

The Influence of Information Quality and Functionality on Intention to Use Mobile Apps with Perceived Usefulness as an Intervening Variable

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ABSTRACT

People's behavior towards the internet creates new habits in obtaining easy transactions for purchasing goods and services, such as purchasing plane tickets using online applications. Traveloka is ranked 1st in Online Travel Agent in Indonesia. This research aims to determine the influence of Information Quality and functionality on the Intention to use Traveloka mobile apps with Perceived usefulness as an intervening variable. The population in this research is Traveloka users in Indonesia. The sample in this study has criteria, namely Traveloka users. This research uses quantitative methods with the Smart-PLS analysis technique

INTRODUCTION (Start on new page, separated from title page above)

People's behavior towards the internet creates new habits in obtaining easy transactions for purchasing goods and services, such as purchasing plane tickets using online applications.

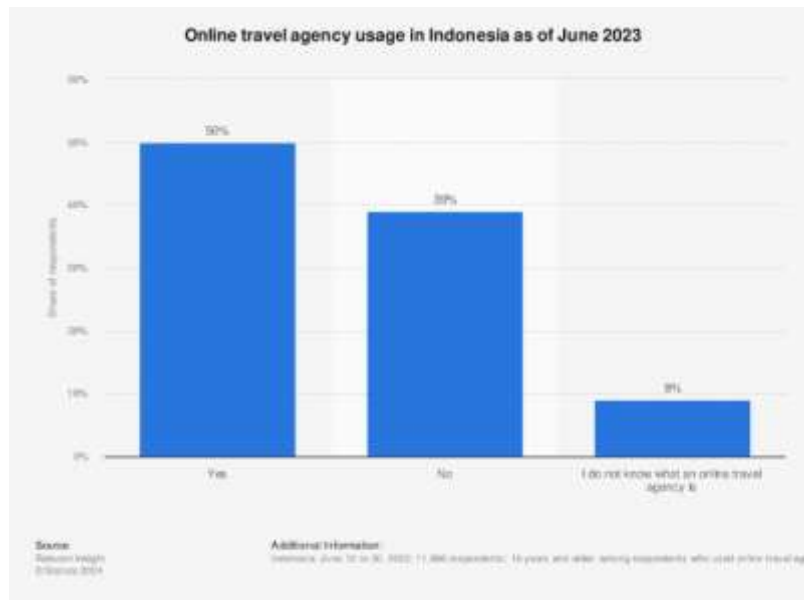


Figure 1. Oline Travel Agency in Indonesia as of June 2023
Source : Statista Reserch (2023).

From image data, 50% of people in Indonesia choose to use Online Travel Agents (OTA) in 2023. This shows that Indonesian people are starting to switch from conventional transactions to digital transactions. Online travel agents are companies that provide online ticket purchases. Of course, there are many and varied online travel agents in Indonesia, one of which is Traveloka, which is ranked 1st online travel agent in Indonesia. Traveloka is the largest OTA company in Indonesia. Traveloka provides domestic-international airline ticket services as well as hotel booking services, train tickets, bus & travel tickets, and others. Traveloka is unique, such as the Reward Zone feature, which is a games feature in the Traveloka application so that customers get free Traveloka Points, 1 Traveloka Points is worth 1 rupiah which can be exchanged for discounts on plane tickets and hotels.

