

ANALYSIS OF VISITOR BEHAVIOR IN BOOKING HOTELS THROUGH WEBSITES IN INDONESIA WITH THE THEORY ACCEPTANCE MODEL (TAM) APPROACH

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ARTICLE INFO

Revised: 12/Agu/ 2024;

Accepted: 3/Sep/2024;

Published: 30/Sep/2024

Keywords:

Theory Acceptance Model (TAM);

Web Hotel;

Web Information Trust.

Abstract. The rapid growth of the global internet has had a significant impact on various industries, including the hospitality industry in Indonesia. This research examines hotel room bookings through websites using the Theory Acceptance Model (TAM) which involves six main variables: Web Information Trust, Perceived Usefulness, Perceived Ease of Use, Attitude Toward Web Adoption, Behavioral Intention, and Actual Behavior. The causality research method was applied with a sample of 191 respondents who made hotel reservations through websites in Indonesia. Primary data was collected through an online questionnaire and analyzed using Smart PLS. The results showed that Web Information Trust, Perceived Usefulness, and Perceived Ease of Use have a significant effect on Attitude Toward Web Adoption. This positive attitude influences Behavioral Intention which in turn has an impact on Actual Behavior in booking hotels through the website. This research provides insights for the hospitality industry to understand and improve website adoption in hotel room booking.

Kata Kunci:

Theory Acceptance Model (TAM);

Web Hotel;

Web Information Trust.

Abstrak. Pertumbuhan internet global yang pesat telah memberikan dampak yang signifikan terhadap berbagai industri, termasuk industri perhotelan di Indonesia. Penelitian ini mengkaji pemesanan kamar hotel melalui situs web dengan menggunakan *Theory Acceptance Model (TAM)* yang melibatkan enam variabel utama yaitu: *Web Information Trust*, *Perceived Usefulness*, *Perceived Ease of Use*, *Attitude Toward Web Adoption*, *Behavioral Intention*, dan *Actual Behavior*. Metode penelitian kausalitas diterapkan dengan sampel sebanyak 191 responden yang melakukan reservasi hotel melalui situs web di Indonesia. Data primer dikumpulkan melalui kuesioner online dan dianalisis menggunakan Smart PLS. Hasil penelitian menunjukkan bahwa *Web Information Trust*, *Perceived Usefulness*, dan *Perceived Ease of Use* berpengaruh signifikan terhadap *Attitude Toward Web Adoption*. *Attitude Toward Web Adoption* positif tersebut mempengaruhi *Behavioral Intention* yang selanjutnya berdampak pada *Actual Behavior* dalam pemesanan hotel melalui situs web. Penelitian ini memberikan wawasan bagi industri perhotelan untuk memahami dan meningkatkan adopsi situs web dalam pemesanan kamar hotel.

1. Introduction

The growth of the internet is currently so rapid. Internet World Stats data reports that the number of internet users globally in 2022 will be 5.4 billion people or 67.9% of the total population (1). In Indonesia, the number of internet users in 2022 will grow by 210 million people or 77.02% of the total population (2). The growth of internet users in Indonesia has a major impact on a number of industries including the hospitality industry.

Visitors increasingly rely on the internet to search for information about their trips, make purchasing decisions, book hotels, and other types of electronic word-of-mouth communication (3). As a result, many hospitality companies have adopted websites as part of their online business strategy (4).

Post Covid 19, the performance of the hospitality industry has increased significantly. Data from the Central Statistics Agency reported that in 2022 the number of star hotel occupancy in Indonesia was 56.90%, an increase of 5.23% compared to the previous year (5). With more hotels within the reach of visitors through the utilization of advances in information technology, competition in this industry is getting tougher. Visitors are faced with many choices with varied prices and quality through the website. In this case, hotels are faced with more competitors either in terms of price, facilities, or services through the website to attract the attention of potential guests.

