

Determinants of Purchase Intention in Online Travel Agent

Wira Diyah Ayu Kurniati*

*STIE Pariwisata Internasional (STEIN), Cipinang Melayu, Kec, Makassar, Kota Jakarta, Timur, Daerah Khusus Ibukota Jakarta, Email, wiradiyah@gmail.com
<https://orcid.org/0000-0003-0852-0142>*

Al. Agus Kristiadi

STIE Pariwisata Internasional (STEIN), Cipinang Melayu, Kec, Makassar, Kota Jakarta Timur, Daerah Khusus Ibukota Jakarta, Email, aguskri@stein.ac.id

Efendi

STIE Pariwisata Internasional (STEIN), Cipinang Melayu, Kec, Makassar, Kota Jakarta Timur, Daerah Khusus Ibukota Jakarta, Email, efendi.toha@gmail.com

*Corresponding Author

How to cite this article: Kurniati, W.D.A., Kristiadi, A.A. & Efendi. (2022). Determinants of Purchase Intention in Online Travel Agent. African Journal of Hospitality, Tourism and Leisure, 11(4):1642-1655. DOI: <https://doi.org/10.46222/ajhtl.19770720.314>

Abstract

This research aims at ascertaining the impact of E-WOM, and perceived usefulness toward purchase intention through online trust. The research was conducted on OTA users (Agoda, and Traveloka). Using instruments whose validity and reliability have been tested, data were collected by sending google forms and by using snowball sampling techniques. A total of 330 samples were collected and processed using Smart PLS 3.2.9. The findings indicate a positive influence of E-WOM and perceived usefulness toward online trust and purchase intention. Indirectly, E-WOM and perceived usefulness also affect purchase intention through online trust mediation. The variable that directly has the greatest effect on purchase intention is online trust, on the other hand, a variable that indirectly has an effect on purchase intention is E-WOM with online trust mediation. This study adds to the understanding of the relationship between E-WOM and perceived usefulness, which can be expanded by adding online trust as a mediator of customer intentions to transact on the booking platform.

Keywords: E-WOM; perceived usefulness; online trust; purchase intention; online travel agent

Introduction

The advancement of information technology in this modernization era has allowed the internet to function not only as a means of communication, such as sending electronic mail or email but also to penetrate more complex interactions. In recent years, the development of the Internet in Indonesia has increased greatly. Internet users in Indonesia grew 15% from 171.1 million in 2018 to 196.7 million in 2019 (Asosiasi Pengguna Jasa Internet Indonesia, 2020). The internet's growth has changed tourists' methods to find information and buy products (Buhalis & Law, 2008). It is also included in the purchase of tourism services that have changed drastically over the past decade. From purchasing traditional travel services through third-party physical offices to purchasing through various online third parties (Guillet & Law, 2010). This has completely changed the company's branding models and the way customers evaluate and purchase travel services. A survey result on the most popular online travel agents among Indonesian customers held in November 2020 shows that Traveloka is the most popular OTA choice followed by Tiket.com, Agoda, and so on (Statista Research Department, 2021).

In this study, the author chooses Traveloka, and Agoda as research objects. Agoda was founded in 2005 in Singapore and now is becoming one of the globe's fastest-growing websites

for booking trips, offering a 2-million property network on a worldwide scale in over 200 countries and territories (Agoda, 2022). Meanwhile, Traveloka, a lifestyle super-app which has been downloaded over 100 million times, allows users to discover and buy a variety of travel, local services, and financial services products (Traveloka, 2022).

Several factors which influenced consumers' intention to book hotels online have been identified in some research (Agag & El-Masry, 2016; Amin et al., 2021; Anggita, 2018; Aristio et al., 2019; Aufar et al., 2018; Bhatiasevi & Yoopetch, 2015; Budiman & Sherlin, 2021; Kucukusta et al., 2015; Larasetiati & Ali, 2019; Lien et al., 2015; Mahat & Hanafiah, 2020; Tarigan & Jacqueline, 2018; Ventre & Kolbe, 2020; Wen, 2012; Zahidah & Rostiani, 2021; Zahratu & Hurriyati, 2018).

E-WOM is considered an effective method to raise awareness in marketing communications (Prasetio et al., 2016). E-WOM spreads information faster because it can have hundreds, thousands, or even millions of recipients and is capable of spreading the original message via email and other internet-based communication methods (Prendergast et al., 2010). The usefulness and usability of an e-booking platform are key factors that influence a user's decision to utilize it (Bhatiasevi & Yoopetch, 2015). Customer trust is the primary issue that has the most important role in online business. It's a fact that gaining and increasing the trust of customers is not something that can easily and instantly be achieved. Several studies have discussed antecedents of online trust, namely quality of website design (Wen, 2012), brand image (Lien et al., 2015), privacy, and security (Aufar et al., 2018), perceived usefulness (Aristio et al., 2019; Larasetiati & Ali, 2019; Ventre & Kolbe, 2020), social media usage, and E-WOM (Zahidah & Rostiani, 2021).

OTA needs to know what factors have an impact on customers' intention to use its website or apps to establish an appropriate value proposition for customers. This can be a revelation to expanding value arguments by OTA that will improve distinctiveness and the value which will be gotten by users (Chang & Wildt, 1994) and help hoteliers determine their company's policy (Burhanudin et al., 2018).

Literature review

Electronic word of mouth (E-WOM)

E-WOM is a positive or negative statement stated by the potential, existing and prior consumers regarding an organization or a product available for a wide range of people or institutions through the internet (Hennig-Thurau et al., 2004). E-WOM is a word mouth which is carried out online via social networks, brand communities, blogs, chat rooms, and tweets (Schiffman & Wisenblit, 2015). E-WOM is considered an effective way to raise awareness of marketing communications (Prasetio et al., 2016). E-WOM spreads information faster because it can have hundreds, thousands, or even millions of recipients and is capable of spreading the original message via email and other Internet-based communication methods (Prendergast et al., 2010). E-WOM dimensions include E-WOM credibility, E-WOM quality, and E-WOM quantity (Bataineh, 2015).

