

## How to Build Adoption Intentions through Customer Engagement for Travelling Application in Indonesia

Nuri Purwanto  
STIE PGRI Dewantara Jombang

Amelia Amelia  
Universitas Pelita Harapan, Surabaya Campus

Ronald Ronald  
Universitas Pelita Harapan, Surabaya Campus

Erminati Pancaningrum  
STIE PGRI Dewantara Jombang

Nico Irawan  
International College, Rajamangala University of Technology Krungthep, Thailand

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### ABSTRACT

Travel apps are universally available on smartphones. Most travelers use this technology to assist traveling activities like searching for information on transportation, tourist tickets, and accommodation, which can be accessed easily through smartphone travel apps. The sampling methods used in this study were non-probability sampling and snowball sampling. The resulting number of respondents was 100. The results from this study show that variables such as Effort Expectancy, Social Influence, and Facilitating Conditions have positive and significant effects on Behavioral Intentions (Gamification Adaptation), which in turn has a positive effect on Customer Engagement. Moreover, Customer Engagement also has a positive effect on Brand Awareness and Brand Loyalty, where Brand Awareness positively influences Brand Loyalty.

Keywords: Performance Expectancy, Facilitating Conditions, Gamification Adaptation Intentions, Brand Loyalty.

### 1. INTRODUCTION

The Covid-19 pandemic entered Indonesia in early 2020 and has affected all aspects of human life especially consumption patterns (Amelia, *et al.*, 2022). Travel apps have now become something that almost everyone has on their smartphones. The need for and the level of tourism activities in Indonesia is very high because Indonesia is a tropical archipelago with many tourist destinations in every region of the country that attract the attention of the international community.

Traveloka is a lifestyle super-app in Southeast Asia, which has various features that help users find tickets for their travel needs, such as booking plane tickets, buses, trains, car rentals, airport transfers, and the most extensive accommodation inventory in Southeast Asia. The accommodations, as mentioned earlier, included hotels, apartments, guest houses, homestays, resorts, and villas, making Traveloka a booking platform with a wide choice of

accommodations and packages. Traveloka also offers financial, payment, and insurance solutions to help people in Southeast Asia fulfill their lifestyle aspirations. The Traveloka app has been downloaded over 100 million times, making it the most popular travel and lifestyle booking application in Southeast Asia.

Amelia *et al.* (2022) provided a focus on business research intended to give an in-depth study regarding the use of information technology. This study discusses how the gamification implemented in Traveloka can increase traffic and user engagement. Gamification is widely applied to other apps such as Education, but the gamification applied to Traveloka aims to attract consumers' attention by providing vouchers, promos, and other offers that can be obtained if the consumer actively participates in events and games that are available in-game applications on Traveloka.

## **2. LITERATURE REVIEW AND HYPOTHESES**

### **2.1 Performance Expectancy**

Venkatesh *et al.* (2003) defines performance expectancy as the level at which an individual believes using the system will help improve his performance. Performance expectations are measured by six indicators adopted from Handayani (2007): increased productivity, completing work quickly, advantages in using IT, the importance of tasks, and increasing effectiveness and integration of tasks.

***H1: Performance Expectancy has a positive effect on Gamification Adaption Intentions***

### **2.2 Effort Expectancy**

Business expectations are the level of user convenience of information systems that reduce effort (effort and time) in doing work (Handayani, 2007). According to Venkatesh (2003), the business expectation is the level of ease of use of the system that will reduce individuals' effort (effort and time) in carrying out their work.

***H2: Effort Expectancy has a positive effect on Gamification Adaption Intentions***

***H3: Effort Expectancy has a positive effect on Performance Expectancy***

### **2.3 Social Influence**

According to Hartwick & Barki (1994), the influence of social factors is the degree to which an individual perceives that other people convince him to use the new system. Social factors are the degree to which individuals perceive that other important people convince them to use or not use the new information system (Handayani, 2007).

***H4: Social Influence has a positive effect on Gamification Adaption Intentions***

### **2.4 Facilitating Conditions**

Facilitating Conditions (conditions that facilitate), according to Venkatesh *et al.* (2003), namely the extent to which a person believes that the infrastructure or facilities and technicians are available to support the use of information systems. Facilitating conditions are measured by two indicators adopted from Handayani (2007) in the form of facilities and infrastructure that support and influence work.

***H5: Facilitating Conditions memiliki hubungan positif dengan Gamification Adaption Intentions***

### **2.5 Behavioural Intentions (Gamification Adaptations)**

Kotler (2014) defines *behavioral intentions* as conditions in which customers have the intention or attitude of being loyal to a brand, product, or company and willingly share their superiority with other parties. Dharmmesta (2008) defines *behavioral intention* as the behavior or attitude of consumers who desire to use services continuously.

