

The Role of Usability of E-travel Adoption; Evidence from Website Lookers in Indonesia

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ABSTRACT

The use of internet system in the travel agent company has considerably changed the way of doing business through intensively websites usage. In this manner, electronic travel (e-travel) has become the effective way to increase the number of potential customers. Accordingly, this study presents the empirical research toward the role of the usability factor in adopting e-travel based on website lookers. By employing the basic model of TAM, this research examined website usability of e-travel adoption by website lookers of small travel enterprises in Indonesia. The 166-online respondent obtained via free website survey was conducted in three months. The survey questioned the 19-item of 5 research variables to test 5 hypothesis by using the SEM/PLS technique. The research found that the all of 5- testing hypothesis has influence significantly in adoption e-travel by website lookers in Indonesia. The result predicted the adoption factor of usability, perceived ease of use, perceived usefulness, and attitude towards e-travel website significantly affect the intention to use of e-travel website.

JEL Classifications:

Keywords: E-commerce, TAM, Usability, Small business, Indonesia

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INTRODUCTION

Internet has been dedicated as a factor that can increase successful communication to connect people from various organizations (Zhu, 2011). One of the businesses these days that can possibly actualize the technology for their business and most affected by the popularity of the internet is a travel industry. Electronic travel (E-travel) is the most frequently visited online information facilities by travelers (Chiou et.al, 2010). Website is a necessity for every online business. It is an essential way for any firm in doing business to market the products and services. Likewise, website can use to cooperate with its customers and communicates with its business partners (Pujani and Xu, 2010). Henceforth, E-travel can promote their product such as ticket by additionally giving information about tourism and delightful places of particular region or urban areas probed by users.

Indonesia as a developing country with the fourth highest population in the world has regions with tropical climate, makes this country as a tourist destination growing from year by year. Padang as the capital city of West Sumatra province in Indonesia is an attractive city with the variety of tourism destination. However, since seismic tremors took place in West Sumatera On September 30, 2009 tourist hesitate to come visiting Padang (Sulas & Deva, 2013). Although most places have been recovery, tourism is still not well promoted. West Sumatera, especially Padang needs to do something to attract tourists. Consequently, by utilizing e-travel website can provide information about tourism and attractive places to internet users and attract tourists for coming to West Sumatera. Hence, this research is aim to consider about factors influencing people's intention to use of e-travel website among website looker's perspectives, involve the usability factor and Theory Acceptance Model.

Technology Acceptance Model (TAM) is initially introduced by Davis (1989) as an extension of Ajzen and Fishbein's (1980) theory of reasoned action. This theory has been widely used in exploring factors influencing the acceptance of an information technology by users (King and He, 2006; Lee et al., 2003; Venkatesh et al., 2003). TAM has also turned into an influential model to clarify and predict usage intention and acceptance behavior (Yi & Hwang, 2003). Likewise a prominent amongst the most compelling models used to comprehend the usage intention and acceptance of new technology (Kim, 2011). Thus, TAM measure perceived usefulness, perceived ease of use, attitude toward using, and behavioral intentions to use (Morris and Dillon, 1997). The other variable that can influence intention to use of a system is usability. However, literature on previous study found that usability impact is even more relevant since it not only affects perceived ease of use but also favor intentions (Belanche, et.al 2011).

The primary focus of this research centers on the following research question:

How the role of usability of e-travel adoption; Evidence from website lookers in Indonesia?

The following sections are organized as follows; presents the background of the research. Then it will be followed by the literature review and conceptual framework. The research methodology are proposed along with data analysis and result in third and fourth sections. In the last section, this article is ended by the conclusion of this study to be discussed.

BACKGROUND

Adoption Model

Theory Acceptance Model is a theory which was presented and created by Davis (1989). It addresses the issue of how individuals need to acknowledge and use a technology (Teo et al., 2008). It has been used to investigate the use and acceptance of new technology by many researchers (Park & Chen, 2007). Technology Acceptance Model is proposed by Davis (1989). Davis conducted a study to examine the factors affecting user acceptance of new technologies. He focused on perceived ease of use and perceived usefulness as two fundamental determinants. Furthermore, to develop scale items, he used the definition of these variables. These items are utilized to pretest the content validity. It used to examine the construct validity and reliability. In this study, four application programs were used by 152 respondents. As the result, Davis found that usefulness had greater influence on usage behavior than ease of use. Nevertheless, perceived ease of use may be the causal antecedent of perceived usefulness (Davis, 1989).