The Theory Acceptance Model (TAM) is a framework that can explain user behavior in booking hotel rooms through the website. TAM was first proposed by Davis (1989) to explain a person's behavior in technology acceptance (6). This theory is used to understand and predict a person's behavior towards information technology (7). A person's behavior towards a technology system is influenced by two main factors, namely Perceived Usefulness and Perceived Ease of Use towards Attitude Toward and its impact on Behavioral Intention and Actual Behavior (8). In the context of booking hotel rooms through the website, previous findings prove that Perceived Usefulness and Perceived Ease of Use have a significant effect on Attitude Toward Web Adoption and have an impact on increasing Behavioral Intention in booking hotel rooms through the website (4). Previous research on booking hotel rooms through websites has extended TAM with website credibility and perceived website interactivity (9); and commitment (10). However, previous research examining hotel room bookings through websites that extend TAM by involving Web Information Trust is still limited.

Web Information Trust is an important element (such as authenticity, transparency, fairness, and accuracy) used by information seekers to evaluate the credibility of information (11). This information assessment is based on beliefs about sources, messages, media, and information providers. In managing information on the website to attract visitors, it is inseparable from the intervention by the owner of the hotel management (12). With regard to the construct of information acceptance in booking hotel rooms through websites attracts great attention in industry and academia from time to time. However, there are controversial issues regarding promotional content reviews posted by some managers that are deceptive through promising offers in exchange for positive content (13). This will affect decision-making in booking hotel rooms through the website. Previous findings prove that negative reviews that reveal the identity of the reviewer are considered more trustworthy than positive reviews (14).

Referring to this explanation, the authors conducted further research to help identify potential barriers and facilitate hotel room bookings through the website and develop strategies to overcome them. Therefore, the specific objectives of this study are expected to contribute insights to hotel associations and the hotel industry, especially in Indonesia, in evaluating user perceptions in booking hotel rooms through websites. In this case, the research framework model is as follows.

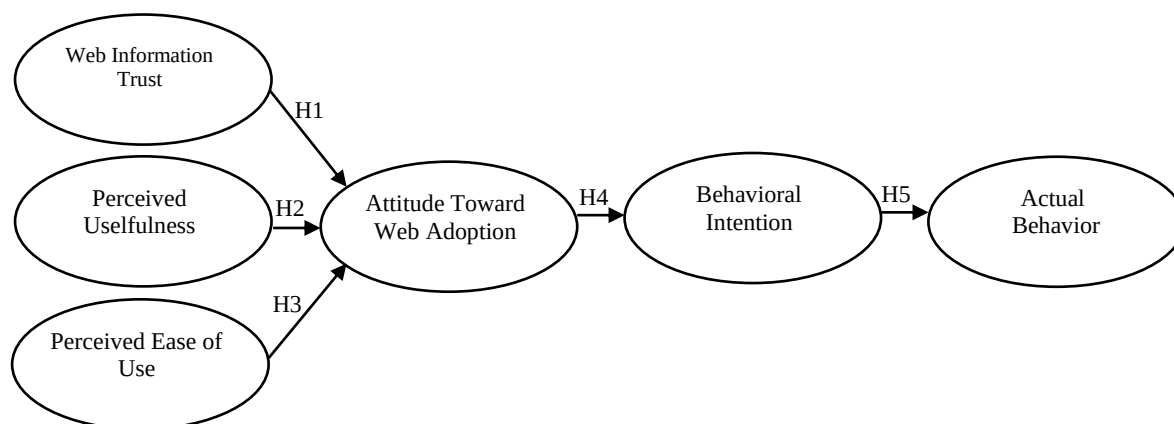


Figure 1. Research Framework Model

2. Material and Methods

This type of research is causality research. Causality research is used to analyze the causal relationship between two or more variables (15). The selected research population is hotel visitors in Indonesia who make reservations through the website. In this case, we conducted sampling. A research sample refers to a subset of individuals or subjects selected from a larger research population to participate in a research study (16). The sample in this study was selected based on purposive sampling or based on criteria determined by the researcher. The selected research sample criteria, namely: hotel visitors aged ≥ 18 years who have had experience in booking hotels through websites at least at three-star hotels and above in Indonesia with a minimum time of ≤ 3 months. The number of samples in this study that met the criteria was 191 respondents.

