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Determinants of Attitude Tourist in E-Tourism Usage

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Abstract

This paper examine the influence of five variables on attitude tourist: perceived ease of use, perceived usefulness, self efficacy, domain specific innovativeness, and experience. The analysis attitude tourist toward e-tourism usage gauges the moderating role of e-trust. A sample of 216 tourist of was analyzed using structural equation modeling. Result show that perceived ease of use, perceived usefulness, domain specific innovativeness, and experience significantly influence attitude tourist. E-trust moderates the impact of e-tourism usage. These results entail a better understanding of specificities, with practical actions for addressing their real needs and expectations. The study limitations, implications, along with directions for further research are discussed.

Keywords: Attitude Tourist Determinants; E-Tourism Usage; E-Trust; Structural Equation Modeling.

1. Introduction

Tourism is currently one of the most important factors in the world economy. In Indonesia, during 2013 tourism contributed Rp. 347 trillion national gross domestic product or 5.7% and increased in 2014 by 9.39%. (Nirwandar, 2014). In the list of ASEAN competitiveness issued by the World Economic Forum in 2013 Indonesia was ranked 70, higher than Brunei ranked 72, Vietnam ranked 82 and Cambodia ranked 106. Previously, Indonesia was ranked 74 (Jonathan and Tarigan, 2016).

On the other hand, the rapid development of the internet is in line with the increase in e-commerce and online markets (Hill and Beatty, 2011). Online transactions usher in a new era for the tourism industry that works to implement better commercial practices (Buhalis, 2003). Tourism is known as one sector that can benefit from the development of information and communication technology (J. Cardoso, 2005). Information about tourism is an important factor for tourists to plan, book and vacation. (Steinbauer et.al, 2007).

The benefits of e-tourism have developed very fast because of the many benefits associated with using tourism services on the internet such as efficiency, quality and flexibility (Jung and Baker, 1998; Werthner and Klein, 1999). Although e-tourism continues to grow and be more sophisticated (Lin and Lin, 2008), it has not yet produced dramatic changes in how consumers buy products and services (Hill and Beatty, 2011). Meanwhile, Wu (2003) states that about half of internet users have purchased products or services through the internet. 60% of online information seekers end up buying offline in the tourism industry 68% of e-tourism buyers do not buy via the internet, but use several channels to buy their tourism products (Phocuswright, 2005).

This paper examines internet users adopting e-tourism usage for travel products by looking into five independent variable sets. These are perceived ease of use, perceived usefulness, self efficacy, domain specific innovativeness, and experience. (Davis, 1989; Fishbein and Ajzen, 1975; Davis, Bagozzi, R and Warshaw, 1989;

Davis, 1989; Anckar and Walden, 2000; Chau, Cole, Massey, Montoya-Weiss and O'Keefe, 2002; Christou and Kassianidis, 2002; Citrin, Sprott, Silverman and Stem, 2000; Morrison, Jing, O'Leary and Cait, 2001; Vijayarathy, 2004; Williams, 2002; Blacklund and Williams, 2003).

2. Literature review

The theory of reasoned action (TRA), (Fishbein and Ajzen, 1975; Davis, 1989; Fishbein and Ajzen, 1975; Davis, Bagozzi, R and Warshaw, 1989; Davis, 1989; Anckar and Walden, 2000; Chau, Cole, Massey, Montoya-Weiss and O'Keefe, 2002; Christou and Kassianidis, 2002; Citrin, Sprott, Silverman and Stem, 2000; Morrison, Jing, O'Leary and Cait, 2001; Vijayarathy, 2004; Williams, 2002; Blacklund and Williams, 2003) explains the relationship between attitudes, intentions and behaviors. The TRA model posits that human beings make rational decisions based on the information available to them, and the best immediate determinant of a person's behavior is intent which is the cognitive representation of readiness to perform a given behavior (Ajzen and Fishbein, 1980).