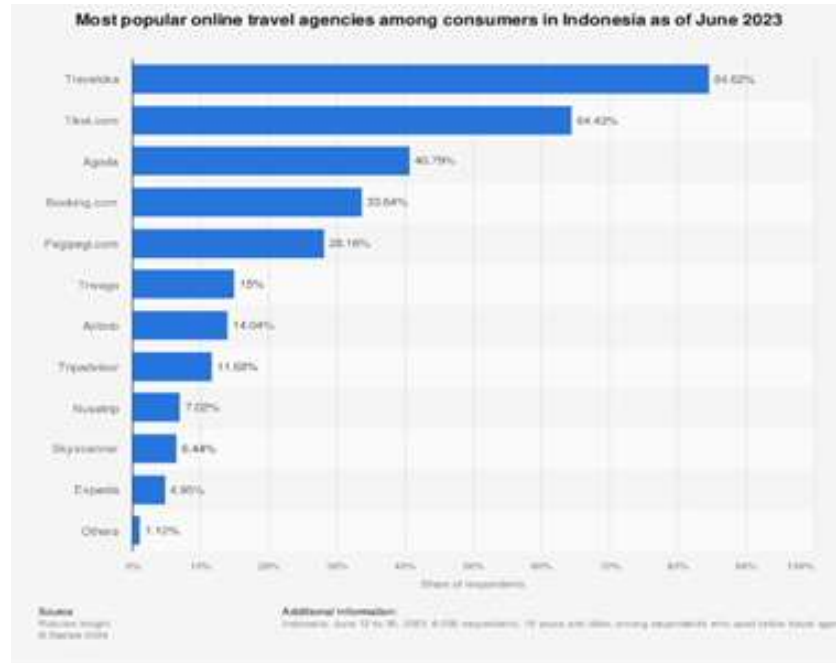


Figure. 2 Most Populer Travel Agencies Among Consumers in Indonesia as of June 2023

Source : Statista Reserch 2023.

In the picture above, Traveloka received a score of 84.62%, which is the highest score from an Online Travel Agent in Indonesia. From Traveloka's internal data in the third quarter of 2022, it is known that there has been a 5-fold increase in bookings for international destination travel and more than a 30 percent increase in bookings for domestic destination travel. Apart from that, airplane ticket bookings also increased up to 4 times compared to the same period the previous year. This shows that the intention to use mobile apps on the Traveloka application is increasing. According to Camilleri et al., (2023), several factors influence Intention to use Traveloka mobile apps in Indonesia. Various factors such as Perceived usefulness, Information Quality, and Functionality. These factors show that to attract people to use the Traveloka mobile app, it is necessary to maximize the function of information quality, perceived usefulness, and function of the application itself.

Perceived usefulness is an individual's perception regarding the belief that using a system can increase individual productivity and effectiveness. From the reviews regarding the Traveloka application, there are still many customers who experience losses such as customer data not being input, which causes losses such as almost not being allowed to take flights by the airline as well as other losses such as the difficulty of carrying out the refund process on the application. Having negative reviews on the Traveloka application can make individuals less interested in using travel mobile apps. Apart from perceived usefulness, Information Quality in applications needs to be paid attention to in the Traveloka application, because Information Quality affects mobile use of apps. Information Quality on Traveloka is of course very well supported by the launch of the newest feature that has been released on the latest application, namely Flight Status. Apart from Information Quality, functionality also affects mobile use apps. In research conducted by Research Statistics in 2019, 17.3% of respondents used Traveloka because it was easy to use. However, it can be seen that on the Traveloka application, there are negative reviews regarding the application being slow. Of course, bad reviews about applications have an impact on application usage, such as applications that are slow to use.

THEORETICAL REVIEW

Teori Interactive technology acceptance model (ITAM)

The Interactive Technology Adoption Model (ITAM) is a model used to understand and analyze the process of using interactive technology by individuals. This model focuses on how individuals decide to use interactive technology and how it is used. Research conducted by Camilleri and Kozak (2022) attempted to explore the factors that influence the use of travel websites. This contribution is built based on the Interactive technology adoption model (ITAM).

Information Quality

According to DeLon and McLean (2003), five dimensions can be used to assess the quality of information, namely, accuracy, timeliness, completeness, relevance and consistency.

Perceived usefulness

Perceived usefulness as defined by Davis (1989) is the level at which a person believes a system will improve the work performance and performance of system users.

Functionality

According to Wong (2018), Functionality is a utility that comes from the quality or affordability of a product. If a product has high functional value, it can be said that the product has high quality and good performance.

