ABSTRACT
In the digital era, online purchase platform in the hotel industry has become a vital channel for the organization to market and distribute their product and services to consumers. This support by Tourism Malaysia Integrated Promotion Plan 2018-2020 agenda in the tourism industry as it is addressed in the 11th Malaysian Plan (2016-2020), which expected for optimizing the use of the latest information technology in order to promote the local tourism. Survey data was collected from 150 respondents were analyzed using Statistical Package for the Social Science (SPSS 23.0). The findings were obtained based on adapted the Unified Theory of Acceptance and Use of Technology (UTAUT) model, namely, performance expectancy, effort expectancy, social influence, facilitating conditions and online purchase intention. This research also revealed that the effort expectancy, social influence, and facilitating conditions has a significant relationship with online purchase intention. However, there is no salient relationship between performance expectancy and online purchase intention in the hotel industry. The results of this study can be useful to understand how the adoption of technology will affect the consumer behavior in perform the online purchase in the hotel industry.

Keywords: UTAUT Model, online purchase intention

1.0 Introduction
Over past few years, tourism industry and ubiquitous technology increasingly provide opportunities and powerful tools for economic growth. Ubiquitous technology for online purchase intention in the hotel industry refers to equipment’s or tools that use by a consumer to perform the online purchase on website. In June 2017, Asian countries recorded the largest area of internet users in the world with 49.7 percent,
and Malaysia states the highest rate which is 15.3 million of them is internet usage that performs the online purchase (Internet World Stats, 2017). Besides, it’s important for hotel management to understand the factors that influence consumer’s intention to actually buy from a website rather than just browse.

Since the 1990s, internet and ubiquitous technology have created a new trend where it can change the management and operation for every organization and become a powerful technology especially on marketing tool in the hotel industry (Ip, Law, & Lee, 2012). According to Statistics Portal (2017), online booking of the hotel industry in Malaysia is increasing every year and the revenue stated US$664 million in 2017. Online booking or reservation platform has changed the trend of tourist behaviour and became a powerful communication for product distribution (Pappas, 2016). However, according to Xi & Zhang, (2013), family and friends that have a negative experience with online purchase also will influence and discourage an individual to perform the online purchase. Other than that, the impact of bad comments reviews (Ladhari & Michaud, 2015) and the quality of technology itself (Wang et al., 2015) can cause mistrust among customers to perform the online purchase intention in the hotel industry. Thus, this studies will focus on factors of online purchase intention in the hotel industry.

From previous research, the several problems that encourage to do this research where there are no researchers that studies regarding the topic of consumer behaviour towards online purchase intention in the hotel industry, especially in Malaysia. Therefore, based on the discussion and knowledge gap, it is found that there is need to carry out a study on the adoption of ubiquitous technology towards online purchase intention in hotel industry using UTAUT model. The main reason in selecting a single industry which is hotel industry to address the objective of this paper is to provide a clear understanding in how to improve the implementation of online purchase platform through highlighting the critical elements that are associated the online purchase intention differ from another industry.

2.0 Literature Review

2.1 Ubiquitous Technology

In this digital era, the innovation of technology is growing rapidly with playing a role in online purchasing and the technology is called as an advanced- mobile technology or ubiquitous technology. Mobile phones, smartphones, laptops, computer tablets, website are the ubiquitous technology devices that recognition as tools to serve their original and basic purposes for communication, entertainment, and organization, and also to be used as a strong mediator for the consumer to purchase online (Sedek et al., 2013). These features make the lives of users easier, as there is surety that they have constant access to the computer and internet and get everything they need in one device.

The ubiquitous technology for online purchase intention in hotel industry bring opportunities for hoteliers which it can reduce cost and real-time information in order to stay competitive promote and sell (Connolly, Olsen, & Moore, 1998; Kim, Ma, & Kim, 2006). The ubiquitous technology for online purchase in hotel industry build the relationship of the travellers with the physical surroundings, these guides develop a simulated environment where individuals are required to be immersed in for requesting and receiving digital content and information. In concluded, ubiquitous technology for performing the online purchase is referring to the three of the advanced mobile technologies namely smartphones and tablets, laptops, which are equipped with an Internet access, Wi-Fi, built-in applications and other special specifications.