Perceived usefulness

Perceived usefulness is the level at which someone thinks using a particular system that will advance their job performance (Davis, 1989). Perceived usefulness might be characterized as the advancement in user effectiveness when employing technology (Lu et al., 2009). Braun (2013) mentions perceived usefulness is a user's belief in how useful technology is to achieve a particular goal. When discussing electronic booking, perceived usefulness relates to how useful a user perceives using electronic booking to make an online reservation or a payment (Bhatiasevi & Yoopetch, 2015). Perceived usefulness dimensions in the context of electronic

booking include namely easy booking, usefulness in booking, fast booking, and efficient booking (Kucukusta et al., 2015).

Online trust

One definition of online trust is consumers' willingness to be vulnerable to online stores' actions because they expect the online stores to perform certain actions that are important to them, regardless of consumers' capacity to oversee or manage the online shop (Hsu, 2008). The characteristic of online trust is not the environment in which the trust occurs but the type of first-level relationship, namely online communication. Like offline trust, online trust is also based on the trust of the trusted parties (Turilli et al., 2010). Online trust will succeed if communication is honest and transparent, that is when the trustee does not lie or deceive the trustor (Demolombe, 2004). Another definition of online trust is the attitudes of online service users who put their trust in a person or an organization offering goods or services through the Internet in the hope that they will receive the purchased products or services as offered (Warkey & Wardana, 2019). Characteristics of online trusts are trustors and trustees, vulnerabilities, actions generated, and Subjective material (Wang & Emurian, 2005). Online trust dimensions include security, privacy, and company reliability (Camp, 2001).

Purchase intention

Purchase intention is defined as a plan or intention of the customers to buy a product (Spears & Singh, 2004). Morinez et al. (2007) describe that purchase intention as a circumstance in which a consumer tends to purchase a particular product under certain conditions (Parengkuan, 2017). Purchase intention has another aspect – consumers will purchase the goods after evaluation (Younus et al., 2015). Purchase intention is a certain decision to discover why a customer purchases a particular brand (Shah et al., 2012). Another definition of purchase intention is a decision plan or interest in purchasing a particular product or brand, which can be inhibited or altered if environmental circumstances complicate the achievement of the decision plan (Peter & Olson, 2010). In online hotel bookings, the purchase intention reflects the intention of the customer to book a hotel room through various websites available (Lien et al., 2015). The purchase intention's dimensions according to Ferdinand (2014) are transactional intention, referential intention, preferential intention, and exploratory intention.

The relationship of E-WOM, online trust & purchase intention

The need to reduce uncertainty in certain situations causes the dependence of information on others (social dependence) (Turner & Oakes, 1986). Inputs from other parties are the most influential when they are considered before the consumers have a chance to reflex on their own life experiences (Wooten & Reed, 1998). Consumers make choices based on reviews or ratings given by other users (Sinaga & Sarah, 2020). Consumers rate products or services after their purchase, meanwhile, they refer to online reviews before buying (Wang et al., 2020) to achieve a sense of security (Chen et al., 2016). Several studies found that E-WOM has a direct influence towards trust and also purchase intention (Budiman & Sherlin, 2021; Zahidah & Rostiani, 2021). On the other hand, research findings (Zahratu & Hurriyati, 2018) show that E-WOM did not affect purchase intention. In addition, trust also has a mediation effect between E-WOM and purchase intention (Zahidah & Rostiani, 2021). Additionally, there is a close relationship between online trust and purchase intention (Agag & El-Masry, 2016; Amin et al., 2021; Anggita, 2018; Lien et al., 2015; Mahat & Hanafiah, 2020; Mou et al., 2016; Tarigan & Jacqueline, 2018; Ventre & Kolbe, 2020). Thus, the hypotheses proposed in this study are:

H₁: There is an influence of E-WOM towards online trust

H₂: There is an influence of E-WOM towards purchase intention

H₃: There is an influence of E-WOM towards purchase intention through online trust

The relationship of perceived usefulness, online trust & purchase intention

A user's decision to employ an online booking site is primarily determined by its value and simplicity of use (Bhatiasevi & Yoopetch, 2015). The study results (Mou et al., 2016) demonstrate the significance of perceived usefulness and trust in both the early and late stages of consumer adoption of electronic healthcare. In addition, Al-Sharafi et al. (2017) mentioned that trust will increase if users find online banking services useful. The results of the study (Larasetiati & Ali, 2019) also show that perceived usefulness affects trust. Ventre and Kolbe (2020) also stated that internet reviews are seen to be valuable and have a favourable impact on trust. On the other hand, the perceived usefulness of mobile social software has been found to have a weak impact on trust (Chinomona, 2013). Studies on hotel bookings show that perceived usefulness affects purchase intention (Bhatiasevi & Yoopetch, 2015; Kucukusta et al., 2015). Perceived usefulness also affects the use of mobile social software (Chinomona, 2013). A study on e-commerce retail shows that trust mediates the effect of perceived usefulness in the context of repurchase intention (Keni, 2020). Part of the impact of the perceived usefulness of online banking services is also mediated by trust (Al-Sharafi et al., 2017), as well as online wallet services (Singh & Sinha, 2020). Thus, the hypotheses proposed in this study are:

H₄: There is an influence of perceived usefulness towards online trust

H₅: There is an influence of perceived usefulness towards purchase intention

H₆: There is an influence of perceived usefulness towards purchase intention through online trust

The Relationship between Online Trust & Purchase Intention

For both online commerce and travel, trust is a predictor of purchase intent; the more consumers trust travel websites, the more interested they are in using them (Ponte et al., 2015). A higher level of trust is noted with a series of positive framed reviews, especially on service matters, customers are likely to trust companies whose employees are positively engaged with customers to provide good customer service (Sparks & Browning, 2011). Chang & Chen (2008) posit that trust can change over time (develop, build and decline) and therefore has different levels under different conditions, perceived levels of risk and interdependence between two parties. Mansour et al. (2014) took an integrative approach using online trust antecedents; the findings revealed that online trust has a positive impact on purchase intention.