Perceived usefulness of Intention to use mobile apps

One would scrutinize the content on a travel website or application in terms of accessibility, relevance, and lack of data richness (Camilleri and Kozak 2022). Someone will consider it useful if electronic information can be understood, reliable, and clear Cheung et al., 2008; Salehi-Esfahani et al., 2016 (Camiller et al, 2022). then someone is likely to use it in the future (Erkan and Evans, 2016)

Information Quality of Percived usefulness

Sussman and Siegal (2003), stated that information quality significantly influences perceptions of use. Companies that provide a lot of quality information can improve the company's image and also stimulate consumer purchases.

Functionality of Percived usefulness

This functionality has a positive influence on individuals' perceived usefulness (Camiller et al, 2022). According to Yu et al., (2017), The technical function of a travel application is one of the most important factors that can increase customers' perceived usefulness and intention to continue using it in the future.

Functionality of Intention to use mobile apps

This functionality has a positive influence on their intention to continue using it (Camiller et al, 2022).

Conceptual Framework

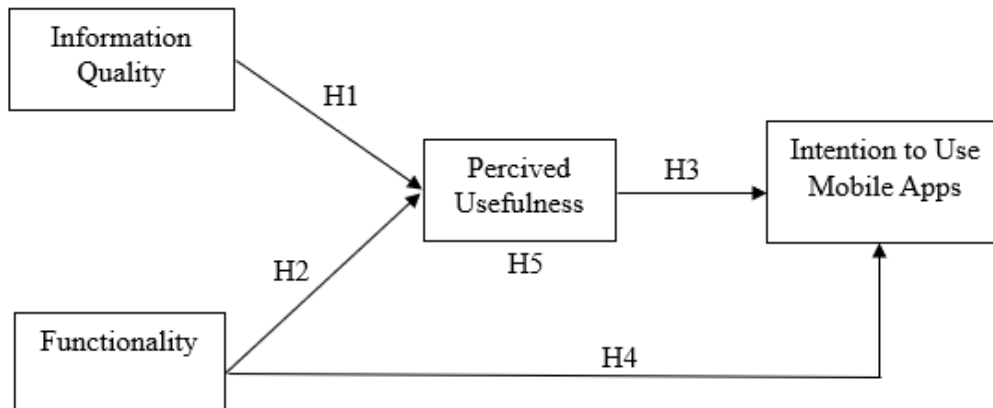


Figure. 3 Conceptual Framework

Source : Diadopsi dari Camilleri et al., (2023)

METHODOLOGY

This research aims to see the influence of Information Quality, Perceived Usefulness, Functionality, and Intention to use mobile apps. This research uses a quantitative approach, the sample population consists of Traveloka users in Indonesia. The sample was determined using a purposive sampling method using certain criteria in determining respondents. The sample in this research is Traveloka application users. The analysis in this research uses Partial Least Square (PLS) and Structural Equation Modeling (SEM) techniques.

RESULTS AND DISCUSSION

Of course, online travel applications are many and varied. Companies need to improve things that support customers in using online applications so that customers find it easy to use and will continue to use it in the future. The function of information technology is determined by the ease with which users interact with it, access the information they are looking for and/or purchase the services they want, with minimal effort (Nguyen et al., 2020; Tandon et al., 2018; Wong et al., 2020) . Individuals tend to evaluate its functionality, layout, and content before handing over their credit cards to shop online (Camilleri, 2021).

CONCLUSIONS AND RECOMMENDATIONS

This conceptual paper deepens the relationship between Information Quality, Perceived Usefulness, Functionality and Intention to use mobile apps. The model presented shows that Information quality, Perceived usefulness, Functionality have a significant influence on intention to use mobile aaps. Good quality information can also attract individuals to make transactions on online travel applications. Quality information that is clear and easy can increase awareness of the services provided. On the other hand, if the quality of information is considered poor, individuals are less likely to use it. Perceptions of usefulness regarding applications such as being easy to use and being able to help individuals in carrying out activities. Functionality is seen from good application performance.

FURTHER STUDY

Still conducting further research to find out more about The Influence of Information Quality and Functionality on Intention to Use Mobile Apps with Perceived Usefulness as an Intervening Variable

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