***H6: Gamification Adaptions Intentions has a positive effect on Customer Engagement***

## **2.6 Customer Engagement**

According to Jones (2008), customer engagement is personal perceived importance and/or consumer interest in acquiring, consuming, and disposing of goods, services, or ideas. While the definition of involvement, according to Setiadi (2005), is the level of personal interest felt and or interest generated by a stimulus in a specific situation to the extent of its presence. However, the consumer acts deliberately to minimize risks and maximize risks the benefits derived from purchase and use.

***H7: Customer Engagement has a positive effect on Brand Awareness***

***H8: Customer Engagement has a positive effect on Brand Loyalty***

## **2.7 Brand Awareness**

According to Cahyani (2016), Brand Awareness is a consumer's ability to recognize or be able to recall a brand so that consumers can associate it with a specific product category; a consumer can automatically have brand awareness of a brand so that he can describe elements of a brand without assistance. According to (Krisnawati, 2016), brand awareness is the ability and ability of a potential customer to be able to recognize a part of a brand or remember that a brand is part of a specific category.

***H9: Brand Awareness has a positive effect on Brand Loyalty***

## **2.8 Brand Loyalty**

According to Mowen & Minor (2002), brand loyalty is seen as the extent to which a customer shows a positive attitude towards a brand, has a commitment to a particular brand and intends to continue to buy it in the future. Meanwhile, Aarker in Nagar (2009) argues that brand loyalty refers to a consistent purchase pattern for a brand over time and a favorable attitude towards a brand.

This type of research is a casual research as this research is used to explain the relationship between variables in the research model. The population used in this study include all users of the Traveloka application in Indonesia. The sampling technique used in this study uses non-probability sampling. The respondents include men and women aged 18-60 years (Kotler & Armstrong, 2010). They respondents are required to have used the Traveloka application over the past year. The number of respondents in this study was 100.

## **3. RESEARCH ISSUE AND METHODOLOGY**

### 3.1 Research Issue

Figure 1 is the research model of this study.

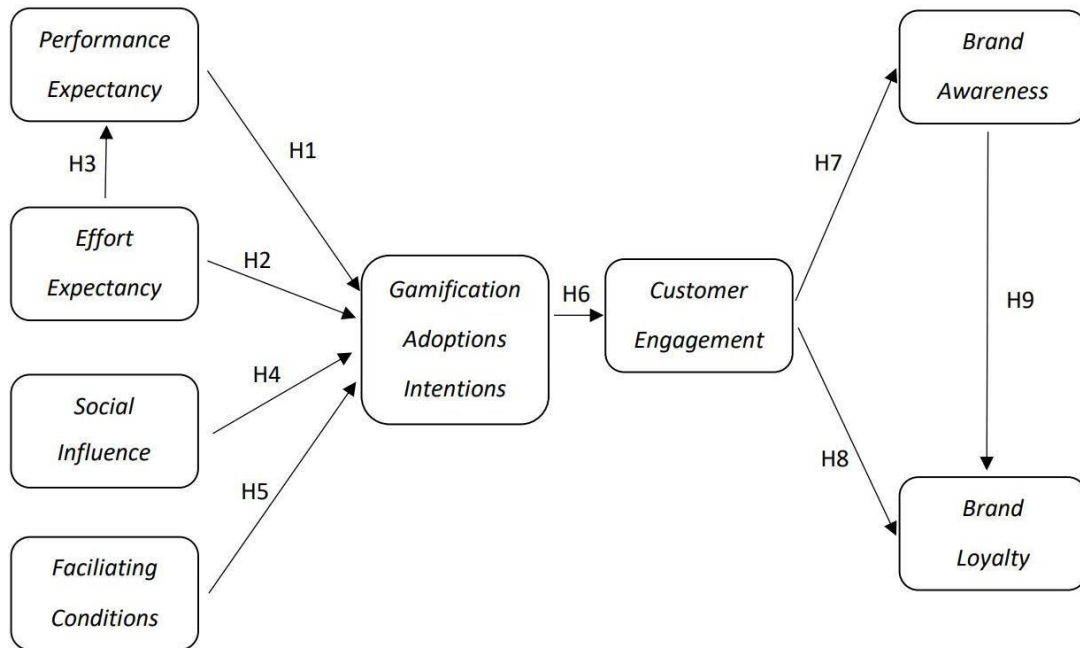


Figure 1. Research Model

## 4. FINDINGS AND DISCUSSION

### 4.1 Findings

#### 4.1.1 Validity Test

Based on the test of validity data from table 4.1, it is evident that all indicators used to estimate each variable are valid since the factor values of all questions are larger than 0.160 (critical r).