According to the TRA model, an individual's belief towards a behavior is an immediate determinant of his or her intention to perform a behavior (Fishbein and Ajzen, 1975). Mayer, Davis, and Schoorman (1995) further extended the TRA theory to support the modeling of customer trust. In addition, based on the Technology Acceptance Model (TAM) (Davis, 1989) and TRA theory, McKnight, Choudhury, and Kacmar (2002) proposed a model of e-commerce customer trust. According to TAM, the intention to accept or use a new technology is determined by its perceived ease of use and perceived usefulness. In their model, McKnight, et.al., posits that trusting beliefs (perceptions of specific vendor website attributes) leads to trusting intention, which in turn behavior e-tourism usage.

- Determinant Attitude Tourist Toward E-Tourism Usage
- Perceived Ease of Use



Perceived ease of use / perceived easy to use, refers to "the degree to which a person believes that using a particular system will be free from effort". This follows from the definition of "ease": "Freedom from difficulties or great effort". Efforts are limited resources from someone to be able to use various activities and be responsible (Radner and Rothschild, 1975). In this study perceived ease of use is defined to what extent, we claim, e-tourism applications are considered easier to use than others to be accepted by users.

Based on findings from previous researchers, this study proposes the following hypothesis: Perceived ease of use has a positive effect on attitude to use.

- Perceived Usefulness

Perceived usefulness / perceived benefit, defined here as to how far one believes that using a particular system will improve its performance. This follows from the definition of useful words: "able to be used profitably". In an organizational context, people are generally strengthened for good performance with salary increases, promotions, bonuses and other benefits (Pfeffer, 1982; Schein, 1980; Vroom, 1964). In this research, it was perceived usefulness, felt to have high benefits and caused a sense of wanting to use e-tourism for positive performance.

Based on findings from previous researchers, this study proposes the following hypothesis: Perceived usefulness has a positive effect on attitude to use.

- Self Efficacy

Self efficacy is an assessment of the ability of consumers to shop online, and represents a positive relationship with the intention of buying goods from the internet (LiLi and Dimitrios, 2005). In essence, perceived self-efficacy can build behavior (Anckar et al., 2000) The paradigm of self-efficacy does not offer a general measure that applies to achieving goals since beliefs and efficacy theorize to be situational-specific, with steps adjusted to what will be studied (Bandura, 1982). In this study self-efficacy is defined as self assessment of its ability to use e-tourism.

Based on findings from previous researchers, this study proposes the following hypothesis: Self efficacy has a positive effect on attitude to use.

- Domain-Specific Innovativeness (DSI)

Domain-Specific Innovativeness (DSI) is important to consider, when trying to understand and predict the tendency of consumers to adopt the internet to shop in relation to previous internet usage (Citrin et al., 2000). In this study, someone is likely to be an innovative internet user in the domain of using e-tourism.

Based on findings from previous researchers, this study proposes the following hypothesis: Domain-Specific Innovativeness (DSI) has a positive effect on attitude to use.

- Experience

Experience or "virtual experience" as an important e-commerce issue. Tamimi et al. (2003) defines experience using as a four-stage process explaining sequential steps of an online transaction. Considering that online customers are not only shoppers but also information technology users (Cho and Park, 2001). Experience can be defined as the total impression of consumers about online companies (Watchfire Whitepaper Series, 2000). In this research experience, consumer impression about the use of e-tourism.

Based on findings from previous researchers, this study proposes the following hypothesis: Experience has a positive effect on attitude to use.

- E-Trust, Attitude dan E-Tourism Usage

E-trust is considered an important factor for building and maintaining strong relationships between companies and their customers (Reichheld and Scheffer, 2000). According to Jin et al. (2008), e-trust is defined as "customer confidence in credibility and virtue which means that customers can rely on promise and information on e-commerce". E-trust requirements are more complex in a virtual environment because online transactions are more impersonal, anonymous and automatic than offline. Many studies have been conducted to examine the relationship between e-trust in e-commerce. The formation of e-trust is important because it has the ability to maintain and create long-term

relationships with customers and consequently make them loyal (Ribbink et al., 2004; Kassim and Abdullah, 2010). According to Reichheld and Scheffer (2000). In this study e-trust is defined to build and maintain strong relationships between customers and e-tourism.