Trust is crucial both at the early and late stages of consumer adoption of online healthcare (Mansour et al., 2014). Chinomona (2013) mentioned that the more consumers believe in mobile social media platforms, the more likely they are to use them. The study conducted by (Bianchi & Andrews, 2012; Wen, 2012) shows that trust does not affect purchase intention, and negatively affects purchase intention (Aristio et al., 2019). Meanwhile, other studies state that trust has a positive influence on purchase intention (Agag & El-Masry, 2016; Amin et al., 2021; Anggita, 2018; Lien et al., 2015; Mahat & Hanafiah, 2020; Mou et al., 2016; Tarigan & Jacqueline, 2018; Ventre & Kolbe, 2020). Thus, the hypotheses proposed in this study are:

H₇: There is an influence of online trust towards purchase intention

Conceptual model

The theoretical foundation, depicted in Figure 1, is based on a literature review and is according to the study's objectives, which are to investigate the factors influencing purchase intention when booking hotel rooms online and how online travel agents can increase hotel room booking rates. Our model theorizes that purchase intention is the result of online trust influenced by the dimensions of E-WOM and perceived usefulness.

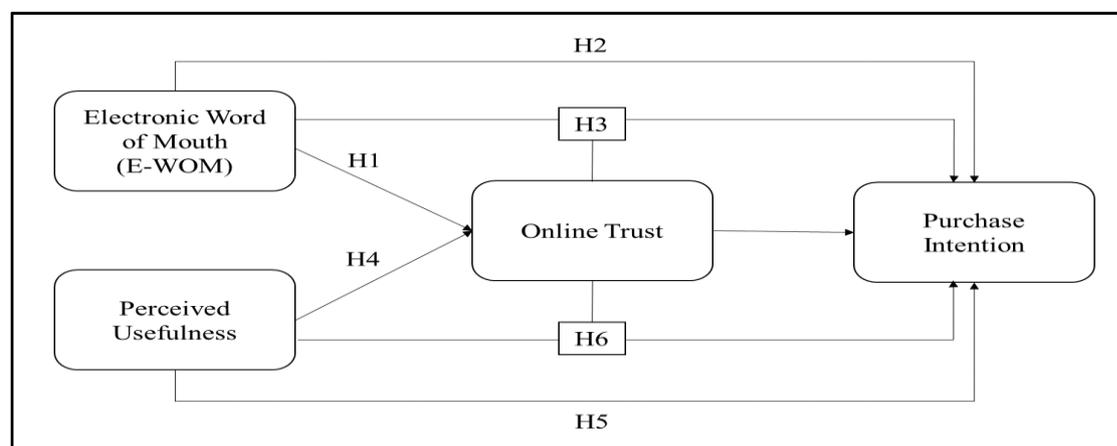


Figure 1: Conceptual model

Methods

Sample

Samples in this study were internet users who made hotel reservations through Agoda and Traveloka Online Travel Agents. The samples of this research were taken using the snowball sampling method. It is a non-probability sampling technique – gathering data from the initial respondent's responses (Saunders et al., 2009). The survey was conducted by carrying out online surveys in May – July 2021 on online travel agent users (Agoda, and Traveloka). The questionnaires were distributed online to family members, friends, communities, relatives and co-workers, and they then were asked to send the questionnaire back to their colleagues. The data were collected from 420 respondents. The screening inquiries asked at the time of collecting data were "Are the respondents >18 years old and have an identity card (Identity Card)?", and "Have the respondents ever made hotel online reservations?". After the data are filtered and grouped, 330 samples of data can be processed.

Measurement

Respondents were asked to express their opinions by choosing a value between 1 and 7 i.e. 1 – Strongly Disagree, 2 – Disagree, 3 – Somewhat Disagree, 4 – Neutral, 5 – Somewhat Agree, 6 – Agree, and 7 – Strongly Agree. The use of a 7-point scale provides more variety of options that can increase the likelihood of meeting the objective reality of the individual (Joshi et al., 2015). E-WOM consists of three indicators, namely E-WOM credibility, E-WOM quality, and E-WOM quantity (Bataineh, 2015). Perceive usefulness consists of easy booking, usefulness in booking, fast booking, and efficient booking (Kucukusta et al., 2015). Online trust consists of security, privacy, and company reliability (Camp, 2001). Purchase intention consists of transactional intention, referential intention, preferential intention, and exploratory intention (Ferdinand, 2014).

Data analysis

The model utilized in this research is PLS-SEM with a reflective measuring technique. Partial least square structural equation modelling (PLS-SEM) is based on the variance estimation method for structural equation models that aims to maximize the described variance of endogenous latent variables (Hair et al., 2017). The test includes a measurement model (outer model) and a structural model (inner model). The author used a bootstrap to test the hypothesis and a blindfold to evaluate the predictive relevance of the study model.