The research data uses primary data obtained directly by researchers (16). Primary data was obtained through the distribution of online questionnaires to respondents via google form which was divided into two parts. The first part contains the characteristics of the respondents, while the second part contains research statements to find out the respondents' perceptions of the TAM model in making hotel reservations through the website.

The results of the questionnaire distribution were tested empirically through the Smart PLS program with three stages of testing, namely: outer model, inner model and hypothesis testing. First, test the outer model to evaluate the feasibility of the instrument with three testing methods, namely: convergent validity (loading factor ≥ 0.70), composite reliability (Cronbach's Alpha value ≥ 0.70 and Composite reliability (pc) ≥ 0.70), and discriminant validity (Average Variance Extracted (AVE) ≥ 0.50).

Second, the inner model test to evaluate the feasibility of the structural model with three methods, namely: R Square (R^2 value=0.67 means strong category, R^2 value=0.33 means moderate category, and R^2 value=0.19 means weak category), Q Square (Q^2 value=0.35 means category, $Q^2=0.15$ means moderate category, and Q^2 value=0.02 means weak category), and Goodness of Fit (GoF) (Gof value=0.36 means strong category, GoF=0.25 means moderate category, and GoF=0.10 means weak category). Finally, hypothesis testing is used to analyze the influence between the variables studied and prove the hypothesis proposed with the criteria of P-Value ≤ 0.05 , the research hypothesis is accepted.

This study uses the TAM model using six main variables tested, namely: Web Information Trust; Perceived Usefulness; Perceived Ease of Use; Attitude Toward Web Adoption; Behavioral Intention; and Actual Behavior. The following is the operational definition of the research variables.

Table 1. Measurement of Research Variables

Variable	Operational Definition of Variable	Item	Statement	Source
Web Information Trust	The extent to which people have confidence and trust in the website in booking hotel rooms	WT1	I believe this hotel room booking website is reliable	(10)
		WT2	This hotel room booking website is reliable	
		WT3	This hotel room booking website has integrity	
Perceived Usefulness	The extent to which users believe adopting a website for booking hotel rooms can help with their work	PU1	Booking a hotel room online through a website helps me overcome doubts when planning a trip	(4); (10)
		PU2	Booking hotel rooms online through the website helped me organize my trip in a more efficient manner	
		PU3	Overall, the website is helpful in booking hotel rooms	
Perceived Ease of Use	The extent to which users believe adopting the website in booking hotel rooms can be free from effort	PEOU1	I think learning to use the website in online hotel room booking is easy	(4); (10)
		PEOU2	I think that interacting with online hotel room booking through the website does not require much mental effort	
		PEOU3	I think online hotel room booking through the website is easy to complete my travel tasks	
Attitude Toward Web Adoption	The tendency of users to respond to the website in booking hotel rooms consistently whether it can be profitable or not	ATT1	Booking a hotel room through a website is a wise idea	(10)
		ATT2	Booking a hotel room through a website is a good idea is a wise idea	
		ATT3	I like the idea of booking a hotel room through a website	
Behavioral Intention	A desire in users to act to use the website in booking hotel rooms	BI1	My willingness to book a hotel room from this website is high	(10)
		BI2	If I were to book a hotel room, I would consider booking it from this website	
		BI3	I expect to book a hotel room in the near future through the website	
Actual Behavior	Refers to actions, reactions, and decisions towards using the website in booking hotel rooms that can be observed by users in real-life situations.	PS1	I use websites to book hotel rooms	(17)
		PS2	I use the website more often in booking hotel rooms	
		PS3	I always use the website to book a hotel room	

3. Results and Discussion

Respondent Characteristics

This research analyzes visitor behavior in booking hotels through websites in Indonesia with the TAM approach. This research data was obtained through a survey by distributing questionnaires online. The selected research respondents were 191 respondents. The results of the study in Table 2 show that the characteristics of respondents are mostly female (107 people; 56.0%). The respondents were predominantly aged 31 years to 45 years (115 people; 60.2%) with Bachelor/Postgraduate education (94 people; 49.2%). They mostly worked as civil servants (97 people; 50.8%).

