paper, 'modelling' should be spelled with one 'l'.

Commented [.3]: For the sake of consistency, use all lower-case letters here. All other names in the paper that require abbreviations are written in lower case.

Commented [.4]: Consider using 'Results' here instead of 'Findings'.

million in 2015, and has climbed to 16.4 million in 2016. ~~T, and~~ this number is expected to reach ~~to~~ 17.8 million smartphone users in 2017. ~~Indeed,~~ Statistic Brain (2015) reported that consumers' acceptance ~~for~~ of travel booking ~~via~~ varies depending on whether they use mobile devices ~~and~~ or the Internet. ~~It found that is varies of which~~ 65% of tourists ~~book~~ make hotels reservations via mobile devices ~~immediately at the same time of their browsing day~~, while 57% of travel reservations were made on the Internet, ~~and they mainly rated~~ Hotwire.com ~~was rated~~ as the ~~most~~ top visited online travel sites by traffic, followed by Orbitz.com, and Travelocity.com.

Commented [.5]: Words like this at the beginning of the sentence are often not necessary and can be deleted.

Commented [.6]: When you say 'Internet' here, do you mean 'computers' to differentiate between consumers who use mobile devices? Don't forget that those consumers are also using the Internet when they use their mobile devices.

Hotels, airlines, and online travel sites are enriching their business operations by ~~not~~ enhancing their websites with mobile travel booking features ~~in the websites~~. This ~~movement~~ development has resulted in the tour and activity providers ~~to~~ receive ~~around up to~~ 30%-40% more bookings after employing the online booking systems, as reported in TrekkSoft (2016). However, this percentages ~~portray that there is still~~ shows that a big large portion of consumers ~~have resistance~~ are still reluctant to use e-booking for mobile travel bookings globally, which implies that ~~ing the~~ website builders for hotels, airlines, online travel sites, and tour and travel operators should design a more responsive e-booking platform to persuade more demand from travelers, including airline passengers, ~~to~~ book direct via the Internet. ~~Earlier scholars like~~ Al-Maghrabi, Basahel, and Kamal (2011), and Amaro and Duarte (2015), revealed that ~~there is~~ scant empirical research ~~has been~~ conducted on online reservations, including mobile travel booking, among airline passengers² in developing countries. Hence, the objective ~~is~~ of this research is twofold: to examine the predictors that affect airline passengers' intentions to use e-booking for mobile travel booking, and to investigate the relationships between image and airline passengers' perceived usefulness of e-booking for mobile travel. This quantitative research draws on earlier research to develop a conceptual framework that ~~hypothesises~~ hypothesizes the impact between diverse predictors and airline passengers' intentions to use e-booking for mobile travel booking.

The rest of this paper is prepared in five sections. Reviews ~~of the~~ relevant literature ~~is~~ are provided in section two while ~~the ensuing section,~~ section three, introduces the research methodology applied in this study. The analysis of the data using the structural equation modeling (SEM) approach is described in section four. The paper then proceeds to discuss the resultant data in section five. The ~~last~~ final section ~~envelopes~~ deals with the conclusions and implications of the study as well as future research directions.

2.0 Literature Review

This research utilized factors such as behavioral intention, which is derived from the theory of reasoned action (TRA), and two predictors of technology acceptance model (TAM), namely perceived usefulness and perceived ease of use, as well as a predictor of the theory of planned behavior (TPB) (i.e., subjective norms in the proposed theoretical model). Additionally, new factors, ~~namely such as~~ image and perceived value were also incorporated into the model ~~in order~~ to increase its explanatory ability. A ~~D~~ description ~~regarding~~ of this is presented as follows.

2.1. Behavioral Intention to Use

Behavioral intention measures the tendency of an individual ~~tendency~~ to take part in a given behavior ~~which that~~ can be predicted when an individual elects to either execute or not execute

that behavior (Ajzen, 1991; Ajzen & Fishbein, 1980). In other words, ~~it is an~~ “indications of how hard are people planning to try and how much effort they are planning to exert in order to perform the behavior” (Ajzen, 1991, p. 181). In this study, when there is a greater intention ~~for~~ on the part of consumers to use e-booking via the smartphones, they will put more effort ~~to~~ into exploring the system to achieve their aims ~~in~~ of buying flight tickets via the Internet. Indeed, ~~the~~ consumers learning to use the systems ~~is~~ on a voluntary basis.

Commented [.7]: Please check the original quote to make sure this is supposed to be plural.

Commented [.8]: Consider replacing this with ‘their decision to learn ...’