2.2 Factors of consumer purchase behaviour

In this research, UTAUT (Venkatesh et al., 2003) model will be used for measuring the adoption of ubiquitous technology from a user perspective for online purchase intention in the hotel industry. There are four core determinants of this studies which are performance expectancy, effort expectancy, social influence, facilitating conditions and adapted online purchase intention as the dependent variable.

a) Performance Expectancy

Performance expectancy is defined as the degree to which an individual believes that using the technology will help him or her to improve the performance of job (Venkatesh et al., 2003). The development of
ubiquitous technology for online purchase will increase the performance of user if they agree to adopt it. It bears similarity to the perceived usefulness construct from TAM (Martins, C., Oliveira, T. & Popović, 2014). Therefore, according to San Martin & Herrero, (2012), performance expectancy is similar to a concept such as extrinsic motivation (MM), task adjustment (MPCU), outcome expectations (SCT) and relative advantage of Innovation Diffusion Theory (IDT). Lian & Yen, (2014) indicate that older adults’ have the strong positive effect of performance expectancy and online purchase intention. Hypothesize that:

\[ H_1: \text{There is a relationship between performance expectancy and online purchase intention.} \]

\[ H_0: \text{There is no relationship between performance expectancy and online purchase intention.} \]

b) Effort Expectancy

Effort expectancy is defined as the degree of ease associated with the use of the system by Venkatesh et al. (2003) that measure of effort and learning for users perceive as necessary to comfortably use the system. According to Venkatesh et al. (2003), effort expectancy is created by three constructs from the existing models such as perceived ease of use (TAM/TAM2), complexity (MPCU), and ease of use from Innovation Diffusion Technology (IDT). This concept reflects the perceived ease of use (TAM) and has a positive impact on the behavioural intention (Martins, C., Oliveira, T. & Popović, 2014). However, Lian & Yen, (2014) argued that behaviour intention of older adults’ to purchase online are not supported in order to increase the effort expectancy. Thusly, hypothesize that:

\[ H_1: \text{There is a relationship between effort expectancy and online purchase intention.} \]

\[ H_0: \text{There is no relationship between effort expectancy and online purchase intention.} \]

c) Social Influence

Social influence is defined as the degree to which an individual perceives that important others believe he or she should use the new system (Venkatesh et al. 2003). The variable reflects a normative character such as the subjective norm (TPB, DTPB), social factors (MPCU), and the social image (ICT) (San Martin & Herrero, 2012). Social influence discusses how the individual intends to use the ubiquitous technologies after influencing by the environment. Slade et al., (2015) study that social influence is the way of individuals tends to consult their social network about new technologies and can be influenced by the perceived social pressure of important others. In addition, Tanford & Montgomery, (2015) study the purchase intention of the consumer is relying on word-of-mouth from their friends, family, and other consumers. Zhu & Huberman, (2014) research studies also support that the consumer own choices to purchase may be swayed when others people give an opinion to his or her. In this studies, social influence refers to a positive influence on consumer social status within their family, friends, and community to purchase online by using ubiquitous technology. Thusly, hypothesize that:

\[ H_1: \text{There is a relationship social influence and online purchase intention.} \]

\[ H_0: \text{There is no relationship between social influence and online purchase intention.} \]

d) Facilitating Conditions

Facilitating Conditions considers as the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system (Venkatesh et al., 2003). This key drivers construct from the concept of perceived behavioural control from Theory of Planned Behaviour (DTPB), facilitating conditions from Model of PC Utilization (MPCU), and perceived compatibility from Innovation Diffusion Technology (IDT) (San Martin & Herrero, 2012). This variable is referring to how people heard the new information about the technology and comfortable to use it. In other words, the technical support that hotel management provides for the online user includes the ICT facilities vendor, internal helpdesk and their availability in helping and assisting users to solve any problems related to the technology used is also affect the behaviour intention of the consumer. According to Isaias et al., (2017), the new system will have a strong network of support the organization and positively influenced people about the new system. Lastly, facilitating conditions in this studies are referring to what consumer perceived on that technology. Hypothesize that:

