

Analysis of Using Behavior on the GoHalalGo Application: UTAUT Model Approach

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ABSTRACT

The main objective of this research is to examine how performance expectations, social influences, effort expectations, and facilitating conditions impact user behavior on the GoHalalGo halal travel application in Indonesia. The research used a quantitative survey method, sampling was carried out randomly on 253 GoHalalGo users. This research uses Partial Least Squares (PLS) analysis to test the hypothesis. Findings from the SmartPLS analysis show that performance expectations, social influence and effort expectations are highly influential factors on behavioral intention. Facilitating condition has no significant effect on behavioral intention, however facilitating condition has a significant effect on using behavior. Furthermore, these factors have a significant influence on user intentions in using the GoHalalGo application

INTRODUCTION

Halal tourism is currently one of the industries that is included in the focus of developing the global Islamic economy. Halal tourism itself is included in seven sectors of Islamic economic development apart from the halal food industry, Islamic economics, the fashion industry, the media and recreation industry, the halal pharmaceutical industry, and the halal cosmetics industry (Gateway, 2018). Through the Indonesian Ministry of Tourism, Indonesia is one of the countries that is active in developing halal tourism in the world. Since 2016 at the World Islamic Economic Forum (WIEF) conference, Indonesia has announced that it has become part of the halal tourism actors in the world (Indonesian Halal Tourism Association, 2016).

The emergence of social networking sites and advances in mobile technology as one of the developments in industry 4.0 have given rise to new advertising media in the tourism sector. Various studies have observed that technology greatly supports tourism development to increase individual intentions to use or buy tourism products and services. At this time tourists choose to use online travel agents based on the effectiveness of use, the varied products offered, and the services provided cover a wider area (Setyadi, 2021). This is supported by the Indonesian online travel market which is the highest in ASEAN with a reach of 10 billion US dollars in 2019 and projections for the next 6 years in 2025 (Jayani, 2019)

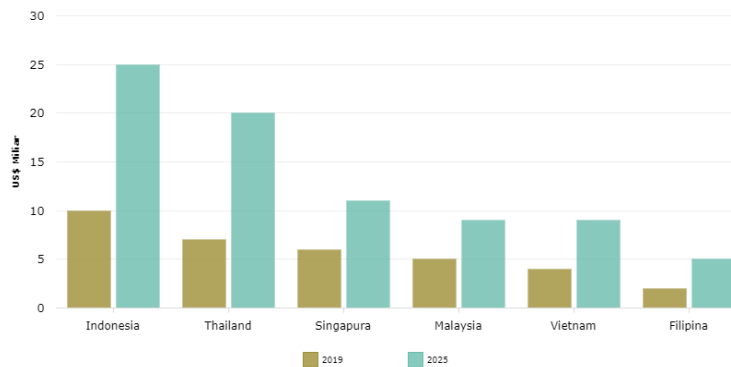


Figure 1. Projection of Online Travel Transaction Values in 2019 and 2025
Data Source: Databoks, 2019

This has an impact on increasing transaction value (Gross Merchandise Value/GMV), which is projected to reach US\$ 10 billion in 2019. The average growth from 2015-2019 reached 19 years. In 2025, it is projected that Indonesian online travel will grow up to 2.5 times with a transaction value of US\$ 25 billion (Jayani, 2019). As a form of development carried out by the company, in 2019 PT. GoHalalGo Syariah Indonesia launched a mobile application that meets the needs of the Muslim community in Indonesia called GoHalalGo.



Figure 2. The Interface of the GoHalalGo Application
Data Source: Google Playstore

GoHalalGo is an application to support the worship needs of Muslims, especially in Indonesia and also as a travel agent for both the Hajj or pilgrimage and halal tourism (2019). Prioritizing sales in the travel sector, GoHalalGo collaborates with 40 official travel partners registered with the ministry of religion. Apart from providing a marketplace for travel, the GoHalalGo application also provides other features such as prayer schedules, digital Al-Qur'an, directions, live broadcasts on the cities of Mecca and Medina, as well as worship services (GoHalalGo, 2019).