Result

Respondents profile

Table 1: Personal traits of respondents

Character	Description	Frequency	%
Gender	Male	83	25.15
	Female	247	74.85
Age	< 20 years	16	4.85
	20 – 30 years	265	80.3
	31 – 50 years	40	12.12
	> 50 years	9	2.73
Job	Student	174	52.73
	Civil Servants	14	4.24
	Private Employee	90	27.27
	Self-employed	28	8.48
	Freelancers	24	7.27
Choice of OTA	Agoda	115	34.85
	Traveloka	215	65.15
Number of Bookings	First Time	71	21.52
	2 – 5 times	160	48.48
	> 5 times	99	30.00

Source: Processed questionnaire

Based on the table above, of 330 respondents who completed the questionnaire, majority of respondents were women reaching 74.85%, and male respondents reaching 25.15%. Based on age group, most of the respondents were at the age of 20 years – 30 (80.30%), followed by those in the age of 31 years – 50 years (12.12%), < 20 years (4.85%), and finally > 50 years old (2.73%). Based on the occupation group, the most were students (52.73%), followed by private employees (27.27%), self-employed (8.48%), freelancers (7.27%), and finally civil servants (4.24%). In terms of OTA choices, majority of respondents chose Traveloka (65.15%) to book hotels online, followed by Agoda (34.85%). Based on the number of bookings, the data show that users book hotels 2-5 times (48.48%), more than 5 times (30.00%), and book hotels for the first time (21.52%).

Measurement model

Reflective factorial modelling shows the convergent validity of all constructs and significant reliability. This can be seen in the outer loading values, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). Each component has an outer loading value of more than 0.6; Cronbach's Alpha and Composite Reliability is more than 0.70, as well as an AVE greater than 0.5 (Hair et al., 2017).



Table 2: Validity and reliability for constructs

Constructs & Items	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
E-WOM		0.909	0.926	0.612
EWOM1: Information from online reviews on this booking site can be trusted	0.771			
EWOM2: Information from online reviews on this booking site is relevant to my needs	0.813			
EWOM3: Information from online reviews on this booking site is fact-based	0.761			
EWOM4: The online reviewers on this booking site can be trusted	0.805			
EWOM5: The online reviewers on this booking site are experienced	0.752			
EWOM6: The online reviewers on this booking site are reliable	0.827			
EWOM7: The amount of information available on this booking site is sufficient to meet my needs	0.755			
EWOM8: The amount of information available on this booking site is quite a lot	0.770			
Perceived Usefulness		0.877	0.916	0.73
PU1: The booking site is quite easy to use to book hotel rooms online	0.846			
PU2: This booking site is very useful for booking hotel rooms online	0.857			
PU3: This booking site helps me book hotel rooms faster	0.856			
PU4: This booking site helps me book hotel rooms faster	0.859			
Online Trust		0.888	0.914	0.64
OT1: I believe in the safety of this booking site	0.771			
OT2: This booking site will fulfil its obligations and will not take any illegal advantage of me	0.827			
OT3: I am willing to send the requested information	0.750			
OT4: This booking site offers private, and secure information	0.824			
OT5: The information provided by this booking site is quite a lot and of sufficient quality	0.826			
OT6: This booking site is safe and reliable	0.801			
Purchase Intention		0.794	0.866	0.619
PI1: I am interested in booking a room through this booking site after seeing reviews from other users	0.814			
PI2: I am willing to recommend other consumers to book rooms through this site	0.816			
PI3: I choose to use this booking site	0.669			
PI4: I will use this booking site to find hotel room information for my stay	0.838			

Source: Processed questionnaire

The discriminant validity test examines the value of the Fornell-Larcker criterion for measurement, by comparing the square root of the AVE with the correlation of latent variables (Hair et al., 2017).

Table 3: Discriminant Validity

	E-WOM	Online trust	Perceived usefulness	Purchase intention
E-WOM	0.782			
Online Trust	0.752	0.800		
Perceived Usefulness	0.621	0.650	0.855	
Purchase Intention	0.666	0.698	0.616	0.787

Source: Processed questionnaire

The square root of the AVE of each construct exceeds most significant link with other constructs, as shown in the table above. Thus, based on the table above, it is possible to conclude that the variables and indicators employed for this research meet the discriminant validity.



Structural model

The PLS-SEM technique was employed to evaluate the proposed model and research hypotheses. Path coefficients were tested using bootstrap resampling techniques with subsamples totalling 5,000 as proposed (Hair et al., 2014). R-square is used to measure the accuracy of a model's predictions and is calculated as a quadratic correlation between actual values and predictions of certain endogenous constructs. For endogenous constructs, R² values of 0.75, 0.50, or 0.25 can be categorized as a strong, medium, and weak (Hair et al., 2011). Purchase intention is predicted to be 62% by E-WOM, perceived usefulness, and online trust. Meanwhile, online trust is expected to be 56% by E-WOM and perceived usefulness. The values of R² purchase intention (0.620), and online trust (0.560) belong to the medium category, as shown in Table 4. The authors also used Q² to test the path model's performance could forecast the variables studied (Hair et al., 2017). The value of Q² i.e. 0.02, 0.15, and 0.35 indicates that each exogenous construct has a low, medium, or high predictive relevance for a specific endogenous construct (Hair et al., 2017). Table 4 demonstrates the values of Q² purchase intention (0.335), and online trust (0.390). This suggests that the model's ability to predict with accuracy is high.

Table 4: R² and Q² value findings

Endogenous Constructs	R ²	Q ²
Purchase Intention	0.620	0.335
Online Trust	0.560	0.390

Source: Processed questionnaire

The results of testing structural models and hypotheses are presented in table 5 and figure 2. The entire hypothesis proposed is acceptable. This indicates that the E-WOM ($\beta=0.567$, $t=11.384$, $p<0.05$), and perceived usefulness ($\beta=0.298$, $t=5.769$, $p<0.05$) significantly influence online trust. E-WOM ($\beta=0.257$, $t=3.119$, $p<0.05$), and perceived usefulness ($\beta=0.222$, $t=4.216$, $p<0.05$) also had a significant influence towards purchase intention. Indirectly, both E-WOM ($\beta=0.204$, $t=4.451$, $p<0.05$) and perceived usefulness ($\beta=0.107$, $t=3.889$, $p<0.05$) significantly influence purchase intention with online trust mediation. Online trust also has a direct influence towards purchase intention ($\beta=0.360$, $t=5.054$, $p<0.05$).