Several studies (Bonn, Furr, and Susskind, 1999; Bonn, Furr and Hausman, 2001) about attitudes related to travel from internet tourists. However, the annual tourist frequency is an important indicator of the probability of behaving as an online ordering and taking the reservation / booking attitude to predict the possibility of booking online. In this study attitude is defined for the attitude of tourists in e-tourism.

E-tourism usage can be seen from the use of the internet, the longer customers use the more likely customers become online ordering (Sexton, Johnson and Hignite, 2002). Weber and Roehl (1999), found that online ordering can spend more time than offline bookings. Tourist customers often look for online tourism services to compare tourist prices (Morrison et al., 2001). In this study e-tourism usage is defined by customers making online reservations on e-tourism.

Based on findings from previous researchers, this study proposes the following hypothesis:

- E-trust is predicted to weaken attitude to use on e-tourism usage.

Based on the above, we propose a model to explain e-tourism usage in the context of determinant factors attitude tourist. Five main determinants were considered: perceived ease of use, perceived usefulness, self efficacy, domain specific innovativeness, and experience. The path diagram of the proposed model is presented in Fig.1.

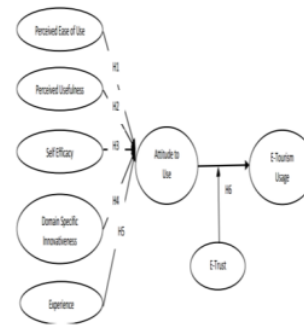


Fig. 1: Framework Model.

Source: Theoretical foundation, previous research and formulation of hypotheses

3. Research methods

The sample used was 216 respondents. Sampling using non-probability sampling technique with judgment sampling method or often referred to as purposive sampling. (Hair et al., 2009; Malhotra, 2007; Neuman, 2000). The method of judgmental sampling is a method of selecting a sample that is believed to meet the requirements to adjust the research criteria related to the problem and research objectives (Hair et al., 2010). The sample has criteria: 1) know the activity of the e-tourism application; 2) know and get to know the services of companies that conduct e-tourism applications; 3) know and have and or are currently using e-tourism application activities that are communicated through electronic media such as the internet.

Data collection in the field was carried out with a survey using a questionnaire. Many studies have used this method to collect data, including research conducted by Tung, et al. (2001), Ridings, et al. (2002), Mukherjee and Nath (2003), and Corbit, et al. (2003). After the respondent completes the questionnaire, the respondent sends it back by pressing the send / send button on the google

form. Questionnaire items used for the operational constructs are adopted and developed from (Beiger, Bertelli, Weinert and Wittmer, 2005; DeLone McLean, 2004; Fesenmaier and Jhonson, 1989; Fishbein and Ajzen 1975; Gretzel, Mitsche, Hwang, Fesenmaier, 2004; Gursoy and McCleary, 2004; Jung and Butler, 2000; Kroeber-Riel and Weinberg, 1996; Li and Buhalis, 2005; Luo, Feng, Cai, 2004; Mills and Marrison, 2003; Marrison, Jing, O'Leary and Lipping, 2001; Scharlet et.al, 2004; Schmidt, Schogel and Tomczak, 2003; Sigala and Sakellaridis, 2004; Schramm-Klein, 2003; Wolff, 2005;) in Steinbauer; 2007)) and Davis et.al, 1989; Chau, 1996; Gross and Brown, 2006; Jin, et. al, 2007; Cyr, et.al, 2008; Kim, et. al, 2011; Wu, J.J. and Chang, Y.S., 2005; Pereira, H. Goncalves, et. al, 2016; and Chen, 2006; Tam, 2012).

