

THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS AND TRUST ON REPURCHASE INTENTION OF LION AIR E-TICKET

PENGARUH PERSEPSI KEMUDAHAN PENGGUNAAN, PERSEPSI MANFAAT DAN KEPERCAYAAN TERHADAP NIAT PEMBELIAN KEMBALI TIKET EKELTRONIK LION AIR

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ABSTRACT

The development function of internet was known as the important factor affected consumer perception to make purchase online. Consumer perception of perceived ease of use, usefulness and trust are the important factors on affecting consumer intention to repurchase online. The objectives of this research is to know the simultaneously and partially influence of online consumer perceptions of ease of use, usefulness and trust on repurchase intention. Sample of 100 questionnaires were distributed to Lion Air customers based purposive sampling technique and analyze using multiple regression analysis procedure. The findings of this research shows there a simultaneously influence of perceived ease of use, perceived usefulness and trust on repurchase intention of Lion Air E-ticket while, only trust shows influence on repurchase intention of Lion Air E-ticket partially. Thus, better for Lion Air to provide E-ticket for transit flight to gain consumer perception of ease of use and usefulness of Lion Air E-ticket.

Kata Kunci: Perceived Ease of Use, Perceived Usefulness, Trust, Repurchase Intention.

ABSTRAK

Perkembangan fungsi internet diketahui sebagai faktor penting yang mempengaruhi persepsi konsumen untuk melakukan pembelian online. Persepsi kemudahan penggunaan, manfaat dan kepercayaan konsumen diketahui sebagai faktor penting yang mempengaruhi niat konsumen dalam untuk melakukan pembelian kembali secara online. Tujuan penelitian ini adalah untuk mengetahui pengaruh simultan dan parsial, kemudahan penggunaan, manfaat dan kepercayaan konsumen terhadap pembelian kembali. 100 sampel kuesioner disebarluaskan berdasarkan metode pengumpulan data purposive sampling technique dan dianalisa menggunakan prosedur regresi berganda. Hasil penelitian ini menunjukkan pengaruh simultan dari persepsi kemudahan penggunaan, persepsi manfaat dan kepercayaan terhadap niat pembelian kembali tiket elektronik Lion Air. Sedangkan dampak parsial hanya ditunjukkan oleh varibel kepercayaan. Disarankan, agar Lion Air dapat menyediakan tiket elektronik untuk penerbangan transit.

Kata Kunci: Persepsi Kemudahan Penggunaan, Persepsi Manfaat, Kepercayaan, Niat Pembelian Kembali.

1. INTRODUCTION

Research Background

The development function of internet has shown crucial impacts on the changing of consumer perception towards the use of internet as transaction medium in nowadays. Moreover, it has opened up more opportunities for businesses to expand. The released report of internetlivestats (2014) mentioned, Indonesia has placed as the 13st country with the highest number of internet users, reached 42.8 million users followed from the total spending in E-commerce that reached \$ 2.60 billion.

Airline industry was known as one of the fast growing industry and it's known as the highest competition in the environment. Followed, the developed function of internet, Airlines industry was known as one of the industry that adopted the e-commerce as one of the facility. E-ticketing is one of the E-commerce products.

E-commerce was known as the advanced of the paper-based ticket. E-ticketing is the ticket that able to purchase wherever and whenever the customers want, where all the administrative, payment, check in, etc can be done over the internet. the opportunities given by adopting internet, Lion Air was make an advanced of paper-based ticket to e-ticket by adopt of internet as the facility.

The advanced of E-ticket was known perceived customer ease of use, perceived usefulness and perceived customer trust. According, to Davis (1989) when some particular technology is easy to use it will influence consumer intention to use the technology while influence consumer perceived ease of use. Meanwhile perceived usefulness defined as people believes that using some particular technology will improve their performance, (Davis, 1985).