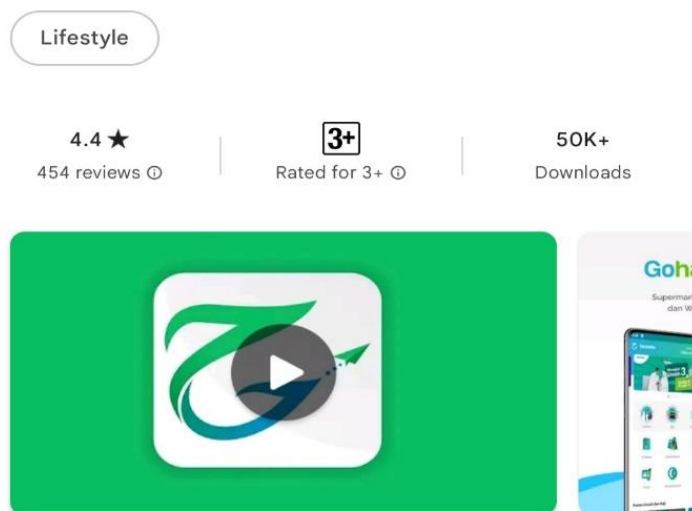


Figure 3. Ratings and Download Count
Data Source: Google Playstore

GoHalalGo has currently been downloaded by more than 50 thousand users on the Android platform and has 8,096 followers on its Instagram social media account page, and has received a rating of 4.4 stars out of a total of 5 stars available. At the 2019 HEI (Halal Expo Indonesia) event, GoHalalGo recorded more than 60 transactions worth 2 billion rupiah in 3 days of the event, this is because GoHalalGo is the largest halal marketplace in Indonesia (Agung, 2019). However, this has not made GoHalalGo the preferred application used by Muslim tourists in Indonesia, due to reviews of applications that do not reach 1 percent of and are not yet included in the ranking of the top 100 applications in the travel and lifestyle category on the Android platform. The behavioral tendency of an individual to use a new technology can be explained by the concept of Unified Technology Acceptance of Use Technology (UTAUT). The UTAUT concept coined by Ain et al. (2016)

Research related to user behavior in a technology related to travel support applications has been widely studied, one of which is research conducted by Gao et al. (2023) on the use of online transportation applications in Indonesia which states that user behavior is influenced by habits, facilitating conditions and behavioral intentions. Then, behavioral intention is influenced by habits, motivation, and performance expectations. Not much different from the use of and .com online travel applications in Indonesia, found in research by Atmaja & Puspitawati (2020) which states that user intentions are based on performance expectations, facilitating conditions, price values, and habits. While the behavior of using is influenced by the condition of the facilitating, habits, and intention to use. The user's intention to purchase tickets in (Godang et al., 2018) is influenced by motivation, system quality, habits and performance expectations.

Therefore, based on the aforementioned explanation, the author aims to undertake a study on performance expectations, effort expectations, social influence, facilitating conditions, hedonic motivation, price value, and habits regarding usage behavior and behavioral intentions. The research will encompass several problem formulations, including:

1. Does performance expectation influence the intention to use the GoHalalGo application?
2. Does effort expectation influence the intention to use the GoHalalGo application?
3. Does social influence affect the intention to use the GoHalalGo application?
4. Does facilitating condition influence the behavior of using the GoHalalGo application?
5. Does facilitating condition influence the intention to use the GoHalalGo application?
6. Does the intention to use the GoHalalGo application influence the behavior of GoHalalGo application users?

LITERATURE REVIEW

Halal tourism is a concept that is currently developing in sharia economics and has been explained by many experts in various literary sources. The table below displays several definitions of halal tourism. Based on this definition, the basic elements of halal tourism include aspects such as halal food, halal transportation, halal accommodation, halal logistics, sharia finance, sharia travel packages, and halal-friendly spaces(Pratiwi, 2023).