Table 1: Operational Constructs

Variable	Measurement
Perceived Ease of Use (PEU)	Using the e-tourism is ease for me
	E-tourism is ease to use
	I found it ease to get what i need from the e-tourism
	My interaction with the e-tourism clear
	My interaction with the e-tourism understandable
Perceived Usefulness (PU)	Interacting with the e-tourism is very flexible
	It's easy for me to become skilled in the use of e-tourism
	Using e-tourism may be possible to complete the job faster
	Using e-tourism can improve my performance
	Using e-tourism can make it easier to perform my duties
Self Efficacy (SE)	Using e-tourism, i can increase my productivity
	Using e-tourism can improve my effectiveness
	I found the e-tourism useful for me
	I am proficient in using the internet for e-tourism
	I feel confident that i can use the internet for e-tourism
Domain Specific Innovativeness (DSI)	I am the first in my circle of friends to know of any e-tourism
	If i heard that a e-tourism was available on the internet, i would be interested enough to shop from it
	E-tourism experiences interest me.
	E-tourism experiences are important to me
	I really enjoy engaging in e-tourism experiences
Experience (EX)	Engaging in e-tourism experiences is one of the most enjoyable things that I do.
	E-tourism experiences are pleasurable
	I consider myself to be knowledgeable about e-tourism experiences
	I can believe vendors on line e-tourism
	E-tourism website is credible to me
E-Trust (ET)	I can trust the information presented on the website e-tourism
	I believe on the claims and promises in the e-tourism
	I believe online, e-tourism says about the product
	The internet makes my life more interesting
	I enjoy shopping online in e-tourism
Attitude to Use (ATU)	The internet has brought great convenience to my life
	E-tourism has improved my work productivity
	Shopping on website e-tourism is ease
	I have a high intention to purchase at e-tourism
	The probability of purchasing product was enhanced when I was browsing e-tourism
E-Tourism Usage (ETU)	I would like to purchase product at e-tourism

• Structural Model

The structural model is evaluated using the Goodness of Fit Model. The Goodness of Fit Model is measured using the R-square dependent latent variable. Stone-Geisser Q-Square predictive relevance to measure how well the observation value is generated by the model and also its parameter estimation. Q-square value > 0 indicates the model has predictive relevance; on the contrary if the Q-Square value ≤ 0 shows the model lacks predictive relevance. Q-Square calculation is done by the formula:

$$Q^2 = 1 - (1 - R_1^2) (1 - R_2^2) \dots (1 - R_p^2)$$

Where $R_1^2, R_2^2 \dots R_p^2$ is the R-square of the endogenous variable in the equation model. Q^2 has a value with a range of $0 < Q^2 < 1$, where getting closer to 1 means the model is getting better. The

magnitude of Q^2 is equivalent to the total determination coefficient in path analysis.

• Hypothesis Testing

The significance of the estimated parameters provides very useful information about the relationship between research variables. The basis used in testing hypotheses is the value found in the output for inner weight. To assess the significance of the predictive model in the structural model testing, it can be seen from the t-statistics value between the independent variables to the dependent variable in the Path Coefficient table in the SmartPLS output. Limit to reject and accept the proposed hypothesis if the value of t counts ≥ or ≤ value of t table (n-k-1). Hypothesis testing is done using the bootstrap method of the sample. Bootstrap testing is intended to minimize the abnormalities of research data.

4. Result

Discriminant validity is done to ensure that each concept of each latent variable is different from other variables. The model has good discriminant validity if each loading value of each indicator of a latent variable has a greater loading value compared to the loading value of other latent variables. Another method for assessing Discriminant Validity is comparing the value of the square root of Average Variance Extracted (AVE) for each construct with the correlation between other constructs in the model. If the AVE root value of each construct is greater than the correlation value between constructs and other constructs in the model, then it is said to have a good value of Discriminant Validity. The discriminant validity test results are obtained as follows:

Table 2: Discriminant Validity Value (Cross Loading)