When the customer perceive can be able to affect that will influence customer intention to purchase using the technology. Moreover, customer trust on the technology was also plays a vital role in affecting consumer intention to repurchase. Trust plays important role because, it helped avoid vendors' possible opportunities behavior. Trust known can increase the consumers' intention to participate into internet shopping than, automatically will decrease risk perception and indirectly demonstrates as positive effects on online shopping, Celick & Yilmaz, (2011).

When Lion Air can be able to provide e-ticket that perceived customer ease of use and perceived usefulness it will directly influence consumer trust that than influences consumer intention to repurchase e-ticket.

Research Objectives

The objectives of this research are formulated into four in order to know the influence of:

1. Perceived Ease of Use, Perceived Usefulness and trust on Repurchase Intention of Lion Air E-ticket, simultaneously.
2. Perceived Ease of Use on Repurchase Intention of Lion Air E-ticket, partially.
3. Perceived Usefulness on Repurchase Intention of Lion Air E-ticket, partially.
4. Trust on Repurchase Intention of Lion Air E-ticket, partially.

2. THEORITICAL FRAMEWORK

Repurchase Intention

Boonlertvanich (2011) explain repurchase intention simply refers to likelihood of using a products or services in the future. Customer Repurchase Intention depends on value obtained in their previous transactions. According to Hellier *et al.* (2003) mentioned, repurchase intention is the process in which a person intends to repurchase the similar goods or services based on his/her previous purchase experience. It means, repurchase intention is the loyalty, deep commitment, and intention to make second purchase after the first one providing needs.

Perceived Ease of Use

Perceived ease of use defined as people believes that using some particular technology will be free from effort, (Davis, 1989). According to Childers (2001), online business that provides clear and understandable information with the less effort and allows consumer to shop the way they want to shop results in ease of use perception in consumer minds with favorable attitudinal attachment to online. (Selamat, Jaffar and Ong 2009), argue easier technology is always accepted by the consumer rather using complex technology.

Perceived Usefulness

People believes that using some particular technology or system will be able to improve he/ she skill or performance, (Davis, 1989). (Barnes and Vidgen, 2002) says, an individual is more likely to intend to undertake continued usage when such usage is perceived to be useful. Zhou and Zhang (2007) argued if the technology would increase the customers efficiency of shopping online, it will positively affects the entire purchase process

Trust

Youzafzai, Pallister and Foxall (2003) trust defines as the stated of an activity of adventure that that includes a monetary deal that results a lower risk and positive interest in purchasing products and services. Meanwhile, Anderson & Sullivan (2003) says, e-trust is customer's favorable attitude toward an electronic business resulting in repeat purchase behavior. Trust had been accepted as an infrastructure of e-commerce success and had been mentioned as one of the main problem for development of e-commerce. Trust has develop the long term impact in customer's mind by satisfying customer need by meeting expectation, fulfilling customer's desire and building long term associations, Peha and Khamitov (2004).

E-ticketing

Sulaiman, Ng, and Mohezar, (2008) defined, Electronic tickets also can be defines as innovation to give the new way of purchasing tickets and issuing tickets without paper to clients and the transaction are purely done through electronic devices. There are many factors that influence the intention, behavior, and attitude to adopt e-ticketing. The factor includes 'perceived usefulness, perceived ease of use, and personal trust disposition. E-ticket has offer benefits by reducing overheads and gaining a much closer access to the target consumers, McKnight, Choudhury and Kacmar (2002).

E-commerce

Andam (2003) E-commerce was use of electronic communications and digital information processing technology to doing business, transaction, to create, transform and redefine relationship value between or among organizations. Turban (2008) defined, E-commerce also defined as online activity that, the process of buying, selling, transferring or exchanging products, services or information are over the internet. E-commerce or online shopping activities defies as the process of observing, searching and browsing internet for purchasing any products and services, (Kim & Tadisina, 2005).

Consumer Perception

Lindsay and Norman (1997), explains Perception defined as the process of sensing, selecting and interpreting external stimuli in the form of word to interpret and organize into the sensation to produces a meaningful experience by recognize the products and services that will help in making decision. Zeithaml (1988) mentioned that perception refers to the quality of shoppers assess the overall advantages of a products or service about its intentional purposes and relative to actual behavior depend on consumer judgment towards the products superiorities. Zeithaml, Parasuraman & Berry (1990), perception is multidimensional and involves the following aspects such as appearances, reliability, responsive, assurance and personalization, where appearance represent the physical characteristics of products that customers perceived.