Table 2. Characteristics of Respondents

Characteristic	Category	Frequency	%
Gender	Male	84	44.0
	Female	107	56.0
Age	18-30 years	39	20.4
	31-45 years	115	60.2
	46-60 years	21	11.0
	>60 years	16	8.4
Education	Junior High School	12	6.3
	Senior High School	40	20.9
	Diploma	45	23.6
	Bachelor/Postgraduate	94	49.2
Job	Students	10	5.2
	Civil Servants	97	50.8
	SOE Employee	54	28.3
	Private Employee	13	6.8
	Self-employed	17	8.9
Total		191	100%

Outer Model Test Results

Outer Model testing to evaluate the feasibility of research instruments is carried out by three main methods, namely: convergent validity, composite reliability, and discriminant validity. The test results in Table 3 regarding the convergent validity evaluation show that the overall loading factor value on all statement items is > 0.70. These results meet the convergent validity criteria. Second regarding the evaluation of composite reliability. The results showed that the overall Cronbach Alpha value on the six main variables > 0.70 and the value of $\rho_c > 0.70$, so it can be concluded that the data met the composite reliability criteria. Finally, evaluate discriminant validity which has an AVE value > 0.50. These results indicate that the data has met the discriminant validity criteria.

Table 3. Outer Model Test Results

Variable	Item	Loading Factor	Cronbach Alpha	ρ_c	AVE	Results
Web Information Trust	WT1	0.772	0.792	0.878	0.707	Valid & Reliable
	WT2	0.889				
	WT3	0.857				
Perceived Usefulness	PU1	0.796	0.761	0.863	0.677	Valid & Reliable
	PU2	0.870				
	PU3	0.801				
Perceived Ease of Use	PEOU1	0.800	0.752	0.858	0.669	Valid & Reliable
	PEOU2	0.858				
	PEOU3	0.794				
Attitude Toward Web Adoption	ATT1	0.783	0.804	0.885	0.721	Valid & Reliable
	ATT2	0.860				
	ATT3	0.901				
Behavioral Intention	BI1	0.905	0.841	0.905	0.761	Valid & Reliable
	BI2	0.909				
	BI3	0.800				
Actual Behavior	AB1	0.817	0.756	0.861	0.674	Valid & Reliable
	AB2	0.875				
	AB3	0.768				