Table 1. Definition of Halal Tourism by Experts

Definition	
Abdullah et al. (2022)	Activities in tourism that are 'permitted or permissible' according to the Islamic religion.
Jasafat et al. (2020)	Providing tourism services and tourism products according to sharia aimed at Muslim tourists.
Halbase (2022)	Offering tour packages and special destinations to meet the needs of Muslims with halal considerations from all aspects of tourism.

According to the Ministry of Tourism report, the term "halal tourism" was only introduced in 2015, to coincide with the holding of the World Halal Tourism Summit (WHTS) in Abu Dhabi, UAE (Tushar et al., 2022). As stated by the Ministry of Tourism, halal tourism is an activity that is supported by all types of services, accommodation and facilities provided by entrepreneurs, the government, surrounding communities and local authorities that comply with the provisions of Islamic sharia. These services include prayer facilities, halal food, Islamic entertainment, Islamic clothing, adherence to Islamic morals, and reminders of the call to prayer during activities (Manoarfa, et al., 2022).

The UTAUT model is a model of acceptance and use of technology proposed by Venkatesh et al. (2015). This model integrates various constructs from prior theories such as the Theory of Reasoned Action, Technology Acceptance Model, and Innovation Diffusion Theory. The UTAUT model integrates several key determinants of technology adoption, including performance expectancy, effort expectancy, social influence, and facilitating conditions. By examining these factors, the UTAUT model offers valuable insights into individual's intentions and behaviors regarding the adoption and use of technology (Xue et al., 2024).

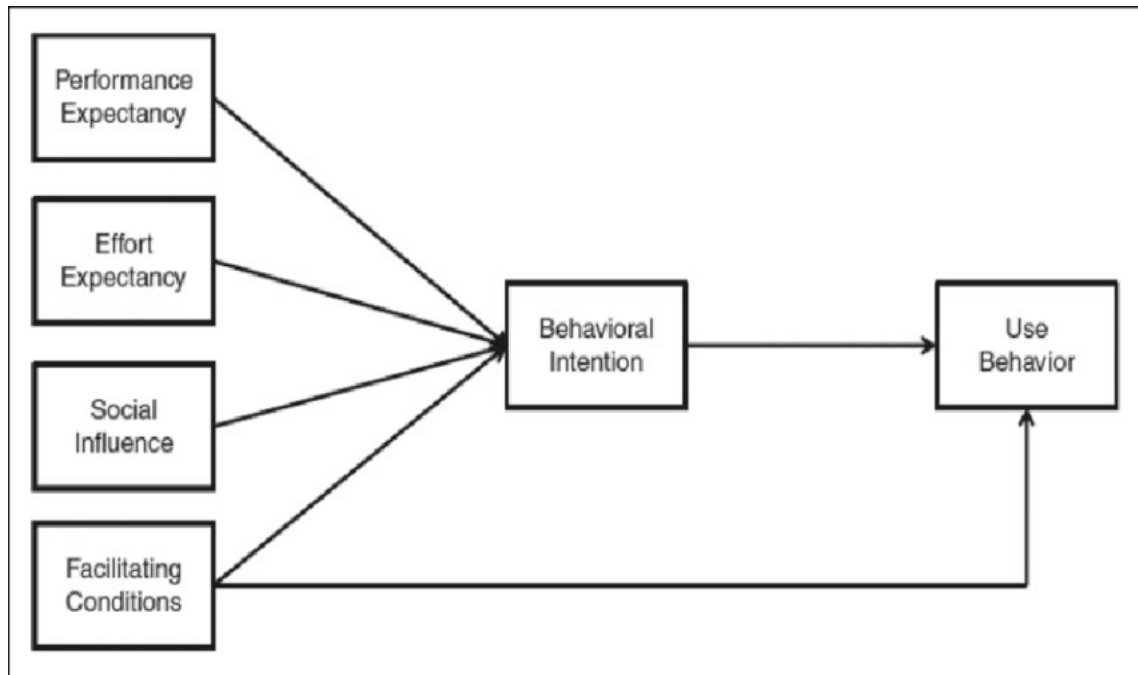


Figure 4. UTAUT Model
Source: Venkatesh et al. (2015)