Consumer Behavior

Yakub and Jablonski (2012) defined consumer behavior as behavior occurs either for the individual or group or an organization, involves the use of disposal of purchased where products and services known as well as tangible products that, impact on the behavior on society. Kotler & Armstrong (1999) found that, consumer behavior is the combination of mental activity, emotional and physical activity that, people use during the selection, purchase, use and dispose of products and services that, satisfy their needs and desires. Lim & Yap (2010) categorizes, online consumer behavior into five that are, amount of time spent online, the products and services purchased online, desire to buy online and the use of internet and online search activity.

Marketing

Kotler and Keller (2009), marketing is the social process and managerial process by which individuals and groups obtained what they need and want through creating and exchanging product and services value with other. Chaffey (2006), in the context of internet as business medium, marketing known as the process of achieving the objectives of the business through applying digital technologies. Marketing consists of individual and organizational activities that, facilitate and expedite satisfying exchanges relationship in dynamic activities through creation, distribution, promotion and pricing of goods, services and ideas, (Dibb, 2012).

Research Hypotheses

There are four hypotheses formulated in this research which are:

- H₁:** Perceived Ease of Use, Perceived Usefulness and Trust have influence on repurchase intention of Lion Air E-ticket, simultaneously.
- H₂:** Perceived Ease of use has influence on repurchase intention of Lion Air E-ticket, partially.
- H₃:** Perceived Usefulness has influence on repurchase intention of Lion Air E-ticket, partially.
- H₄:** Trust has influence on repurchase intention of Lion Air E-ticket, partially.

3. RESEARCH METHOD

Types of Research

This research is causal research with quantitative approach. This research conduct to know the influence of perceived ease of use, perceived usefulness and trust on repurchase intention.

Place and Time

This research was conducted in Manado, between June – July 2015.

Research Procedure

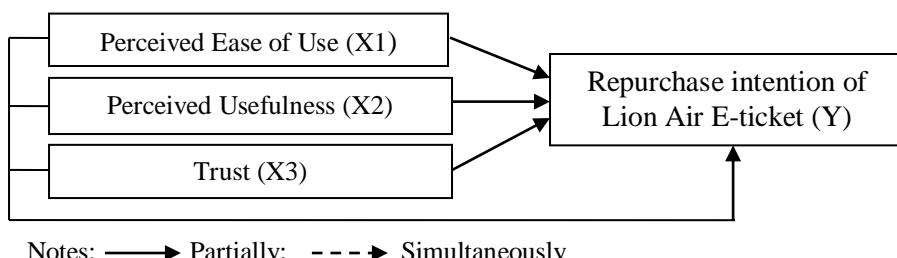


Figure 1. Research Procedure

Source: Data processed, 2015

Population and Sample

Sekaran (2010), Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. The population of this research is the Lion Air Customers that ever made purchase e-ticket of Lion Air at least two times of purchases. The sample of this research is 100 respondents chosen using purposive sampling technique.

Data Collection Method

Data information collected to support this research taken only from the primary data that is questionnaire. Questionnaires are distributed to the customer of Lion Air that ever made purchase of e-ticket of Lion Air at least two times.

Data Analysis Method

Validity Test

Validity is evidence that the instruments, techniques or process used to measure a concept does indeed measure the intended concept (Sekaran, 2010). In order to measure the validity, pearson correlation used to measure the validity of each indicator of the independent variables and dependent variable where the value of significant must be higher than 0.3.

Reliability Test

Reliability test is established by testing both consistency and stability of the answer of questionnaire. Alpha Cronbach's will use to test the reliability of the instruments. The value of Alpha Cronbach's with the range of greater than 0.7 is considered acceptable and good.