Tabel 4.1a Validation

Indicator		Indicator		Indicator		Indicator		Indicator	
PE		EE		SI		FC		BI	
PE1	.891	EE1	.996	SI1	.867	FC1	.1052	BI1	.969
PE2	.822	EE2	.841	SI2	.826	FC2	.912	BI2	.869
PE3	.875	EE3	.864	SI3	.822	FC3	.831	BI3	.802
						FC4	.890		
						FC5	.808		

Table 4.1b Validation

Indicator		Indicator		Indicator	
CE		BA		BL	
CE1	.930	BA1	.945	BL1	1.048
CE2	.865	BA2	.933	BL2	.883
CE3	.796	BA3	.833	BL3	.878
CE4	.837	BA4	.837	BL4	.941
		BA5	.965		

#### 4.1.2 Reliability Test

Table 4.2

Variable	Cronbach's Alpha	Variable	Cronbach's Alpha
PE	.924	BI	.916
EE	.924	CE	.914
SI	.926	BA	.917
FC	.917	BL	.917

Table 4.2 shows that all regressions have a Cronbach's Alpha value of larger than 0.60. It can be concluded that the statements that develop these variables are consistent/reliable and can be used for further analysis.

#### 4.1.3 Multiple Regression and Multicollinearity Test

Tabel 4.3

Regression	Standardized Coef.	t Test Sig	Tolerance	VIF
PE → BI	.050	.548	.510	1.962
EE → BI	.281	<.001	.576	1.737
SI → BI	.181	.020	.590	1.696
FC → BI	.444	<.001	.406	2.461
EE → PE	.553	<.001	1.000	1.000
BI → CE	.716	<.001	1.000	1.000
CE → BA	.736	<.001	1.000	1.000
CE → BL	.719	<.001	1.000	1.000
BA → BL	.731	<.001	1.000	1.000

From Table 4.3, there is no relationship between the independent variables because the tolerance value is higher than 0.1 and the VIF value is less than 10. The results for the sig t-test show that eight hypotheses are supported because the t-test results are less than 0.05; and one hypothesis is rejected. Performance Expectancy has a significant effect on Behavioral Intentions. From the results of the standardized coef., Brand Awareness has the most significant influence on Brand Loyalty. Facilitating Conditions have the greatest influence on Behavioral Intentions, while Performance Expectancy has the lowest influence on Behavioral Intentions.

## 4.2 Discussion

Results from this study show that variables such as Effort Expectancy, Social Influence, and Facilitating Conditions have a positive and significant influence on Behavioral Intentions (Gamification Adaptation). Then Behavioral Intentions have a positive relationship and significant influence on Customer Engagement. Customer Engagement also has a positive and significant influence on Brand Awareness and Brand Loyalty. In addition, Brand Awareness also has a positive relationship and has a significant effect on Brand Loyalty. In the end, in conclusion, there are nine hypotheses tested, eight of which are supported, and one of them is rejected.

From the results of the research, it can be seen which factor has the most significant influence on Behavioral Intentions (Gamification Adaptations), namely, Facilitating Conditions. Based on this game application, it can be concluded that it is easy, simple, and fun to use, so Traveloka users have no difficulty understanding or using it.

Brand Awareness has the most significant positive influence and relationship to Brand Loyalty. This naturally happens because the more people who know and understand the existence of a brand, the more opportunities for customers to become loyal customers of that brand.

The application of additional game application features in the Traveloka application is very interesting for Traveloka application users because, in this game application, users can play while getting rewards in the form of vouchers, price discounts, and special offers, which can later be exchanged and used at Traveloka application. This also benefits users because they can order cheaper travel tickets, lodging, food, and other accommodations by playing games.

## 5. CONCLUSION

Results from this study show that variables such as Effort Expectancy, Social Influence, and Facilitating Conditions have a positive and significant influence on Behavioral Intentions (Gamification Adaptation). Then Behavioral Intentions have a positive and significant influence on Customer Engagement. Customer Engagement also has a positive and significant influence on Brand Awareness and Brand Loyalty. In addition, Brand Awareness also has a positive relationship and has a significant effect on Brand Loyalty. In the end, in conclusion, there are nine hypotheses tested, eight of which are supported, and one of them is rejected.

Judging from the results of the research, it can be seen which has the most significant influence on Behavioral Intentions (Gamification Adaptations), namely Facilitating Conditions. Based on the use of this game application, it can be concluded that it is easy, simple, and fun to use, so Traveloka users have no difficulty understanding or using it.

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