User acceptance is regularly the fundamental factor determining the success or failure of an information system project (Davis, 1993). The study conducted a research about how user acceptance is influenced by system characteristics with purpose to make the understanding about how to improve user acceptance through system design. As hypothesized, he found that perceived usefulness and perceived ease of use are affected by the system. Perceived ease of use had significant effect on perceived usefulness. Moreover, attitude toward using were significantly affected by perceived ease of use and perceived usefulness. However, there are also significant relationships to be found. The attitude toward using are directly influenced by system design and perceived usefulness directly influence the actual system use (Davis, 1993).

It is necessary to comprehend the antecedents and determinants of key acceptance construct (Venkatesh & Davis, 1996). Next research demonstrated that Venkatesh and Davis focused on understanding the determinants of perceived ease of use. Data was gathered from three experiments. It used 108 subjects and six different systems. Furthermore, objective usability of a particular system is also hypothesized to significantly determine ease of use after immediate active experience with the system. Objective usability significantly influences ease of use with moderating effect of direct experience (Venkatesh & Davis, 1996). However, this research combines the model of TAM in which perceived usefulness, perceived ease of use and attitude towards e-travel website influence and intention to use e-travel website directly and the other variable – usability which can influence perceived ease of use. Therefore, this research aimed to examine the variables TAM including perceived usefulness, perceived ease of use, attitude towards e-travel website and intention to use e-travel website.

Perceived ease of use (PEOU) refers to “the degree to which a person believes that using a particular system would be free of effort” (Davis, 1989). It follows from the definition of ease which is meant “freedom from difficulty and great effort” (Davis, 1989). Perceived ease of use is associated with intention (Venkatesh, 2000). It also plays an important role in the diffusion of innovations and acceptance of new technologies (Sun et al., 2010). Perceived usefulness (PU) is defined as “the degree to which a person believes that using a particular system would enhance his or her job performance” (Davis, 1989). This definition comes from the word useful and it means “capable of being used advantageously” (Davis 1989). According to Davis (1989) the system will give the user better performance as users believing if system is high in perceived usefulness. Based on Yi & Hwang (2003), usefulness is “a construct that measures how individuals believe their productivity and effectiveness have been improved due to the use of technology”. Therefore, Järnefelt (2013) stated that perceived usefulness is defined as “the degree to which a person believes that using a system provides value to its user”.

The factor of the *attitude* is imperceptible response to an object that happened previous to, or in the absence of, any overt response. According to Sarnoff (1960) attitude is “a mien to react favorably or unfavorably to a class of object. Chave (1982) defined attitude as “a complex of feelings, desires, fears,

conviction, prejudices or other tendencies that have given a set or readiness to act to a person as a result of varied experience" (Fishbein & Ajzen, 1975). In the same time, the *intention to use* is defined as the extent to which an individual intends to perform a specific behavior (Davis et al., 1989). Type of website considered by the researcher in this research is e-travel website. Numerous researches examine about what factors predict the use of new technology and the results vary. In the TRA, the result shows that what affected the actual system use is behavioral intention affected by attitude (Davis et al., 1989). The TAM theory itself has varied results. The TAM model in 1989 showed that intention system use is affected by attitude whereas the attitude is affected by perceived usefulness and perceived ease of use. The latest model of TAM in 1996 showed that intention system use could be directly affected by perceived usefulness and perceived ease of use (Venkatesh & Davis, 1996).

The concept of usability refers to the effort required to use a computer system. Basically, usability refers to the extent to which the user and the system can "communicate" clearly and without misunderstandings through the interface. Goodwin (1987) defines usability as the degree of compatibility of the system with the user's cognitive characteristics in terms of communication, understanding, memory and problem solving. It is usually associated to ease-of-use of a website and is considered a critical factor on the development of electronic commerce (Davis, 1989; Flavia'n, Guinali'u, & Gurra, 2006).