\[ H_1: \text{There is a relationship facilitating conditions and online purchase intention.} \]

\[ H_0: \text{There is no relationship between facilitating conditions and online purchase intention.} \]
3.0 Methodology
A descriptive research design has been used for the purpose of this study is to create a deeper understanding of user adoption of ubiquitous technology for online purchase intention in the hotel industry. Next, quantitative method is implemented to collect data and dependence on probability theory to test the statistical hypothesis that matching with research questions. The survey strategies using questionnaires choose with seven point of Likert scale. To gain a through understanding of technology acceptance of using online purchase platform, it has been decided to focus on Hotel industry in Melaka which is scope in Ayer Keroh and Melaka City. Hinkin, (1995) stated that an ideal sample size should have an item to response ratio ranged from 1:4 to 1:10 for each set of scale to be a factor. As there are a total of 30 items in this study, the ideal range of sample size is from 104 to 260 (Su et al., 2016). Hence the minimum sample size of 150 respondents was considered sufficient for this study. Next, the hypothesis must be provable by mathematical and statistical means, and the data will be analyzed using a statistical package (SPSS). Cross-sectional studies of time horizon will be used for this research where it involves data collected at a defined time.

Table 3.: The Variables

<table>
<thead>
<tr>
<th>Label</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>PE</td>
<td>Performance Expectancy</td>
</tr>
<tr>
<td></td>
<td>I prefer to use U-tech for online purchasing because of it,</td>
</tr>
<tr>
<td></td>
<td>PE1: assisted me to perform the online purchasing.</td>
</tr>
<tr>
<td></td>
<td>PE2: is very useful for me in the purchasing process.</td>
</tr>
<tr>
<td></td>
<td>PE3: enabled me to accomplish the purchasing process more quickly.</td>
</tr>
<tr>
<td></td>
<td>PE4: increase my efficiency in the purchasing process.</td>
</tr>
<tr>
<td></td>
<td>PE5: improves my performance in the purchasing process.</td>
</tr>
<tr>
<td></td>
<td>PE6: increases my understanding of the purchasing process.</td>
</tr>
<tr>
<td>EE</td>
<td>Effort Expectancy</td>
</tr>
<tr>
<td></td>
<td>I like to use U-tech for online purchasing because,</td>
</tr>
<tr>
<td></td>
<td>EE1: I could easily interact with it.</td>
</tr>
<tr>
<td></td>
<td>EE2: it was easy to enhance my skills.</td>
</tr>
<tr>
<td></td>
<td>EE3: it was easy to learn how to use U-tech.</td>
</tr>
<tr>
<td></td>
<td>EE4: it implies little effort for me.</td>
</tr>
<tr>
<td></td>
<td>EE5: it makes online purchase more interesting.</td>
</tr>
<tr>
<td></td>
<td>EE6: enabled me to increase my productivity to purchase online.</td>
</tr>
<tr>
<td>SI</td>
<td>Social Influence (SI)</td>
</tr>
<tr>
<td></td>
<td>I use U-tech for online purchasing because,</td>
</tr>
<tr>
<td></td>
<td>SI1: people around me consider it appropriate to use.</td>
</tr>
</tbody>
</table>
4.0 Result and Discussion
4.1 Descriptive Analysis
Respondents demographic data of customer in hotel industry; it represents the information about Crosstabulation of gender and age, Crosstabulation of usage and frequency of using online purchase platform, types of hotel location, and medium to perform the online purchasing. The total respondents for this research were 150 consumers from Hotel Industry. This studies shows that 100% of respondent already applied online purchase platform for any booking/reservation in Hotel Industry where the highest frequency of using online purchase platform is one to three times per year which is 63 respondents.
4.2 Reliability

Based on Table 4.13, the finding demonstrated that the overall alpha coefficient for each subscale is excellent, where all variables designated reliability ranging from 0.704 to 0.907. From the result analysis, each item was stated a different alpha value. Referring to Table 4.13, the alpha value for performance expectancy ($\alpha=0.907$), effort expectancy ($\alpha=0.704$), social influence ($\alpha=0.793$), facilitating conditions ($\alpha=0.903$) and online purchase intention ($\alpha=0.906$).