INDICATOR	PEU	PU	SE	DSI	EX	ET	ATU	ETU
X11	0,783987							
X12	0,746541							
X13	0,796288							
X14	0,778738							
X15	0,750689							
X16	0,731268							
X17	0,799700							
X21		0,743315						
X22		0,792306						
X23		0,813469						
X24		0,831237						
X25		0,695442						
X26		0,739155						
X31			0,816363					
X32			0,830763					
X41				0,892683				
X42				0,904378				
X51					0,826412			
X52					0,795984			
X53					0,759846			
X54					0,732984			
X55					0,791720			
X56					0,730744			
X61						0,705314		
X62						0,771534		
X63						0,799814		
X64						0,759875		
X65						0,678286		
X11							0,766126	
X12							0,862539	
X13							0,752328	
X14							0,766670	
X15							0,701691	
X21								0,862777
X22								0,804381
X23								0,806993

From table 2 it can be seen that the value of loading factor of each latent variable has a greater loading value than the loading value of other latent variables. This means that each latent variable has good discriminant validity. Another method for assessing Discriminant Validity is to compare Square Root Of Average Variance Extracted for each construct with a correlation between other constructs in the model. The model has a good Discriminant Validity if the root value of AVE (Square Root of Average Variance Extracted) is greater than the correlation value between constructs

and other constructs in the model, as shown in table 4 and table 5 below

Table 3: Latent Variable Correlations

VARIABLE	PEU	PU	SE	DSI	EX	ET	ATU	ETU
PEU	0,769552							
PU	0,431507	0,770600						
SE	0,471414	0,597681	0,823595					
DSI	0,447573	0,445400	0,723749	0,898549				
EX	0,420157	0,650115	0,614914	0,528604	0,773734			
ET	0,432750	0,726711	0,590871	0,447534	0,604023	0,744300		
ATU	0,566646	0,571069	0,557054	0,562005	0,496997	0,702889	0,770442	
ETU	0,580112	0,429184	0,482368	0,484239	0,420420	0,557449	0,628860	0,824831

Table 3 communalities values of each variable > 0.05. Similarly the value of AVE (average variance extracted) also shows the value > 0.5. While Table 5 the root value of AVE (Square Root of Average Variance Extracted) is greater than the correlation value between constructs and other constructs in the model. Thus, it can be concluded that all the constructs in the estimation meet the criteria of Discriminant Validity.

• Evaluating Validity and Reliability

Validity can also be seen from the value of Average Variance Extracted (AVE) of each construct or has a value greater than 0.50. While reliability is seen from the value of Cronbachs Alpha and Composite Reliability from the indicator block that regulates the construct. Cronbachs Alpha and Composite Reliability are said to be good when viewed from each value having above 0.60 and 0.70.

Table 4: Cronbachs Alpha, Composite Reliability and Average Variance Extracted

VARIABLE	AVE	Cronbachs Alpha	Composite Reliability	Criteria
Perceived Ease of Use (PEU)	0,592210	0,885759	0,910356	Good
Perceived Usefulness (PU)	0,593824	0,864306	0,897320	Good
Self Efficacy (SE)	0,678308	0,725868	0,808312	Good
Domain Specific Innovativeness (DSI)	0,807391	0,761610	0,893429	Good
Experience (EX)	0,598665	0,866018	0,899315	Good
E-Trust (ET)	0,553983	0,798819	0,860880	Good
Attitude of Use (ATU)	0,593582	0,827390	0,879067	Good
E-Tourism Usage (ETU)	0,680346	0,765220	0,864466	Good

Based on table 4 above, it can be concluded that all constructs meet valid and reliable criteria. This is indicated by the value of Cronbachs Alpha > 0.60, composite reliability above 0.70 and AVE above 0.50 as recommended criteria.