Conceptual Framework and Hypothesis Development

Usability and Theory Acceptance Model (TAM)

TAM extension in relation to usability is identified as the main factor of the perceived ease of use (Venkatesh 2000). The study evaluated toward the perceived ease of use with three different populations. The research found that these variables can explain up to 60% of the variance in a technology PEOU, twice the amount currently understood and thus also found PEOU to be the primary driver in technology acceptance, adoption, and usage behavior. Thus, according to his research, individual's general beliefs toward computers are significantly strong determinants of system-specific PEOU, even after system experience. Unfortunately, he evaluated only objective usability (i.e., the ratio of time spent by the subject to the time spent by the expert on the same set of tasks), which did not account for the users' subjective usability perceptions.

Koenig and Schlaegel (2014) conducted a study to investigate the applicability of the adapted TAM and to analyze the system design factors that influence corporate blog acceptance, they carried out an online questionnaire survey in three languages among internet users during 2010. The three selected languages English, German, and Russian were chosen to attract internet users from mainly three countries – Germany, Russia, and the USA – that belong to differentiable cultural clusters as for example identified by Ronen and Shenkar (1985).

They collected the data simultaneously for the three countries. The respondents were invited through placing links on several social networking sites, including Facebook, Twitter, and vKontakte, YouTube. During the study, 1,854 data sets were collected; 813 were submitted using the German survey, 636 using the English survey, and 405 using the Russian survey. After cleaning for incomplete questionnaires, 992 data sets were retained for analysis. The results indicate that by ensuring the usefulness, ease of use, and enjoyment of corporate blogs, firms can influence the attitude and intention towards the corporate blog in a positive manner on content value, entertainment value, blog management, interaction, usability, and marketing messages.

2.1.7. Usability and Perceived Ease of Use

In the context of the Technology Acceptance Model (TAM), Venkatesh and Davis 1996 draw a distinction between objective usability of a system and perceived ease of use, and argue that ease of use is determined not only by the system's usability features but also by the user's proficiency with computers, which may be different for each user. Moreover, the authors find out that ease of use is affected by objective usability only after direct hands-on experience with the system.

Benbunan-Flich (2001) conducted a research to examine the usability of a commercial web site, which applies a systematic qualitative technique known as protocol analysis or think aloud method. About 15 usability principles and 3 evaluation parameters (content, navigation and interactivity) were used as a framework to analyze the verbal protocols of a sample of users interacting with a greeting card web site. It analyses based on the selected web site were carried out using a panel of eight volunteer subjects (four males and four females) over a 3-week period in March 1999. Half were under 25 years of age, although the ages ranged from 22 to 35. It shows that the antecedents of perceived ease of use refer to objective usability. It means user interaction free of error and misunderstandings (Benbunan-Flich 2001).

Koenig and Schlaegel (2014) conducted a research about the applicability of the adapted TAM on three countries. During the study, 1,854 data sets were collected and 992 data sets were retained for analysis. The research showed that perceived ease of use was strongly determined by usability. Improvements in the usability can be used to increase the perceived ease of use of corporate blogs. Usability can be enhanced by improving structure and navigation of a corporate blog (for example through the use of archives, categories, and tags), by

providing subscription opportunities, and by enabling simple interaction through commenting or recommendation functions (Koenig and Schlaegel 2014). Based on the previous studies above, the researcher develops a hypothesis as follow:

H1: Usability has significant effect on perceived ease of use

2.1.8. Theory Acceptance Model (Perceived Ease of Use, Perceived Usefulness Attitude towards E-travel Website Intention to Use E-travel Website)

Technology Acceptance Model is one of the most popular theories that is used widely to explain Information System usage. So many studies have been conducted which has led to the changes in the originally proposed model. TAM has proven to be a useful theoretical model in helping to understand and explain use behaviour in information system implementation. It has been tested in many empirical researches and the tools used with the model have proven to be of quality and to yield statistically reliable results (Legris, Ingham, and Colletette, 2002). From its original model, TAM has evolved over time. It is also developed become a model called combined TAM-TPB model which integrated the Technology acceptance model and theory of planned behavior was proposed by Taylor and Todd (1995).