Four constructs were then designed by Venkatesh et al. (2015) which were then made relevant determinants of behavioral interest or usage behavior in one or more models. The UTAUT model has been adopted in stages to explore various issues related to the use of a technology and to prove the factors that influence the acceptance and use of technology by users. The four constructs are performance expectations, effort expectations, social influence and facilitating conditions

Ajzen in Marikyan and Papagiannidis (2023) introduced his theory which has been applied in the study of individual behavior, namely the theory of planned behavior. This theory states that the intention to perform an action, which is rooted in various consumer attitudes, can be predicted reliably through consideration of attitudes, social influences, and perceived behavioral control. Based on this framework, Venkatesh et al. (2015) extended this theory into the Unified Theory of Acceptance and Use of The Technology model or abbreviated as UTAUT, which specifically highlights significant and contingent factors in predicting technology usage behavior, especially from the consumer's perspective, as highlighted by Williams et al. (2015).

1. Concept of Using Behavior

Theory of planned behavior has been extensively utilized to investigate individual behavior. According to this theory, the intention to engage in a behavior, shaped by diverse consumer attitudes, can be reliably forecasted through considerations of attitude, social influence, and perceived behavioral control.

Venkatesh et al. (2015) further developed this theory into UTAUT, focusing specifically on highlighting key factors and potentialities in predicting technology usage behavior, particularly from the consumer's perspective. Additionally, UTAUT underscores the significance of understanding consumer perspectives to effectively anticipate and address their technology usage behaviors.

2. The Concept of Behavioral Intention

According to Venkatesh et al. (2015) behavioral intention is defined as the level of user desire to use technology continuously. Then, according to Jogiyanto (2017) in his book entitled Behavioral Information System states that behavioral interest is the desire to perform behavior.

Theory of Reasoned Action (TRA) is a model that explains the occurrence of a behavior as a result of an interest in doing it (Jogiyanto, 2017). If an individual feels that using technology will improve performance, make work easier, and have a good influence on the surrounding environment, of course that person will be interested in using a new information technology. (Isradila, 2017).

In the theory of interest put forward by Ajzen in his theory of planned behavior (D. Marikyan & Papagiannidis, 2023), there are three main determinants of interest, namely attitudes, subjective norms and behavior control. Then, interest in using tourism support applications can be measured using indicators put forward by experts.

3. Concept of Performance Expectations

Performance expectation is the level of individual confidence that through the use of the system it can help itself to gain performance gains in its activities (Venkatesh et al., 2015). The technology in question is the GoHalalGo application. In this study performance expectations are defined as the extent to which GoHalalGo can provide benefits for consumers in carrying out certain activities.

According to Venkatesh et al. (2015), the indicators related to performance expectations are as follows:

- 1) The length of time it takes to transact.
- 2) User productivity.
- 3) System effectiveness.
- 4) System usefulness.

4. Concept of Effort Expectation

Effort expectation are the ease of using a system that can reduce effort in the form of one's energy and time in activities (Venkatesh et al., 2015). Intention and adaptation to using an application will increase along with the user's perception if the application is easy to use (Castañeda et al., 2019). The intention of the individuals in this study is to accept a new system that can facilitate and does not require large costs.

According to Venkatesh et al. (2015), the indicators related to the concept of effort expectation are as follows:

- 1) Ease of learning the system.
- 2) Understanding of using the system.
- 3) Ease of use of the system.