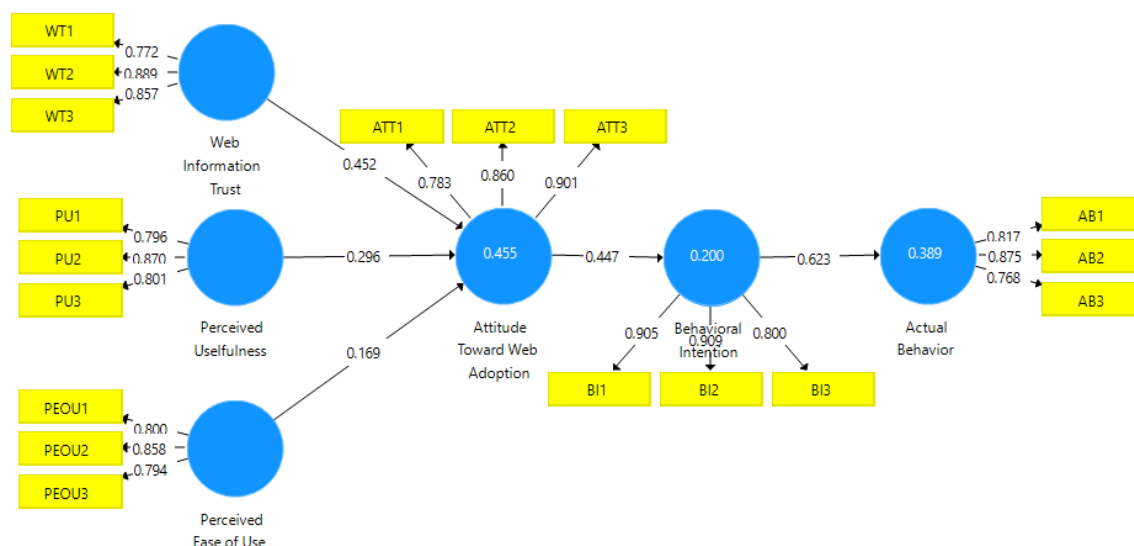


Figure 2. Outer Model Test Results

This study also conducted the Fornell-Larcker Criterion test to strengthen the results of the discriminant validity test. The research results displayed in Table 4 show that the $\sqrt{\text{AVE}}$ value for each construct as a whole is $>$ compared to the correlation value between constructs. This shows that the items in the study meet the discriminant validity criteria. Overall, the outer model test results show that all items on the six main variables have met the quality of the instrument.

Table 4. Fornell-Larcker Test Results

	(1)	(2)	(3)	(4)	(5)	(6)
Actual Behavior (1)	0.821					
Attitude Toward Web Adoption (2)	0.364	0.849				
Behavioral Intention (3)	0.623	0.447	0.873			
Perceived Ease of Use (4)	0.517	0.376	0.631	0.818		
Perceived Usefulness (5)	0.328	0.474	0.442	0.410	0.823	
Web Information Trust (6)	0.162	0.556	0.253	0.189	0.241	0.841

Inner Model Evaluation

Inner model evaluation in structural research serves to assess the relationship between latent constructs in the research model. The results of the R^2 and Q^2 evaluations in Table 5 show that the three models, namely: Attitude Toward Web Adoption ($R^2=0.455$; $Q^2=0.317$); Behavioral Intention ($R^2=0.200$; $Q^2=0.142$); and Actual Behavior ($R^2=0.389$; $Q^2=0.258$) in the moderate category. This means that the three models can be explained and predicted by the independent variables included in the study. While the GoF evaluation results on the three models show that overall in the strong category or have met the structural model criteria. This means that these results are suitable for hypothesis testing.

Table 5. Inner Model Test Results

Model	R^2	Q^2	GoF
Attitude Toward Web Adoption	0.455 (Moderate)	0.317 (Moderate)	0.562 (strong)
Behavioral Intention	0.200 (Moderate)	0.142 (Moderate)	0.385 (strong)
Actual Behavior	0.389 (Moderate)	0.258 (Moderate)	0.528 (strong)

Hypothesis Test Results

Hypothesis testing assists researchers in confirming or rejecting the theory or assumptions proposed with the criteria of $P\text{-Value} \leq 0.05$. The research results in Table 6 show that Web Information Trust $\rightarrow$ Attitude Toward Web Adoption ($\beta=0.452$; $P\text{-Value}=0.000$); Perceived Usability $\rightarrow$ Attitude Toward Web Adoption ($\beta=0.296$; $P\text{-Value}=0.000$); Perceived Ease of Use $\rightarrow$ Attitude Toward Web Adoption ($\beta=0.169$; $P\text{-Value}=0.011$). These results indicate that partially Web Information Trust, Perceived Usefulness, and Perceived Ease of Use have a significant effect on Attitude Toward Web Adoption, thus supporting H1-H3. This study found the effect of Attitude Toward Web Adoption $\rightarrow$ Behavioral Intention ($\beta=0.447$; $P\text{-Value}=0.000$) which means that there is a significant influence between variables, thus supporting H4. This study also shows the effect of Behavioral Intention $\rightarrow$ Actual Behavior ($\beta=0.623$; $P\text{-Value}=0.000$). These results show that there is a significant influence between the two, thus supporting H5.