Venkatesh and Davis (2000) proposed a new version of TAM called TAM2 which added new variables to the existing model. The model used by Venkatesh and Morris (2000) has shown that the influence of some factors on intention to use information system; varies at different stages in the information system implementation process. Venkatesh et al. (2003) in a study published in MIS quarterly proposed the Unified Theory of Acceptance and Use of Technology (UTAUT) Model.

TAM has been used by researchers worldwide to understand the acceptance of different types of information systems. Shafeek (2011) in a study tried to evaluate the acceptance of eLearning systems by teachers by using TAM. Pavlou (2003) developed a model to predict the acceptance of e-commerce by adding new variables trust and perceived risk. According to the model developed by Pikkarainen et al. (2004) to understand the acceptance online banking in Finland, perceived usefulness and information in online banking play a very important role. Ervasti and Helaakoski (2010) have developed a model based on TAM and TPB to understand mobile service adoption which states that perceived useful is the strongest factor in adoption. Muller-Seitz et al. (2009) used the Technology Acceptance Model with security concern to understand acceptance of Radio Frequency Identification (RFID) (Surendran, 2012).

2.1.9. Perceived Ease of Use and Perceived Usefulness

The more users perceived the system to be easy to use, the more useful the system seems (Ndubisi & Jantan, 2003). A research which led by Cheong and Park in 2005 examined about how mobile internet can be accepted in Korea. This research used TAM theory as the base model, the result which came from 1279 respondents indicate that perceived ease of use has positive effect on perceived usefulness (Cheong & Park, 2005).

Park and Chen (2007) conducted the study in USA reveal the same outcome. The observation held by using doctors and nurses as sample to test the user's acceptance in adoption of innovative use of smartphone. The outcome is perceived usefulness was positively influenced by perceived ease of use. Moreover, the results adduce that the relationship between perceived usefulness and perceived ease of use both have substantial coherence (Park & Chen, 2007). Another study concerned factors affecting internet banking acceptance by Wang et al., (2003). Based on a sample of 123 users from a telephone interview, the results strongly support the extended TAM in predicting the intention of users to adopt Internet banking through perceived ease of use and perceived usefulness (Wang et al., 2003). Therefore, the researcher wants to exam the relationship between perceived of use and perceived usefulness. Based on the previous studies above, the researcher develops a hypothesis as follow:

H2: Perceived ease of use has significant effect on perceived usefulness

2.1.10 Perceived Ease of Use, Perceived Usefulness and Attitude towards E-travel Website

Legris, Inghamb and Colletettec (2001) stated that research results with TAM have been, over the years, generally consistent. In prior TAM-based studies, perceived usefulness typically has a stronger direct effect on attitudes than does perceived ease of use and a direct effect on perceived usefulness. TAM has been shown to be a valid means of predicting system acceptability (as measured by system use). It suggests that user perceptions of a system are formed very early, after only minimal exposure to the system. Nonetheless, these early perceptions have a very powerful influence on whether users will actually use that system in the future. In particular, TAM suggests that designers must consider not only the system's ease of use, but also its usefulness

in order to encourage end user acceptance of that system (Morris and Dillon, 1997).

On 2008, Teo et al. conducted a study that examined the factors drive individuals to adopt and use information technologies in their workplace and personal lives. Using 250 (175 females and 75 males) and 245 (183 females and 62 females) pre service teachers in Singapore and Malaysia, the data gathered through online survey questionnaire which use five-point likert scale. The study contributes to the growing multi-cultural studies on TAM by demonstrating that perceived usefulness, perceived ease of use and computer attitudes to be significant determinants of both Singaporean and Malaysian pre-service teachers' behavioral intention. The study found perceived usefulness, perceived ease of use, computer attitudes to be significant determinants. The results showed that perceived ease of use influenced perceived usefulness and also significantly influenced computer attitudes (Teo et al., 2008).

H3: Perceived ease of use has significant effect on attitude towards e-travel website

H4: Perceived usefulness has significant attitude towards e-travel website

2.1.11. Attitude towards E-travel Website and the Intention to Use E-travel Website

Venkatesh, Morris, and Davis (2003) suggested that attitude towards computer use acts as a significant predictor of the intention to use when the use of technology was perceived by the user to be volitional. In other words, user's intention to use technology was significantly influenced by their attitude towards computer use when they feel that they had a choice with to use or not to use technology.

