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

Abstract

Purpose – Intense market competition has forced hotels, airlines, and online travel sites to enhance their business operations by improving their websites with mobile travel booking features. 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 investigated.

Design/methodology/approach – Data was analyzed using the Structural Equation Modeling (SEM) technique via the Analysis of Moment Structures (AMOS) software among 300 respondents who had prior experience in using the e-booking platforms of hotels and airlines.

Finding – 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 were perceived to be easy to use as the operationalization of the system is less intricate, and their dealings with e-booking platforms require less 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 their websites and assurance that the protection of customer information entered 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 airline carriers, companies, and online reservation marketers use error-free systems and procedurally managers.

Originality – This research adds to the growing literature in mobile travel booking and highlights the importance of e-booking platform for mobile travel booking, which signifies that the proposed theoretical model 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 Information and Communications Technology (ICT), mobile devices like smartphones is the main channel for allow consumers to access the Internet in a variety of services, including tourism-related products. For instance, the demand for 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
Hotels, airlines, and online travel sites are enriching their business operations through enhancing their websites with mobile travel booking features. This movement development has resulted in the tour and activity providers receiving around 40% more bookings after employing online booking systems, as reported in TrekkSoft (2016). However, this percentage portrays that there is still shows that a large portion of consumers have resistance are still reluctant to use e-booking for mobile travel bookings globally, which implies that 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 directly 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 passengers in developing countries. Hence, the objective 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 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 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 final section 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 description regarding 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 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 on the part of consumers to use e-booking via the smartphone, they will put more effort into exploring the system to achieve their aims in of buying flight tickets via the Internet. Indeed, their consumers learning to use the systems is on a voluntary basis.