Table 5: Outputs of structural model estimation and hypotheses testing

Hypothesis	Original Sample (O)	T Statistics	P Values	Results
Direct Effects				
H1 E-WOM → Online Trust	0.567	11.384	0.000	Supported
H2 E-WOM → Purchase Intention	0.257	3.119	0.002	Supported
H4 Perceived Usefulness → Online Trust	0.298	5.769	0.000	Supported
H5 Perceived Usefulness → Purchase Intention	0.222	4.216	0.000	Supported
H7 Online Trust → Purchase Intention	0.360	5.054	0.000	Supported
Indirect Effects				
H3 E-WOM → Online Trust → Purchase Intention	0.204	4.451	0.000	Supported
H6 Perceived Usefulness → Online Trust → Purchase Intention	0.107	3.889	0.000	Supported

Source: Processed questionnaire

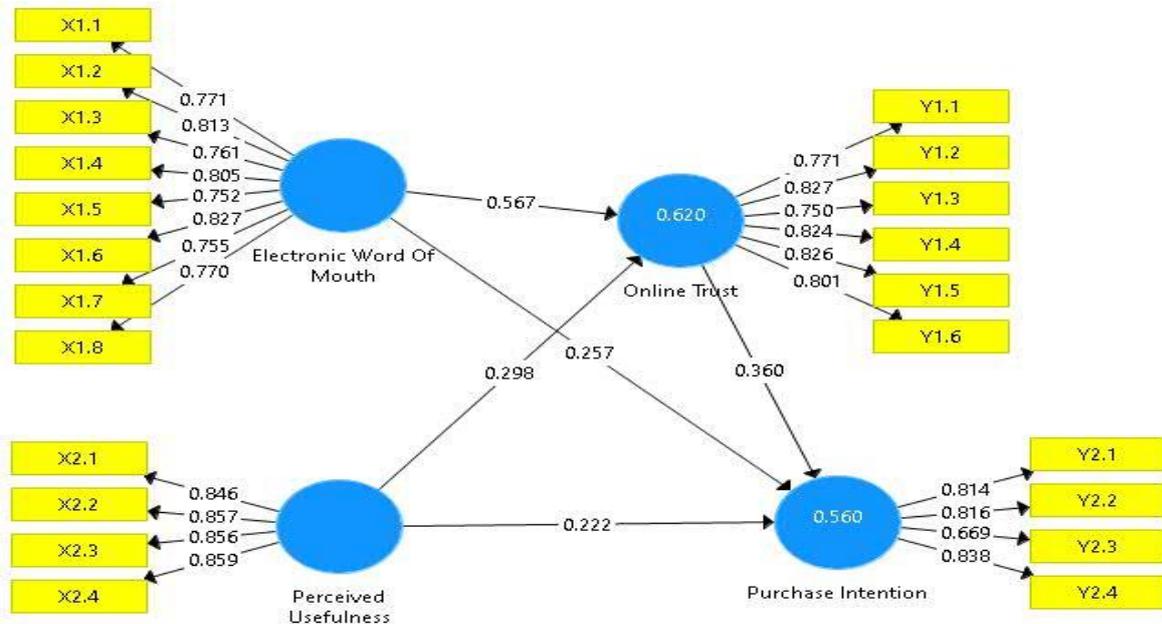


Figure 2: PLS-SEM output

Discussion

This study aims at investigating E-WOM and perceived usefulness approaches to increase user purchase intention by using online trust as mediation in Online Travel Agents. This research gives a significant contribution. E-WOM has a significant and positive impact towards online trust in OTA. The study's results are consistent with (Budiman & Sherlin, 2021; Zahidah & Rostiani, 2021) that E-WOM affects purchase intention. As opposed to that, the results of the study (Zahratu & Hurriyati, 2018) showed that E-WOM did not affect purchase intention.

In addition, trust also has an intermediary role for E-WOM in influencing purchase intention (Zahidah & Rostiani, 2021). Additionally, there is a close relationship between online trust, and purchase intention (Agag & El-Masry, 2016; Amin et al., 2021; Anggita, 2018; Mahat & Hanafiah, 2020; Mou et al., 2016; Tarigan & Jacqueline, 2018; Ventre & Kolbe, 2020). When customers have highly positive thinking toward the information in E-WOM, the consumers' level of trust is getting higher. Similarly, when the negative thinking is getting higher, the consumers' level of confidence will be lower. Thus, OTAs need to encourage their users to leave positive reviews, so that such reviews can increase trust for potential users as well as actual users.

This study revealed that perceived usefulness has a positive and significant influence towards online trust in Online Travel Agents. Trust will increase if users find the online service useful (Al-Sharafi et al., 2017). The results of the study (Larasetiati & Ali, 2019) also show that perceived usefulness influences trust. Ventre & Kolbe (2020) also stated that perceived usefulness has a positive influence on trust. On the other hand, Chinomona (2013) found that the perceived usefulness of mobile social software has a weak influence on trust. The study found that perceived usefulness also influences purchase intention. In line with (Bhatiasevi & Yoopetch, 2015; Kucukusta et al., 2015) perceived usefulness influences purchase intention in hotel bookings. Perceived usefulness also affects the use of mobile social software (Chinomona, 2013). Mou et al. (2016) report that perceived usefulness and trust are important both in the early and late stages of the consumers' acceptance of online services. The results of this study are supported by studies in retail e-commerce showing that trust becomes mediating impact on the perceived usefulness of repurchase intention. The results supported by e-commerce studies showed trust mediates the impact of perceived usefulness on repurchase

intention (Keni, 2020). Trust also mediates some of the impacts of the perceived usefulness of online banking services (Al-Sharafi et al., 2017), as well as online wallet services (Singh & Sinha, 2020).