5. The Concept of Social Influence

Social influence is a person's level of trust in the social environment that convinces him to use a new system (Venkatesh et al., 2015). In a study by Alba et al. (2021) stated that social influence stems from subjective norms and societal elements impacting individuals' inclination to use digital services for information-seeking purposes. The impact of social influence on individual behavior through three mechanisms according Venkatesh et al. (2015), namely compliance, internalization and identification. Social influence in this study is how the influence of other people, for example family, friends, co-workers or between users to use the GoHalalGo application.

According to Venkatesh et al. (2015), indicators related to the concept of social influence are as follows:

- 1) Encouragement to use the system.
- 2) Encouraging socialization by using the system.

6. Concept of Facilitating Conditions

According to research by Venkatesh et al. (2015), the condition of a facilitating is understood as the level of trust a person has if the existing organization and technical infrastructure can assist the use of a system. This is supported by previous research conducted by Isradila (2017) which states that consumers will be interested when conditions make it easier. Chang et al. (2019) stated that if users are given better facilitation conditions such as technical support and basic infrastructure needs, this will lead to acceptance of the use of travel agency services.

According to Venkatesh et al. (2015), there are indicators related to the concept of facilitation conditions, namely infrastructure support with existing knowledge, facilitating conditions, and suitability.

METHODOLOGY

The research object refers to the problems and/or themes studied. This study uses two endogenous variables, namely behavioral intention and usage behavior, four exogenous variables, namely performance expectations, effort expectations, social influence and facility conditions. The subjects of this study were users of the GoHalalGo application throughout Indonesia with an age range of 17 to 60 years. This research distributes questionnaires using the Google form which is distributed on social media and will be conducted in July 2023.

The method that will be used to examine this research is a quantitative method. The quantitative approach method is a scientific method that has data in the form of numbers and/or numbers that can be processed with a certain formula and can be analyzed by performing statistical and or mathematical calculations (Sekaran & Bougie, 2017). Data analysis technique uses Partial Least Square-Structural Equation Modeling (PLS-SEM). The sampling technique uses the formula Hair et al. (2013) which resulted in a calculation of 253 samples of Muslim communities using the GoHalalGo application. Then the tool used to analyze PLS-SEM data is SmartPLS 3.3.3. The steps taken in this research are as follows:

1. Testing the Validity of the Outer Model

- a. Convergent Validity, is a tool used to measure reflective validity as a measure of variables that can be seen through the outer loading values of each variable indicator (Juliana et al., 2020). Hair et al. (2021) suggested that for early-stage research a loading value of 0.5-0.6 was considered good enough. Hair et al. (2021) suggested that for early-stage research a loading value of 0.5-0.6 was considered good enough.
- b. Reliability Testing (Composite Reliability and Cronbach's Alpha), this test is carried out to measure internal consistency or measure the reliability of the measurement model and the value must be above 0.70. However, if the value is 0.60 - 0.70, it is still acceptable for explanatory research, Hair et al. (Hair et al., 2021).

2. Hypothesis Testing (Resampling Bootstrapping)

This section will test the research hypothesis which can be seen from the value of the t-statistic and the probability value. To test the hypothesis in this study using a significance level of 5% so that the value of the t-statistic used is 1.96. The criteria for accepting or rejecting the hypothesis H_a is accepted and H_0 is rejected using the t-statistic, if the t-statistic > 1.96 then the hypothesis is accepted, and vice versa. Furthermore, to reject or accept the hypothesis using the probability that H_a is accepted if the P-Values < 0.05 .