<table>
<thead>
<tr>
<th>Variables</th>
<th>Number of Items</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance Expectancy (PE)</td>
<td>6</td>
<td>0.907</td>
</tr>
<tr>
<td>Effort Expectancy (EE)</td>
<td>6</td>
<td>0.704</td>
</tr>
<tr>
<td>Social Influence (SI)</td>
<td>6</td>
<td>0.793</td>
</tr>
<tr>
<td>Facilitating Conditions (FC)</td>
<td>6</td>
<td>0.903</td>
</tr>
<tr>
<td>Online Purchase Intention (OPI)</td>
<td>6</td>
<td>0.906</td>
</tr>
</tbody>
</table>

4.3 Regression Analysis

Table 4. Model Summary of Multiple Regression Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.938</td>
<td>.880</td>
<td>.877</td>
<td>.451</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions

Table 4. above, indicates the relationship between independent variables which are performance expectancy, effort expectancy, social influence and online purchase intention as the dependent variables. the entire summary of findings showed that the positive number of the R-value. Multiple regression coefficients (R) value is 0.938 indicates a high degree of correlation. Therefore, the R-value is under $\pm 0.71$ to $\pm 1.00$ which mean it has a strong relationship and has a positive relationship. R squared shows the value of 0.880. This suggests that online purchase intention (dependent variable) is influenced 88.0% by the independent variable (performance expectancy, effort expectancy, social influence and facilitating conditions), while the rest (100% - 88.0% = 12.0%) were influenced by the other factor or causes which were not discussed in this research.
The Anova table 4.1 shows the assumption of the significance of the independent variable to the dependent variable. It shows the p-value (Sig 0.000) is less than the alpha value 0.05.

Table 4.2 indicates that Beta values which mean individual independent variables effects on dependent variables. The results showed that $\beta_1=0.029$, $\beta_2=0.399$, $\beta_3=-0.126$, and $\beta_4=0.536$ respectively to all independent variables. The largest impact was for facilitating conditions ($\beta = 0.536$, t=8.678, p<.001); this factor had the largest standardized Beta ($\beta$) and t values with the variation of 53.6%. This was followed by effort expectancy ($\beta = 0.399$, t=6.928, p<.001) with the variation of 39.9%, which was the second largest predictor of online purchase intention. Third largest predictor is social influence ($\beta = -0.126$, t=-2.044, p<.001) with the variation of 12.6%. Performance Expectancy had the lowest explanatory power ($\beta = 0.029$, t=0.744, p<.001) with the variation of 2.9%. The results suggest that the independent variable which is effort expectancy, social influence, and facilitating conditions was making a significant contribution to the prediction model.

The relationship can be marked as the following regression equation:

$$\text{Dependent Variable: Online Purchase Intention}$$

\[
\text{Predictors: (Constant), Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions}
\]

Table 4.1 Regression Analysis on ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>215.806</td>
<td>4</td>
<td>53.951</td>
<td>265.63</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>29.450</td>
<td>145</td>
<td>.203</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>245.256</td>
<td>149</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Online Purchase Intention
b. Predictors: (Constant), Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions
Y (online purchase Intention) = 1.112 + 0.029 (performance expectancy) + 0.399 (effort expectancy) - 0.126 (social influence) + 0.536 (facilitating conditions)

4.4 Performance Expectancy and Online Purchase Intention

$H_1$: There is a relationship between performance expectancy and online purchase intention.

$H_0$: There is no relationship between performance expectancy and online purchase intention.

The result is not statistically significant with a P value of 0.458 that is more than 0.05. It means that performance expectancy has no significant relationship on online purchase intention. Therefore, $H_1$ has rejected in this study. The result of this research differs from (San Martín & Herrero, 2012) where they find out that performance expectancy has a significant relationship with online purchase intention. Alraja et al., (2015), supports that performance expectancy plays a significant role in intention to adopt the technology. Based on the data analysis in chapter 4, it clearly shows that the respondent has a low exposure to the online booking platform where 42% of them using online purchase platform for one to three times per year. From this result, it concluded that the respondent is not fully utilized the online purchase platform in the hotel industry. This result also supported by (Garry et al., 2017; Su et al., 2016), where they revealed that performance expectancy we’re not shown to be predictors in determining the consumers’ purchase intention when adoption of mobile applications in tourism. Besides, Mariani & Lamarauna (2017) studies discover that the PE is not salient with online purchase intention where they found out that the growth of Internet Technology is important to the usage in daily life. Hence, it will reduce the effect of performance expectancy.