As continuation from previous research, Teo, et.al (2009) conducted a research assessed the pre-service teacher's self-reported future intentions to use technology in Singapore and Malaysia. It is derived 495 pre-service teachers from. The results demonstrated that all the paths in the structural model were significant. In examining the relationships among the constructs in the TAM, the study found that perceived usefulness and perceived ease of use, and attitude towards computer use were key determinants of behavioral intention. The results of the study and evidence from recent studies found that attitude toward computer use does play a role in determining the intention to use technology (e.g., Athiyaman, 2002; Teo, et.al, 2009).

A study in Korea held by Park (2009), the research intended to verify the process of how university students adopt and use e-learning. A sample of 628 university students took part in the research. The structural equation modeling (SEM) technique was employed with the LISREL program to explain the adoption process. The result proved TAM to be a good theoretical tool to understand user acceptance of e-learning. It adduced that attitude towards e-learning significant direct effect intention to use (Park, 2009). Based on the previous studies above, the researcher develops a hypothesis as follow:

H5: Attitude towards e-travel website has significant effect on the intention to use e-travel website

H. Theoretical Framework

From the hypothesis developed above, it can be concluded that how the factors (usability, perceived usefulness, perceived ease of use and attitude towards e-travel website) affect the intention to use e-travel website is shown as below:

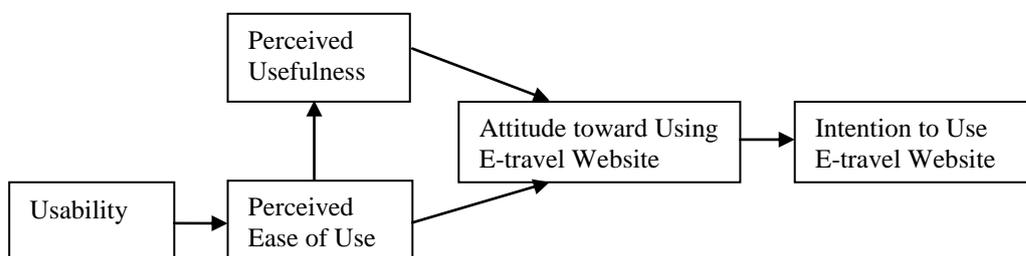


Fig. 2: The Theoretical Framework

RESEARCH METHODOLOGY

The research used a quantitative research. Quantitative research design has been selected in order to find out the appropriate answers to the research questions and to test the hypotheses (Sekaran, 2003). This type of research is

selected because the researcher wants to examine the relationship among usability, perceived ease of use, perceived usefulness, attitude towards e-travel website and intention to use e-travel website. The sampling technique used is non-probability sampling. Non-probability sampling refers to the elements of the population do not have pre-established chance of being selected as sample subjects (Sekaran, 2003). The researcher provides 5 travel websites from 5 travel agencies in Padang to be accessed by the respondent. The following websites are: <http://menjelajah-express.com>, <http://bagus-tour.com>, <http://asadel-travel.com>, <http://raja-tour.com>, <http://loading-travel.com>.

DATA ANALYSIS AND RESULT

The population in this research is college student as internet users who have ever accessed at least one of 5 e-travel website in Padang which has been selected. Data gathered through online questionnaires. 166 questionnaires are gathered. SmartPLS 2.0 was used to determine the hypotheses that previously developed.

4.1. Measurement Model (Outer Model)

Validity Test

The results of testing the validity instrument were assessed on convergent validity and discriminant validity. This test is done by measuring the value of outer loading through algorithm process. The indicators will be valid if the value of outer loading is above 0.7. However, if the value of outer loading is higher than 0.5 and less than 0.7, it is still accepted as long as the value of AVE and Communality is higher than 0.5 (Chin in Gozali, 2006). The first *outer loading* value shows that all indicators have fulfilled the rule of thumb that is higher than 0.5. Therefore, all indicators have been valid and fulfilled validity test.