Multiple Regression Analysis Method

Multiple regression is used to express the effect of independent variable on dependent variable. The formula of Linear Regression (Multiple Linear Regression) is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Whereas:

Y	: Repurchase Intention
α	: Constant
X ₁	: Perceived Ease of Use
X ₂	: Perceived Usefulness
X ₃	: Trust
$\beta_1, \beta_2, \beta_3$: The regression coefficient of each variable
e	: Error

4. RESULT AND DISCUSSION

Validity Test

The following table 1 explained about the measuring instrument of each variable. The indicators of perceived ease of use are easy to do, ease of access, clear and understandable, effortless, less requirements.

Meanwhile, Perceived Usefulness measures using five indicators which are improves online transaction skill, flexible, improves, controllable, quick process.

Followed by trust measured using 4 instrument are privacy protection, trustworthy, Helpful while repurchase intention measures use instruments such as consideration as first choice, frequency, commitment and appropriate medium.

Table 1. Validity Test Result

Variables	Pearson Correlation	Result
X.1 Perceived Ease of Use		
X.1.1	0.719	Valid
X.1.2	0.748	Valid
X.1.3	0.715	Valid
X.1.4	0.734	Valid
X.1.5	0.708	Valid
X.2 Perceived Usefulness		
X.2.1	0.837	Valid
X.2.2	0.844	Valid
X.2.3	0.841	Valid
X.2.4	0.806	Valid
X.2.5	0.765	Valid
X.3 Trust		
X.3.1	0.875	Valid
X.3.2	0.871	Valid
X.3.3	0.838	Valid
X.3.4	0.850	Valid
Y. Repurchase Intention		
Y.1.1	0.847	Valid
Y.1.2	0.875	Valid
Y.1.3	0.810	Valid
Y.1.4	0.754	Valid

Source: Data Processed 2015

Table 1 shows that all indicators measurements is under 0.3 that means the indicators are all valid.

4.1. Reliability Test

Table 2. Reliability Test

Model	N of Items	Cronbach's Alpha if Item Deleted
1	Perceived Ease of Use	.838
	Perceived Usefulness	.795
	Trust	.729
	Repurchase Intention	.776

Source: Data Processed 2015

Table 2 Shows all the variable has value of Cronbach Alpha bigger than 0.6 than all of the variable has a good internal consistency.

Multiple Regression Analysis

Table 3. Multiple Regression Analysis

Model	Unstandardized Coefficients				Sig.
	B	Std. Error	Beta	T	
1	(Constant)	.804	.349	2.301	.024
	Perceived Ease of Use	.115	.090	1.277	.205
	Perceived Usefulness	.109	.084	1.291	.200
	Trust	.532	.093	5.710	.000

a. Dependent Variable: Repurchase Intention

Source: Data Processed, 2015

The equation is as follow:

$$Y = 0.804 + 0.115 X_1 + 0.109 X_2 + 0.532 X_3 + e$$

1. The constant value (α) or interpret is 0.804 shows the influence of Perceived Ease of Use (X_1), Perceived Usefulness (X_2) and Trust (X_3) on Repurchase Intention (Y). When 1 scale added to all independent variables has influences on the increasing value of Repurchase Intention of 0.804.
2. If 1 scale added to Perceived Ease of Use (X_1) will influence on the increasing value of repurchase intention (Y) of 0.115.
3. If 1 scale added to Perceived Usefulness (X_2) will influence on the increasing value of repurchase intention (Y) of 0.109.
4. If 1 scale added to Trust (X_3), it will influence on the increasing value of repurchase intention (Y) of 0.532.

Hypotheses Testing

F-test

Table 4. F-test

Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	17.649	5.883	34.533	.000b
	Residual	16.354	.170		
	Total	34.003			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Trust, Perceived Ease of Use, Perceived Usefulness

Source: Data Processed, 2015

Based on the level of significant that is 0.05 ($\alpha = 0.05$) and the degree of freedom (df) = 3, this research was found that F-value is 34.533 while F-table is 2.69, based on the value presented above, it shows the value of F-values greater than, the F-value is greater than F-table., which means H_0 is rejected and H_1 is accepted than, it can be says Perceived Ease of Use (X1), Perceived Usefulness (X2) and Trust (X3) has simultaneously influences Repurchase Intention of Lion Air E-ticket.