RESULT

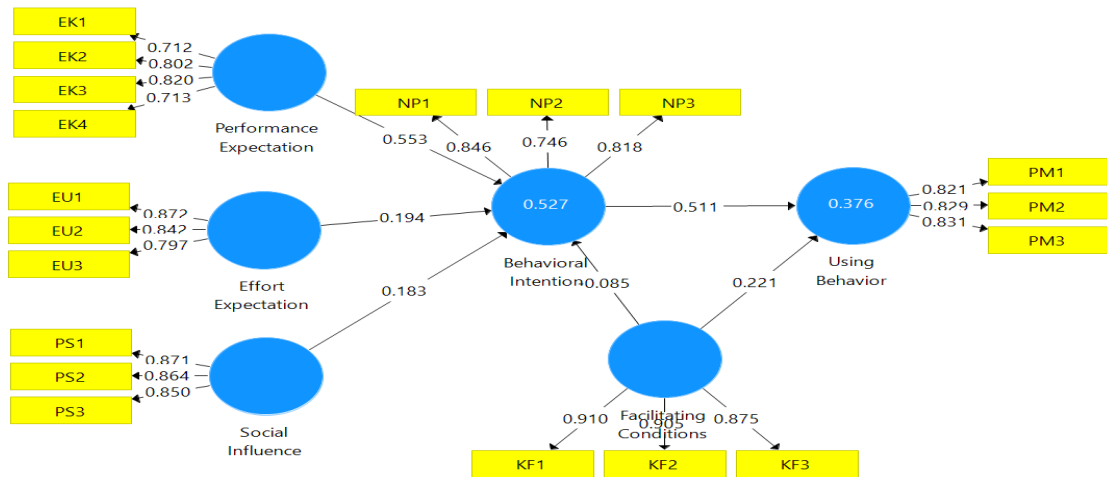


Figure 5. Outer Loading
Source: SmartPLS

The data analyzer uses SmartPLS to evaluate the model, starting by considering the R-squared value of each independent variable. Changes in the R-squared value can explain the influence of certain independent variables on the dependent variable. The R-squared value assesses the degree of variation in changes in the independent variable towards the dependent variable. The R-squared values were classified into three categories: 0.19, 0.33, and 0.67 indicating weak, moderate, and strong models, respectively. Below are the R-squared results from this study:

Table 2. R - Squared
Data Source: SmartPLS

	R - Squared
Behavioral Intention	0,527
Using Behavior	0,376

The R - square value for Behavioral Intention is 0.527, indicating that approximately 52.7% of the variance in Behavioral Intention can be explained by the dimensions of performance expectations, effort expectations, social influence, and facilitating conditions. This implies that these variables collectively have a significant influence so the behavioral intention variable is categorized as moderate/medium.

The R - square value for using behavior is 0.376, indicating that approximately 37.6% of the variance in using behavior can be attributed to the dimensions of performance expectations, effort expectations, social influence, and facilitating conditions. This suggests that these variables collectively account for approximately 37.6% of the variation in using behavior. So that the using behavioral variable is categorized as moderate/medium.

Table 3. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Behavioral Intention -> Using Behavior	0,511	0,511	0,077	6,600	0,000
Effort Expectation -> Behavioral Intention	0,194	0,193	0,058	3,356	0,001
Facilitating Conditions -> Behavioral Intention	-0,085	-0,083	0,089	0,951	0,342
Facilitating Conditions -> Using Behavior	0,221	0,223	0,089	2,492	0,013
Performance Expectation - > Behavioral Intention	0,553	0,559	0,054	10,200	0,000
Social Influence -> Behavioral Intention	0,183	0,181	0,083	2,196	0,029

Data Source: SmartPLS

In the T-statistic test, to determine whether the relationship between variables is positive is to look at the t-statistic. If the T-statistic is greater than the T-table, then the variables have a positive relationship so that the relationship between the independent variable and the dependent variable is positive. If the P-value <0.5 then the hypothesis is accepted or there is a positive relationship between each variable.

Reviewing the results of t-statistics and p-values calculations in the table above, it can be seen that performance expectations, effort expectations and social influence on behavioral intention also facilitating condition and behavioral intention on using behavior have a t statistic above the calculated t or p values below 0.5, which indicates that the hypothesis is accepted or that the variables have a positive effect. Meanwhile, variable facilitating condition on behavioral intention has t-statistics below the calculated or p values above 0.5, which indicates that the hypothesis is rejected or that the facilitating condition has no effect on behavioral intention.