The online booking business also needs to focus on several factors in improving the usability perceived by customers. Such as improvements to the features and interface of the website. With these upgrades, the company can provide consumers ease, enhanced functionality, productivity, effectiveness, and usability for a variety of transactions (Setyorini & Nugraha, 2016) to increase user trust which ultimately affects user intention. This study shows that online trust has a positive, and significant influence towards purchase intention in Online Travel Agents. Aspects of privacy and data security are the main factors for consumers in making transactions online. Various efforts can be made by OTAs to maintain the trust of their users. For example, by using full protection, maintaining user privacy, or not sharing user data with any third parties. With guaranteed security, user privacy, and competence owned by the company can increase user trust. The high level of trust will encourage users to place orders on the OTA site or application.

The findings of Ponte et al. (2015) suggest that trust is a predictor of online purchase intention in e-commerce and travel. That is, the higher consumer trust in travel sites, the stronger their intention to use them. This is in line with research (Agag & El-Masry, 2016; H. H. Chang & Chen, 2008; Ling et al., 2011; Mansour et al., 2014; Ventre & Kolbe, 2020) which shows that online trust has a positive influence towards purchase intention. But on the contrary, the results of this study contradict the findings (Bianchi & Andrews, 2012; Lien et al., 2015) who stated that online trusts do not affect purchase intention. On the other hand, a higher level of trust is noted with a series of positively framed reviews, especially on service matters, consumers are more likely to trust companies whose employees interact positively with them to provide good customer service (Sparks & Browning, 2011).

Conclusion

Based on the research's results and discussion that has been described previously, it can be concluded that high positive thinking about the information on E-WOM will have an impact on the high level of consumer trust which also will have an impact on the high purchase intention of the consumers. When consumers believe that the use of OTAs is very useful, this can increase consumer trust in the booking site/ OTA application so it will also have an impact on high purchase intention consumers. Guaranteed security, user privacy, and competence owned by the company can increase user trust. Finally, the high level of trust will encourage users to place bookings on the OTA site or application. The authors can suggest some of the strategies. First, optimize E-WOM communication channels, both websites/ OTA applications and other media social media. Second, encourage consumers to share reviews and manage online reviews, both negative and positive, and to take action on negative reviews, of course, by improving the service. Thirdly, have a friendly website/ application – easy to navigate and fast loading times – to make customers comfortable placing the bookings from anywhere, anytime, and anywhere. Finally, build a trusted reputation among consumers, by providing consumers with good and satisfying service. Limitations in this study: 1) the researcher used the snowball sampling technique so that the sample obtained was too broad and did not reflect specifically the geography of the respondents. 2) Subsequent research is expected to be able to test the research model separately for each OTA platform so that it can know exactly the recommendations for improving the appropriate proposals.

References

- Agag, G. & El-Masry, A. A. (2016). Understanding the Determinants of Hotel Booking Intentions and Moderating Role of Habit. *International Journal of Hospitality Management*, 54, 52–67.
- Agoda. (2022). *About Us*. Available at <https://www.agoda.com/info/about-agoda.html> [Retrieved 05 January 2022]
- Al-Sharafi, M. A., Arshah, R. A., Herzallah, F. A. T. & Alajmi, Q. (2017). The Effect of Perceived Ease of Use and Usefulness on Customers Intention to Use Online Banking Services: The Mediating Role of Perceived Trust. *International Journal of Innovative Computing*, 7(1), 9–14.
- Amin, M., Ryu, K., Cobanoglu, C. & Nizam, A. (2021). Determinants of Online Hotel Booking Intentions: Website Quality, Social Presence, Affective Commitment, and E-Trust. *Journal Of Hospitality Marketing And Management*, 30(7), 845–870.
- Anggita, P. (2018). *Faktor- Faktor Yang Mempengaruhi Intensi Pembelian Online (Studi Pada Pelanggan Traveloka Di Yogyakarta)*. Universitas Islam Indonesia.
- Aristio, A. P., Supardi, S., Hendrawan, R. A. & Hidayat, A. A. (2019). Analysis on Purchase Intention of Indonesian Backpacker in Accommodation Booking through Online Travel Agent. *Procedia Computer Science*, 161, 885–893.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2020). Laporan Survei Internet APJII 2019 – 2020. *Asosiasi Penyelenggara Jasa Internet Indonesia*. Available At: <https://Apjii.Or.Id/Survei> [Retrieved 10 November 2021]
- Aufar, H. El, Kusyanti, A. & Aryadita, H. (2018). Analisis Faktor-Faktor Yang Memengaruhi Niat Berperilaku Pengguna Dalam Bertransaksi Pada Online Travel Agent XYZ. *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer (J-PTIHK) Universitas Brawijaya*, 2(3), 988–997.
- Bataineh, A. Q. (2015). The Impact of Perceived E-WOM on Purchase Intention: The Mediating Role of Corporate Image. *International Journal of Marketing Studies*, 7(1), 126–138.
- Bhatiasevi, V. & Yoopetch, C. (2015). The Determinants of Intention to Use Electronic Booking Among Young Users in Thailand. *Journal of Hospitality And Tourism Management*, 23, 1–11.
- Bianchi, C. & Andrews, L. (2012). Risk, Trust, and Consumer Online Purchasing Behaviour: A Chilean Perspective. *International Marketing Review*, 29(3), 253–275.
- Braun, M. T. (2013). Obstacles to Social Networking Website Use Among Older Adults. *Computers In Human Behavior*, 29(3), 673–680.
- Budiman, J. & Sherlin. (2021). Analisis Faktor-Faktor Yang Mempengaruhi Booking Intention Melalui Online Travel Agency Dengan Website Quality Dan Perceived Value Sebagai Variabel Mediating. *Conference on Management, Business, Innovation, Education and Social Science*, 1(1), 1873–1886.
- Buhalis, D. & Law, R. (2008). Progress in Information Technology and Tourism Management: 20 Years on and 10 Years After the Internet-the State of e-tourism Research. *Tourism Management*, 29(4), 609–623.
- Burhanudin, B., Mursito, B. & Suhendro. (2018). Analisis Faktor-Faktor Yang Mempengaruhi Pemesanan Kamar Melalui Online Travel Agent. *Indonesian Economics Business And Management Research*, 1(1), 10–16.
- Camp, L. J. (2001). *Trust and Risk in Internet Commerce*. MIT Press.
- Chang, H. H. & Chen, S. W. (2008). The Impact of Online Store Environment Cues on Purchase Intention: Trust and Perceived Risk as A Mediator. *Online Information Review*, 32(6), 818–841.