4.5 Effort Expectancy and Online Purchase Intention

$H_1$: There is a relationship between effort expectancy and online purchase intention.

$H_0$: There is no relationship between effort expectancy and online purchase intention.

The result is statistically significant with a P value of 0.000 that is less than 0.05. It means that effort expectancy has a significant relationship on online purchase intention. Therefore, $H_1$ is accepted in this study. San Martin & Herrero, (2012) reported that effort expectancy has a significant relationship with online purchase intention in rural tourism where the traveller perceives that online booking system is easy, quick, and convenient than using the traditional channels. Besides, effort expectancy also has a significant relationship with intention to use where the study recorded that most mobile applications in the tourism industry have a user-friendly and well-designed features (Garry et al., 2017). In the healthcare industry, there is no significant relationship between effort expectancy and use of an Emergency Department wait-times website because of the users use technology over times where the patients not considered EE as an important issue. In the current study, EE is defined as the extent to which the consumers believe that online booking system for the hotel will be free from effort.

4.6 Social Influence and Online Purchase Intention

$H_1$: There is a relationship social influence and online purchase intention.

$H_0$: There is no relationship between social influence and online purchase intention.

The result is statistically significant with a P value of 0.043 that is less than 0.05. It means that social influence has a significant relationship with online purchase intention. Therefore, $H_1$ is accepted in this study. In this study, the result on data analysis suggests that the consumer may influence by others (family, friends, hotel management and media social) who think they should use online platform when to do a reservation or booking for a hotel. Garry et al., (2017), agreed that SI has a positive relationship with intention to use the mobile application in the tourism industry. This result is also supported with another researcher in Malaysia, where they discovered that young generations are easily influenced by friends, and media social in the adoption of technology (Leong et al., 2013). However, San Martin & Herrero, (2012), recorded that social influence does not salient towards online purchase intention in rural tourism where they found out that majority of consumer are not perceived the support of technical when used the online purchase system. Thus, the consumer has not spread a good information to others in the society.

Based on the opinions of other authors those were agreed about social influence, proved that it shows an important role in online purchase intention. Hence, the researcher found that the more friends a user has in
the service, the larger effects towards online purchasing in the hotel industry. Hamari & Koivisto, (2015), explain that the satisfaction for the individual who is adapting and complying with the standards will further lead if the individual has accepted the social influence and has received positive feedback from the related community. Besides that, the management of hotel industry plays a big role to attract consumer in performing the online purchasing, by providing a good quality of services where it may positively directly influence their surroundings to the used online platform. This indicates social influence is a significant determinant of consumers’ online purchase intention in the hotel industry.

4.7 Facilitating Conditions and Online Purchase Intention

\( H_1: \) There is a relationship facilitating conditions and online purchase intention.
\( H_0: \) There is no relationship between facilitating conditions and online purchase intention.

The result is statistically significant with a P value of 0.000 that is less than 0.05. It means that facilitating conditions has a significant relationship with online purchase intention. Therefore, \( H_1 \) is accepted in this study. This study has the same result with Jewer, (2018), where the FC has an important relationship towards an intention to use technology. Hence, the previous research found that the most users with less experience when using the technology tend to rely more on facilitating conditions. FC is also revealed as another issue affecting intention to use the technology in Malaysia using 474 valid respondents (Garry et al., 2017). The finding is not surprising since the most online booking platform available, are equipped with technical support from the hotel management itself. Wong et al., (2014) support that the result is same as the study on mobile TV in Malaysia. Based on this result, it shows that majority of the users are courageous and are willing to try-out with new innovations. However, there are several studies that the user did not find that the FC to be as an important influencer of their behaviour to use the technology (San Martín & Herrero, 2012; Isaias et al., 2017). In conclusion, this study proved that facilitating conditions has an effect on online purchase intention in the hotel industry. This outcome shows that the traveller agreed the necessary facilities such as Internet accessibility and information support from hotel management may assist them to use online purchase platform effectively.