TABLE 1.
CROSS LOADING AND AVE

	Indicators	Indicators Definition	Loading	AVE
<i>Usability</i>	USAB1	<i>Easy to understand</i>	0.862467	0.699659
	USAB2	<i>First time using easiness</i>	0.837524	
	USAB3	<i>Easy to find information</i>	0.877495	
	USAB4	<i>Clearly structured</i>	0.775876	
	USAB5	<i>Easily moved</i>	0.854440	
	USAB6	<i>Simple to navigate</i>	0.855310	
	USAB7	<i>Capable to control</i>	0.786585	
<i>Perceived Ease of Use</i>	PEOU1	<i>Easy to use</i>	0.896020	0.795335
	PEOU2	<i>Easy to learn</i>	0.881760	
	PEOU3	<i>Easy to do what to do</i>	0.897581	
<i>Perceived of Usefulness</i>	PEU1	<i>Accomplish activity</i>	0.824688	0.782310
	PEU2	<i>Improve performance</i>	0.890742	
	PEU3	<i>Enhance effectiveness</i>	0.924616	
	PEU4	<i>Productivity performing</i>	0.894870	
<i>Attitude towards E-travel Website</i>	ATT1	<i>Likability</i>	0.919626	0.702102
	ATT2	<i>Good Feeling</i>	0.900901	
	ATT3	<i>Favorability</i>	0.670052	
<i>The intention to</i>	INT1	<i>Worth</i>	0.884284	0.811384

<i>Use E-travel Website</i>	INT2	<i>Future Use</i>	0.916957
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Source: Primer Data Processing (2014)

The other instrument of validity test that been done in this research is discriminant validity. Discriminant validity is measured from the value of the cross loading, by comparing the indicator correlation. The indicators correlation of constructs has high validity if it has higher value than the other constructs. Another way to test discriminant validity is by looking at the comparison of square root of AVE. The square root of AVE must be higher than correlation among latent variables (Chin & Newsted, 1999). The comparison of the root AVE of every variable to the correlation among variables shows that each of root AVE for the variable is bigger than correlation among other variables. Hence, it can be concluded that the latent variable has good discriminant validity.

TABLE 2
LATENT VARIABLE CORRELATIONS AND AVE

	AVE	Usability	PEOU	PU	Attitude towards	Intention to Use
Usability	0.699659	0.836456				
PEOU	0.795335	0.795780	0.891815			
PU	0.782310	0.665199	0.614560	0.884482		
Attitude towards	0.702102	0.551598	0.474069	0.664809	0.837915	
Intention to Use	0.811384	0.671318	0.672227	0.615110	0.520041	0.900768

Source: Primer Data Processing (2014)

4.1.2. Test of Reliability

Test of reliability or reliability test is a test to examine the accuracy and measurement precision of measurement tool which is consistent over time. In this research, the reliability is determined by the value of cronbach's alpha and composite reliability for each block of indicator on reflective invalid constructs. Rule of thumb of Cronbach's alpha and composite reliability must be higher than 0.7 even though 0.6 can be accepted (Cooper & Schindler, 2008). The value of cronbach's alpha Usability, Perceived Ease of Use, Perceived Usefulness, Attitude towards E-travel Website, Intention to Use E-travel Website are all greater than 0.7; 0.928102; 0.871609; 0.906530; 0.782997; 0.768885 simultaneously. The same thing goes to composite reliability value that shows all of variables are greater than 0.7.

4.2. Structural Model (Inner Model)

Test of structural model is aimed to identify the strength of relationship between independent variable and dependent variable. It produces the significant value of the relationship among latent variables by using bootstrapping function. R-Square is used to evaluate the structural model PLS by examining the significance between constructs in structural model for dependent construct, value of coefficient path or t-values for each path.

4.2.1 R-Square

To assess the goodness of fit model with PLS, it is started from the value of R-Square for each latent dependent variable. The R-Square value is used to assess the effect of certain latent independent variable toward latent dependent variable whether it has substantive effect. In structural model, endogenous latent variable which has $R^2 = 0.67$ indicating "good" model, $R^2 = 0.33$ indicating "moderate" model, $R^2 = 0.19$ indicating "weak" model (Urbach et al., 2010). This research resulted R-Square values are moderate. The value of

intention to use is 0.270443 indicates that usability is able to explain the use as much as 02.70% while the rest is explained by other variables outside of the variables used in the model study.