- Chang, T. Z. & Wildt, A. R. (1994). Price, Product Information, and Purchase Intention: An Empirical Study. *Journal of the Academy of Marketing Science: Official Publication of The Academy of Marketing Science*, 22(1), 16–27.
- Chen, J., Teng, L., Yu, Y. & Yu, X. (2016). The Effect of Online Information Sources on Purchase Intentions between Consumers with High and Low Susceptibility to Informational Influence. *Journal Of Business Research*, 69(2), 467–475.
- Chinomona, R. (2013). The Influence of Perceived Ease of Use And Perceived Usefulness on Trust and Intention to Use Mobile Social Software. *African Journal For Physical, Health Education, Recreation And Dance (AJPHRD)*, 19(2), 258–273.
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319–340.
- Demolombe, R. (2004). Reasoning About Trust: A Formal Logical Framework. *Lecture Notes in Computer Science (Including Subseries Lecture Notes In Artificial Intelligence And Lecture Notes In Bioinformatics)*, 2995, 291–303.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi Tesis Dan Disertasi Ilmu Manajemen*. Badan Penerbit Universitas Diponegoro.
- Guillet, B. D. & Law, R. (2010). Analyzing Hotel Star Ratings on Third-Party Distribution Websites. *International Journal Of Contemporary Hospitality Management*, 22(6), 797–813.
- Hair, J. F., Hult, G. T. M., Ringle, C. M. & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Second). SAGE Publications, Inc.
- Hair, J. F., Ringle, C. M. & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory And Practice*, 19(2), 139–151.
- Hair, J. F., Sarstedt, M., Hopkins, L. & Kuppelwieser, V. G. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research. *European Business Review*, 26(2), 106–121.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G. & Gremler, D. D. (2004). Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52.
- Hsu, C. J. (2008). Dominant Factors for Online Trust. *Proceedings of the 2008 International Conference On Cyberworlds, CW 2008*, 165–172.
- Joshi, A., Kale, S., Chandel, S. & Pal, D. (2015). Likert Scale: Explored and Explained. *British Journal Of Applied Science & Technology*, 7(4), 396–403.
- Keni, K. (2020). How Perceived Usefulness and Perceived Ease of Use Affecting Intent to Repurchase? *Jurnal Manajemen*, 24(3), 481–496.
- Kucukusta, D., Law, R., Besbes, A. & Legohérel, P. (2015). Re-Examining Perceived Usefulness and Ease of Use in Online Booking. *International Journal of Contemporary Hospitality Management*, 27(2), 185–198.
- Larasetiati, M. & Ali, H. (2019). Model of Consumer Trust: Analysis of Perceived Usefulness and Toward Repurchase Intention in Online Travel Agent. *Journal of Economics and Finance*, 3(8), 350–357.
- Lien, C. H., Wen, M. J., Huang, L. C. & Wu, K. L. (2015). Online Hotel Booking: The Effects of Brand Image, Price, Trust and Value on Purchase Intentions. *Asia Pacific Management Review*, 20(4), 210–218.
- Ling, K. C., Daud, D. Bin, Piew, T. H., Keoy, K. H. & Hassan, P. (2011). Perceived Risk, Perceived Technology, Online Trust for the Online Purchase Intention In Malaysia. *International Journal Of Business And Management*, 6(6), 167–182.