T-test

Table 5. T-test

	Model	Unstandardized Coefficients			T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.804	.349		2.301	.024
	Perceived Ease of Use	.115	.090	.107	1.277	.205
	Perceived Usefulness	.109	.084	.122	1.291	.200
	Trust	.532	.093	.572	5.710	.000

a. Dependent Variable: Repurchase Intention

Source: Data Processed, 2015

1. Perceived Ease of Use (X₁) and Repurchase Intention (Y). The value on the table above shows that the value of $T_{count} < T_{table} = 1.277 < 1.990$ then it shows that H_0 is accepted and H_1 is rejected.
2. Perceived Usefulness (X₂) and Repurchase Intention (Y). The value on the table above shows that the value of $T_{count} < T_{table} = 1.299 < 1.990$ then it shows that H_0 is accepted and H_1 is rejected.
3. Trust (X₃) and Repurchase Intention (Y). The value on the table shows the value of $T_{count} > T_{table} = 5.710 > 1.990$ than it resulted H_0 is rejected and H_1 is accepted.

Discussion

Nowadays, the availability of internet has shown vital role on supporting any activities of people. Meanwhile, the development function of internet has also shows its influence in the Airlines industry in the use of internet availability as the facility to advance ticket that able to purchase through online that called E-ticket.

The result of this research found, Perceived ease of use has no significant influence on influencing repurchase intention of Lion Air E-ticket. This is because of the people in Manado do not so familiar with the used of e-ticket. People in Manado might also don't know how make purchase of Lion Air ticket through online.

Perceived usefulness has no significant influence on affecting consumer repurchase intention of Lion Air E-ticket. In this case Lion Air cannot able to influence consumer perceived usefulness to repurchase Lion Air e-ticket because of the process of purchasing e-ticket has not support with the understandable procedures or might because of the e-ticket of Lion Air doesn't effective to use by people in Manado.

Comparing with the finding of previous research from Selim Aren et al. (2013) found perceived ease of use, perceived usefulness and trust has significant influence on affecting consumer intention to repurchase at the same website, simultaneously. While the other finding from the previous Ease of use of online Airline has no significant influence compare with the usability of online airline ticket purchases, Reny, Suryo Guritnorm, Hotniar Siringoringo (2013). In accordance, this research also found the simultaneously influence of perceived ease of use, perceived usefulness and trust on repurchase intention. However, the result might be different based on the object and location of the research.

4. CONCLUSION AND RECOMMENDATION

Conclusion

There are four findings in this research which are:

1. Perceived ease of use, Perceived Usefulness and Trust has significant influence on affecting repurchase intention of Lion Air E-ticket simultaneously.
2. Perceived Ease of Use has no significant influence on affecting repurchase intention of Lion Air E-ticket partially.
3. Perceived Usefulness has no significant influence on affecting repurchase intention of Lon Air E-ticket partially.
4. Trust has significant influence on affecting repurchase intention of Lion Air E-ticket partially.

Recommendation

There are several recommendations given which are:

1. Lion Air must improve the facilities such as websites and the guidelines of E-ticket purchasing. Lion Air must provides the website that easier to use with the clear information and understandable guidelines and regulation for e-ticket transactions that easy to understand by the customers.
2. Perceived Usefulness has shown the negative influences on repurchase intention of e-ticket it because of Lion Air just provides e-ticket for direct flight. It shown that the e-ticket provides by Lion Air for has not useful enough because, E-ticket of Lion Air only able to use by the passengers with the direct flight destination. It will be better for Lion Air to have E-tickets for the transit flight destinations.
3. Trust shown positive influences on Repurchase Intention, which is means Lion Air is one of trusted airline in Manado. Then is better for Lion Air to maintenance their performance and service to keep customer trust, and the quality of E-ticket.

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