5.0 Conclusion

5.1 Implication for Policy

Based on the study of measuring the adoption of ubiquitous technology towards online purchase intention in the hotel industry, these studies were successfully studied and achieved the Tourism Malaysia Integrated Promotion Plan 2018-2020. The enhancement towards Malaysia’s appeal as an attractive top-of-mind tourism destination while promoting local tourism is the focusing part in Integrated Promotion Plan in Tourism Malaysia. This promotion plan has six strategic directions and this study successfully supports the first strategy which optimizes the use of the latest information technology in order to create a fresh and exciting approach in a marketing campaign. Hence, this research helps Malaysia’s tourism with concerted efforts, on its way towards becoming a major economic contributor for the Malaysia country.

In April 2018, the Minister of Tourism and Culture launched the Malaysia Smart Tourism 4.0 as an initiative to take the industry to the next level of utilizing opportunities in the era digital (Tourism Malaysia, 2018). Based on the data analysis, it clearly shows that the new generations are aware and knowledgeable about the online purchase platform for the hotel industry. Hence, it possible for Tourism and Culture Industry to grow Malaysia’s tourism-based receipt by increase 4.4 times in future where the current is 25 billion USD to 110 billion USD by 2030. From this research, the policymaker must realize that the ease of use the system (PE), the social influence, and the technical infrastructure to support the use of the system (FC) towards online purchase platform is a major factor that has been looking for traveller’s journey when they automatically connect through technology.

5.2 Implication for Managerial

According to this studies where it is about the consumer behaviour towards online purchase intention in the hotel industry, the hotelier plays the main role in order to increase the number of the consumer to booking the hotel by using online purchase platform (example; website, Booking.com, Traveloca, and Trivago). From the data analysis, there are several implications for hotel organization where the first is
about the creating of brand image. The successful website or mobile applications for the consumer to perform the online booking will create the strong brand image of the hotelier. Brand image is defined as a set of beliefs held by the customer about the brand where the positive view of the brand image will enhance the goodwill and brand value of the hotelier.

Based on the result of this studies, the majority number of the respondent is from young generations. Thus, the hotelier must understand how the demographic of young consumers, and identify how to deliver a marketing message that motivates them to use online platform when booking the hotel. Moving on to Industry 4.0, the hotel management needs to adopt immediately the new technology for the improvement of online purchase platform in order to grab the attention of young generations. However, there are the sensitive issues that hotelier must cover in order to achieve the Industry 4.0, which is the misuse of personal information and fraud of transaction. Hence, the organization must improve the knowledge about the protection privacy of safety transaction and personal information. Concluded that this research was provided initial data on the behavior of consumer towards online purchasing in the hotel industry is support in EE, SI, and FC, which can lead the hotel management to be a more creativity in order to promote their online platform.

5.3 Limitation of the Research
There are several limitations in this studies. Firstly, this research is focused on investigating the behaviour of a consumer to perform the online purchase intention in Hotel Industry in Melaka, Malaysia. Thus, a generalization of the UTAUT model results that have been used in this studies might not apply to other markets or states. The second limitation is about time. The time to distribute the questionnaire is limited and only some of the respondents answered it and other respondents do not want to answer the questionnaire and make researcher to find more respondent.

Besides, although the young consumers are important towards online purchasing, they were over-represented in this study. It clearly shows when the result of this research is majority answered by respondent from aged between 20 to 29 years old. Lastly, except for the four core determinants from UTAUT model (performance expectancy, effort expectancy, social influence and facilitating conditions) of online purchase intentions, other possible factors, such as website design, mobile security, customer experience, and online reviews, might be important aspects influencing consumers' online purchase intentions.

5.4 Recommendation for the Future Research
Based on limitations in this research, the researcher suggests a cross-cultural comparison of online purchase intention to confirm the model effectiveness for future research. In addition, examining the effects of website design, mobile security, customer experience, and online reviews will generate valuable information in order to understand the consumers' decisions when performing the online booking platform.

REFERENCES