- Lu, Y., Zhou, T. & Wang, B. (2009). Exploring Chinese Users' Acceptance of Instant Messaging Using the Theory of Planned Behavior, the Technology Acceptance Model, and the Flow Theory. *Computers in Human Behavior*, 25(1), 29–39.
- Mahat, N. Z. D. & Hanafiah, M. H. (2020). Help me Tripadvisor! Examining the Relationship Between Tripadvisor E-WOM Attributes, Trusts Towards Online Reviews and Travellers Behavioural Intentions. *JIOS*, 44(1), 83–112.
- Mansour, K. Ben, Kooli, K. & Utama, R. (2014). Online Trust Antecedents and Their Consequences on Purchase Intention: An Integrative Approach. *Journal of Customer Behavior*, 13(1), 25–42.
- Mou, J., Shin, D. H. & Cohen, J. (2016). Understanding Trust and Perceived Usefulness in the Consumer Acceptance of an e-Service: A Longitudinal Investigation. *Behaviour And Information Technology*, 36(2), 125–139.
- Parengkuan, M. W. A. E. (2017). A Comparative Study Between Male and Female Purchase Intention Toward Visual Merchandising at Centro by Parkson Department Store Mantos. *Jurnal Berkala Ilmiah Efisiensi*, 17(01), 9–21.
- Peter, P. J. & Olson, J. C. (2010). *Consumer Behavior & Marketing Strategy* (9th Ed.). McGraw-Hill Irwin.
- Ponte, E. B., Carvajal-Trujillo, E. & Escobar-Rodríguez, T. (2015). Influence of Trust and Perceived Value on the Intention to Purchase Travel Online: Integrating the Effects of Assurance on Trust Antecedents. *Tourism Management*, 47, 286–302.
- Prasetio, A., Sari, P. K. & Ramadhani, D. P. (2016). Electronic Word-of-Mouth (EWOM) Adoption Model for Information Security Awareness : A Case Study in University Students. *The 7th Smart Collaboration For Business in Technology And Information Industries*, 154–159.
- Prendergast, G., Ko, D. & Yuen, S. Y. V. (2010). Online Word of Mouth and Consumer Purchase Intentions. *International Journal of Advertising*, 29(5), 687–708.
- Saunders, M., Lewis, P. & Thornhill, A. (2009). *Research Methods for Business Students Fifth Edition*. Prentice Hall.
- Schiffman, L. G. & Wisenblit, J. L. (2015). *Consumer Behavior, Eleventh Edition* (11th Ed.). Pearson Education Limited.
- Setyorini, R. & Nugraha, R. P. (2016). The Effect of Trust Towards Online Repurchase Intention with Perceived Usefulness as an Intervening Variable : A Study On KASKUS Marketplace Customers. *The Asian Journal of Technology Management*, 9(1), 1–7.
- Shah, S. S. H., Aziz, J., Jaffari, A. Raza, Waris, S., Ejaz, W., Fatima, M. & Sherazi, S. K. (2012). The Impact of Brands on Consumer Purchase Intentions. *Asian Journal Of Business Management*, 4(2), 105–110.
- Sinaga, K. R. & Sarah, I. S. (2020). Adopsi Informasi Produk Skincare Dan Kosmetik Di Youtube: Peran Pengaruh Informasional Pada Ulasan. *Inovbiz: Jurnal Inovasi Bisnis*, 8(2), 134.
- Singh, N. & Sinha, N. (2020). How Perceived Trust Mediates Merchant's Intention to Use a Mobile Wallet Technology. *Journal Of Retailing and Consumer Services*, 52.
- Sparks, B. A., & Browning, V. (2011). The Impact of Online Reviews on Hotel Booking Intentions and Perception of Trust. *Tourism Management*, 32(6), 1310–1323.
- Spears, N. & Singh, S. N. (2004). Measuring Attitude Toward the Brand and Purchase Intentions. *Journal of Current Issues and Research In Advertising*, 26(2), 53–66.
- Statista Research Department. (2021). *Leading Online Travel Agencies Used in Indonesia 2020*. <https://www.Statista.Com/Statistics/1200620/Indonesia-Most-Used-Online-Travel-Agencies/> [Retrieved 05 October 2021].



- Tarigan, R. S. & Jacqueline. (2018). Millennials' Purchase Intention Towards Online Travel Agent in Indonesia. *International Journal Of Business Studies*, 1(1), 23–34.
- Traveloka. (2022). *About Traveloka*. <https://www.Traveloka.Com/En-Id/About-Us> [Retrieved 05 January 2022]
- Turilli, M., Vaccaro, A. & Taddeo, M. (2010). The Case of Online Trust. *Knowledge, Technology & Policy*, 23(3–4), 333–345.
- Turner, J. C. & Oakes, P. J. (1986). The Significance of The Social Identity Concept For Social Psychology with Reference to Individualism, Interactionism and Social Influence. *British Journal of Social Psychology*, 25, 237–252.
- Ventre, I. & Kolbe, D. (2020). The Impact of Perceived Usefulness of Online Reviews, Trust and Perceived Risk on Online Purchase Intention in Emerging Markets: A Mexican Perspective. *Journal Of International Consumer Marketing*, 32(4), 287–299.
- Wang, C., Fu, W., Jin, J., Shang, Q., Luo, X. & Zhang, X. (2020). Differential Effects of Monetary and Social Rewards on Product Online Rating Decisions in e-Commerce in China. *Frontiers In Psychology*, 11(July), 1–15.
- Wang, Y. D. & Emurian, H. H. (2005). An Overview of Online Trust: Concepts, Elements, and Implications. *Computers In Human Behavior*, 21(1), 105–125.
- Warkey, C. C. & Wardana, M. (2019). The Role of Online Trust in Mediating e-Servqual and e-Wom Towards Purchase Intention on Hotel Room Booking in Online Travel Agent. *International Journal of Economics, Commerce and Management*, VII(9), 351–363.
- Wen, I. (2012). An Empirical Study of an Online Travel Purchase Intention Model. *Journal of Travel and Tourism Marketing*, 29(1), 18–39.
- Wooten, D. B. & Reed, A. (1998). Informational Influence and the Ambiguity of Product Experience: Order Effects on the Weighting of Evidence. *Journal of Consumer Psychology*, 7(1), 79–99.
- Younus, S., Rasheed, F. & Zia, A. (2015). Identifying the Factors Affecting Customer Purchase Intention. *Global Journal of Management and Business Research: A Administration and Management*, 15(2), 8–14.
- Zahidah, S. R. & Rostiani, R. (2021). Trusting Online Reviews Enhances Intention to Book Online: The Perks of Seeking Information? *Jurnal Manajemen Bisnis*, 12(2), 142–161.
- Zahratu, S. & Hurriyati, R. (2018). Electronic Word of Mouth and Purchase Intention on Traveloka. *Advances in Economics, Business and Management Research*, 117, 33–36.