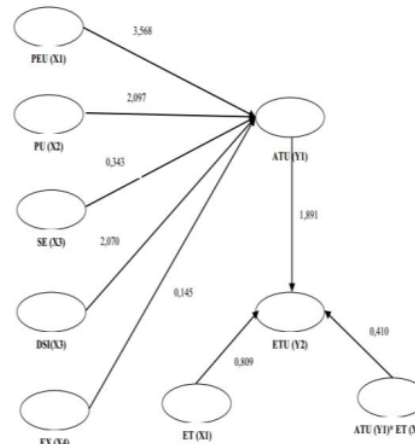


Fig. 2: Structural Model Test Result.

Table 5: R-Square Value

VARIABLE	R Squares
Perceived Ease of Use (PEU)	-
Perceived Usefulness (PU)	-
Self Efficacy (SE)	-
Domain Specific Innovativeness (DSI)	-
Experience (EX)	-
E-Trust (ET)	-
Attitude of Use (ATU)	0,512854
E-Tourism Usage (ETU)	0,422872

Table 5 above shows that the structural model sub 1 obtained the R-square value of 0.512854 means that the Attitude of Use (ATU) variable can be explained by the variable Perceived Ease of Use (PEU), Perceived Usefulness (PU), Self Efficacy (SE), Domain Specific Innovativeness (DSI) and Experience (EX) of 51.29%. Sub-structural model 2 obtained R-square value of 0.422872 which means that the E-Tourism Usage (ETU) variable can be explained by the Attitude to Use (ATU) variable on E-Tourism Usage (ETU) moderated by the E-Trust (ET) variable 42.29%. while the remaining respectively 48.71% and 58.71% are influenced by other variables not examined. Furthermore, how well is the observation value produced by the model. Q-Square calculation is as follows:

$$Q^2 = 1 - (1 - 0,512854) (1 - 0,422872) = 0,718854$$

The results of the calculation of the Q-square value obtained results of 0.718854. Q² has a value with a range of 0 < Q² < 1, where getting closer to 1 means the model is getting better.

Hypothesis Testing Results

Table 6: Result For Inner Weights

Hypothesis	Relationship	Total Effects Original Sample Estimate (O)	T-Statistics (OSTERR)	Conclusion
H1	PEU -> ATU	0,297145	3,568477	Be accepted
H2	PU -> ATU	0,286690	2,097357	Be accepted
H3	SE -> ATU	0,047365	0,343219	Rejected
H4	DSI -> ATU	0,255680	2,069641	Be accepted
H5	EX -> ATU	0,021489	0,145378	Rejected
Before in Moderation Input				
	ATU -> ETU	0,603941	1,890712	Be accepted
After the Moderation Input				
H6	ATU*ET -> ETU	-0,304061	0,409974	

The results of testing the first hypothesis shows that the relationship of the Perceived Ease of Use (PEU) variable to Attitude of Use (ATU) shows the value of the path coefficient

(Total Effects) of 0.297145 with a calculated t value of 3.568477. This value is greater than t table 1.960. This result means that the Perceived Ease of Use (PEU) has a positive and significant relationship to Attitude of Use (ATU). Thus Hypothesis 1 is accepted. The results of testing the second hypothesis shows that the relationship between the Perceived Usefulness (PU) and Attitude of Use (ATU) variables shows the path coefficient (Total Effects) of 0.286690 with a calculated t value of 2.097357. This value is greater than t table 1.960. This result means that Perceived Usefulness (PU) has a positive but not significant relationship to Attitude of Use (ATU). Thus hypothesis 2 is accepted. The results of the third hypothesis testing indicate that the relationship between the Self Efficacy (SE) and Attitude of Use (ATU) variables shows the path coefficient (Total Effects) of 0.047365 with a t value of 0.343219. This value is smaller than t table 1.960. This result means that the Self Efficacy (SE) has a positive and insignificant relationship to Attitude of Use (ATU). Thus hypothesis 3 is rejected. The results of the fourth hypothesis testing indicate that the relationship of the Domain Specific Innovativeness (DSI) variable to Attitude of Use (ATU) shows the value of the path coefficient (Total Effects) of 0.259642 with a t value of 2.228346. This value is greater than t table 1.960. This result means that Domain Specific Innovativeness (DSI) has a positive and significant relationship to Attitude of Use (ATU). Thus hypothesis 4 is accepted. The results of testing the fifth hypothesis shows that the relationship between Experience (EX) and Attitude of Use (ATU) variables shows the value of the path coefficient (Total Effects) of 0.021489 with a t value of 0.145378. This value is smaller than t table 1.960. This result means that Experience (EX) has a positive and insignificant relationship to Attitude of Use (ATU). Thus the hypothesis 5 is rejected. And The results of the sixth hypothesis testing showed that the relationship of Attitude of Use (ATU) to E-Tourism Usage (ETU) before being moderated by E-Trust (ET) variable showed that the path coefficient (Total Effects) was 0.603941, while the Attitude of Use variable relationship (ATU) towards E-Tourism Usage (ETU) after moderating the E-Trust (ET) variable shows the path coefficient (Total Effects) of -0.304061 with t counts of 1.890712 and 0.409974, respectively. This means that E-Trust (ET) weakens the Attitude of Use (ATU) relationship to E-Tourism Usage (ETU). Thus hypothesis 6 is accepted.