DISCUSSION

The findings of the data analysis conducted in this study indicate that performance expectation has a significant effect on behavioral intention. Therefore, it can be stated that in this variable the accepted hypothesis is H1. These results indicate that the higher the performance expectation of the GoHalalGo Application, it does have an impact on the behavioral intention to use the application. This statement is in line with ; (Indrawati & Amalia (2019); Desanty (2020); Sharma et al. (2020); Alba (2021) stated that there is an influence of application performance on user intentions in using travel applications.

The findings of data analysis in this research indicate that effort expectations have a significant effect on behavioral intention. These results indicate that the higher the performance expectation of the GoHalalGo

Application, it does have an impact on the behavioral intention to use the application. This statement same as what Venkatesh et al. (2015); Alba (2021); Palau-Saumell et al. (2019) said in previous research said that effort expectation encourage customers to use an activity support application.

The findings of data analysis in this research indicate that social influence has a significant effect on behavioral intention. These results indicate that the higher the social influence in the GoHalalGo Application, the more positive and significant impact it will have on behavioral intentions to use the application. Social influence received by users make a user consider these influences to use the application, this happened to Alba (2021) and Palau-Saumell et al. (2019) research object; state that there is a positive influence of the social environment for a customer to want to use the application.

The findings of the data analysis conducted in this study indicate that facilitating condition has no significant effect on behavioral intention. These results indicate that the more adequate the user's facilities are for using the GoHalalGo application, it does not have an impact on behavioral intentions to use the application. The results of this study are similar to previous research conducted by Nindya (2021); Fadzil (2018); Anwar & Alviayatun (2022) stated that facilitating condition has no significant effect on behavioral intention. However, according to Chang et al. (2019); (Isradila, 2017); Alba (2021); Gupta & Dogra (2017) is the opposite, that facilitating condition has a positive influence on behavioral intention.

The findings of data analysis in this research indicate that facilitating condition has significant effect on using behavior. These results indicate that the more adequate the user's facilities are for using the GoHalalGo application, it has an impact to use the application. The condition of the facilities is considered to act as a variable that can determine a person's tendency to want to use a technology. When a user gets facilities that support using a technology, they are believed to continue using the technology. This statement is in line with Chang et al. (2019) and Venkatesh et al. (2015) stated that facilitating condition has significant effect on using behavior

The findings of the data analysis conducted in this study indicate that behavioral intention has a significant effect on using behavior. Behavioral intention influences users to always use supporting applications for certain activities. The results of this study are similar to previous research conducted by Berakon et al. (2023) and Ridzky (2020), it is stated that users will always use an application related to travel activities because of the memories and experiences that users have had with the application.

CONCLUSION

Based on the results of data analysis that has been carried out in this study regarding the effect of performance expectations, effort expectations, social influence and facilitating conditions on behavioral intention and using behavior, it can be concluded as follows:

1. Performance Expectancy has a significant effect on behavioral intention, so hypothesis one (H1) is accepted.
2. Effort Expectancy has a significant effect on behavioral intention, so hypothesis two (H2) is accepted.
3. Social Influence has a significant effect on behavioral intention, so hypothesis three (H3) is accepted.
4. Facilitating Condition has no significant effect on behavioral intention, so hypothesis four (H4) is not accepted.
5. Facilitating Condition has a significant effect on using behavior, so hypothesis five (H5) is accepted.
6. Facilitating Condition has a significant effect on using behavior, so hypothesis six (H6) is accepted.

FURTHER STUDY

This research still has limitations, so further research needs to be carried out regarding the topic Analysis of Behavior Using Instant Messaging Applications Using the Unified Theory of Acceptance and Use of Technology Model. to perfect this research and increase insight for readers.

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