4.2.2 Test of Hypothesis

The level of significance in hypotheses testing can be seen in the value of coefficient path or inner model. The coefficient path score or inner model is shown by T-statistic value. It must be above 1.96 for two-tailed hypothesis and above 1.64 for one-tailed hypothesis to test hypotheses on alpha 5 percent (Hair et al., 2001). Each independent variable tested in this structural model study had an impact on its dependent variable. It is proven by the value of T-statistics that are all greater than 1.96 (for a two-tail test). Test relationships between variables shows that the influence of usability on perceived ease of use is positive (0.795780) and significant at $\alpha = 0.05$ with statistical value $21.095821 > 1.96$. Perceived ease of use has a positive effect on perceived usefulness (0.614560) and significant at $\alpha = 0.05$ with statistical value $11.630875 > 1.96$.

TABEL 3
HYPOTHESIS TESTING CONCLUSION

Hypothesis	Hypothesis Statement	Result
H1	Usability has significant effect on <i>Perceived Ease of use</i>	Supported *
H2	<i>Perceived Ease of use</i> has significant effect on <i>Perceived Usefulness</i>	Supported *
H3	<i>Perceived Ease of use</i> has significant effect on <i>Attitude towards E-travel Website</i>	Supported *
H4	<i>Perceived usefulness</i> has significant effect on <i>Attitude towards E-travel Website</i>	Supported *
H5	<i>Attitude towards E-travel Website</i> has significant effect on <i>Intention to Use E-travel Website</i>	Supported *

*) significant at $p < 0.05$

Source: Suports Data PLS (2014)

Perceived ease of use also has positive influence on attitude towards e-travel website (0.474069) and significant at $\alpha = 0.05$ with statistical value $7.195489 > 1.96$. Perceived usefulness is also positive to attitude towards e-travel website (0.600122) and significant at $\alpha = 0.05$ with statistical value $8.992766 > 1.96$. The influence of attitude towards e-travel website is also positive to intention to use (0.520041) and significant at $\alpha = 0.05$ with statistical value $8.678139 > 1.96$.

CONCLUSION

This research provides some implication for improvement in better understanding related with how usability, perceived usefulness, perceived ease of use, attitude towards e-travel website and influence the intention to use e-travel website. From the data analysis, all hypotheses are accepted and the result supports the previous studies are related with variable used in this research. This research can enhance our knowledge of what factors influence internet users to observe their willingness to use e-travel website in Padang. Previous theory of TAM shows the role of behavioral intention and attitude. As this study also prove that perceived ease of use and perceived usefulness also attitude can significantly influence the intention to use. The final findings of web site success model will be expected to give contributions to travel agents in Indonesia, which can help them in operating their own website to be more successful and productive.

APENDIX

Indicators Definition

USAB1	In this website everything is easy to understand
USAB2	This website is simple to use, even when using it for the first time
USAB3	It is easy to find the information I need from this website
USAB4	The structure and contents of this website are easy to understand
USAB5	It is easy to move within this website
USAB6	The organization of the contents of this site makes it easy for me to know where I am when navigating it
USAB7	When I am navigating this site, I feel that I am in control of what I can do
PEOU1	Corporate blogs are easy to use
PEOU2	Learning to use corporate blogs is easy
PEOU3	Overall I believe corporate blogs are easy to use
PEU1	Reading and commenting on corporate blogs enable me to better accomplish my work/learning/leisure activities
PEU2	Reading and commenting on corporate blogs would improve my work/learning/leisure performance
PEU3	Reading and commenting on corporate blogs would enhance my work/learning/life effectiveness
PEU4	Reading and commenting on corporate blogs can increase my productivity when performing my work/learning/life activities
ATT1	I like reading and commenting on corporate blogs
ATT2	I feel good about reading and commenting on corporate blogs
ATT3	Overall my attitude towards corporate blogs is favorable
INT1	It is worth reading corporate blogs
INT2	I will read corporate blogs in the future

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