5. Discussion

The purpose of this study was to examine the determinants of tourist attitudes and the use of e-tourism. The results show that perceptions of ease of use, perceived usefulness, and domain-specific innovation have the most significant influence on attitudes to use. By developing and modifying the TAM model from Davis (1986) about model acceptance technology (TAM) it can prove to be a useful research model to explain internal and external motivations that initiate shopping behavior on a website. Although much research has been done on internet marketing in the aviation industry (eg, Jarach, 2002), electronic tickets (electronic tickets; eg, Shon, Chen, and Chang, 2003), and the application of new technologies (eg Buhalis, 2004), but only a small number of studies have used the concept of attitude to use e-commerce for e-tourism usage with e-trust as moderating. But self efficacy and experience, have no significant effect on attitudes to use. This does not support Bandura (1997) about internet self efficacy derived from social cognitive theory. Eastin (2002) and O'Cass and Fenech (2003), Perea y Monsuwe, Dellaert and de Ruyter (2004), Wei and Zhang (2008) and Hernandez, Jimenez and Martin (2011) apply the term in the context of the internet. In other words, self efficacy in online shopping illustrates the ability of individuals to apply their skills to complete purchases on the internet Hernandez, Jimenez and Martin (2009). In addition, Eastin (2002) and O'Cass and Fenech (2003) show that personal internet self efficacy has a positive effect on user acceptance of online shopping. But supporting Perea y Monsuwe, Dellaert and

de Ruyter (2004) that consumers who have low levels of self efficacy feel insecure and feel unable to make purchases through the internet. This study also supports Kim and Forsythe (2010) that someone is more likely to adopt innovations that they can follow. Meanwhile, this study also did not support Qi and Yan (2009) who found that the effects of experience significantly influenced repeat consumer behavior in Mainland China and Hong Kong.

On the other hand, e-trust plays a central role in transactions, and the lack of e-trust in online business is the main reason why many consumers choose not to shop online (Wu and Chang, 2006, p.1254). Certain previous studies (Cyr, 2008; Cyr, Kindra and Dash, 2008; Harris and Goode, 2004; Jin, Park and Kim, 2007; McKnight and Chervany, 2001) have tried to examine trust in the context of electronic commerce along with factors, another factor. For example, McKnight and Chervany (2001) devised a typology of trust concepts using e-commerce customer relationship models. Kim, Kim and Shin (2009) try to model the role of e-trust using subjective norms, offering practical advice for airline marketing managers regarding strategic plans and applications that are effective in increasing productivity or performance.

Limitation and indications for further research

The sample size is not large enough. Therefore, to increase validity and generalization of the study future studies should attempt a larger samples size. Further studies may be carried out to investigate the effect of these factors on e-satisfaction and e-loyalty in e-tourism usage. Also, future research to investigate the impact of suggested factors on e-trust, e-satisfaction and e-loyalty across cultures.

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