Table 6. Hypothesis Test Results

	β	T Stat	P Values	Results
Web Information Trust $\rightarrow$ Attitude Toward Web Adoption	0.452	5.629	0.000**	H1 accepted
Perceived Usefulness $\rightarrow$ Attitude Toward Web Adoption	0.296	4.406	0.000**	H2 accepted
Perceived Ease of Use $\rightarrow$ Attitude Toward Web Adoption	0.169	2.560	0.011*	H3 accepted
Attitude Toward Web Adoption $\rightarrow$ Behavioral Intention	0.447	4.957	0.000**	H4 accepted
Behavioral Intention $\rightarrow$ Actual Behavior	0.623	11.342	0.000**	H5 accepted

Notes: ** significant at $\alpha 0.01$ (1%); * significant at $\alpha 0.05$ (5%).

Discussion

The results showed that Web Information Trust, Perceived Usefulness, and Perceived Ease of Use significantly influence Attitude Toward Web Adoption in the context of hotel bookings through websites in Indonesia. Higher Web Information Trust can encourage positive user attitudes towards using websites for hotel bookings. These results support previous findings that there is a significant influence between the two (13). This trust is important because users must be confident that the website they are using is safe and reliable for hotel room booking transactions.

This research shows that users who find the website useful in helping travel planning and hotel bookings will have a positive attitude towards using the website. Users who feel this benefit will be more likely to use the website for hotel bookings because they feel the website makes it easier and increases travel efficiency. In accordance with previous findings that Perceived Usefulness can encourage a person to have a positive attitude towards technology (18); (19).

This study proved that Perceived Ease of Use affects Attitude Toward Web Adoption, although with a slightly lower influence than the other two variables. Users who feel that using a website to book hotel rooms is easy and does not require much mental effort tend to have a more positive attitude towards its use. These findings support previous research that Perceived Ease of Use can encourage Attitude Toward adopting technology (19);(20).

In this study, it is seen that Attitude Toward Web Adoption has a significant influence on Behavioral Intention. This result supports previous findings by which provides a positive and significant direction of influence between the two (21); (22); (23). This result means that users who have a positive attitude towards

using a website for hotel bookings are more likely to have the intention to actually use the website. Statement items that support this include booking a hotel room through a website as a good idea, wise, and preferred.

Finally, Behavioral Intention has a significant effect on Actual Behavior. This finding is in line with previous findings which provide the same results (24). These results prove that a strong intention to use a website for hotel bookings will continue into actual action, where users actually use the website to book hotel rooms. This is reflected in real actions such as using the website for hotel bookings, increasing frequency of use, and consistency in using the website.

4. Conclusion

This study shows that Web Information Trust, Perceived Usefulness, and Perceived Ease of Use significantly influence Attitude Toward Web Adoption in the context of hotel booking through websites in Indonesia. High Web Information Trust, Perceived Usefulness, and Perceived Ease of Use encourage users' positive attitudes towards using websites for hotel bookings. In addition, Attitude Toward Web Adoption can significantly increase Behavioral Intention. Behavioral Intention is proven to have a significant effect on Actual Behavior, which means that a strong intention to use the website will lead to real action.

This research has several limitations. First, the data was collected from respondents in Indonesia, so the results cannot be generalized to other geographical contexts. Second, the variables studied were limited to certain factors, while other factors that may be influential were not explored. Therefore, the suggestion in this study is that for future research, it is recommended to expand the sample to various geographical areas to increase the generalizability of the findings. In addition, adding other variables such as user experience, customer support, and price may provide a more comprehensive understanding of the factors that influence website adoption for hotel bookings.

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