



Influence of Perceived Ease of Use, Usefulness and Trust on Purchase Intention of Air E-Ticket in Nepal

Yushree Rajbhandari and Sumit Pradhan*

Abstract

This study examines the influence of perceived ease of use, usefulness and trust on purchase intention of air e-tickets in Nepal. Purchase intention is the dependent variable. The selected independent variables are price, website security, social media engagement, technical support and perceived ease of use. The primary source of data is used to assess the opinion of respondents regarding price, website security, social media engagement, technical support, perceived ease of use and purchase intention. The study is based on primary data of 126 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of influence of perceived ease of use, usefulness and trust on purchase intention of air e-tickets in Nepal.

The study showed a positive impact of price on purchase intention. It indicates that affordable price of airline e-ticket leads to directly influence purchase intention. Similarly, the study showed a positive impact of website security on purchase intention. It indicates that better and strong website security draw people to purchase airline e-ticket. Likewise, the study showed a positive impact of social media engagement on purchase intention. It indicates that more engaging the social media presence is more likely it is to attract people to influence them for buying the tickets. Further, the study showed a positive impact of technical support on purchase intention. It indicates that better technical support captivate individuals to purchase the service. In addition, the study showed a positive impact of perceived ease of use on purchase intention. It indicates that perceived ease of use leads to positively influence purchase intention of airline e-ticket.

Keywords: price, website security, social media engagement, technical support, perceived ease of use, purchase intention

1. Introduction

The internet and digital technologies have revolutionized many industries, and the airline sector is no exception. The rapid growth of internet usage and e-commerce has led to digitalization, where online ticketing has transformed how people buy air tickets globally. The significant growth in passenger transportation is electronic ticketing which is replacing old traditional ticketing system. Although it is not fair to argue that e-tickets have become ubiquitous, it is evident that the proliferation of e-tickets represents a change in the way that traditional ticket purchasing occurs. Adoption of online ticketing systems might have taken time however purchasing air tickets has become one of the fastest, more convenient, and widely accessible. As such, it is projected that the use of e-tickets will only continue to increase over time. (Bukhari *et al.*, 2013). Despite several criticism online platforms for buying air tickets are increasingly popular due to their convenience and efficiency. E-tickets appear to offer a number of advantages to organizations, including lower costs and increased operational efficiency (Boyer *et al.*, 2002). Zailani *et al.* (2008) defined that e-ticketing as an online ticket that holds the information previously held on a paper ticket in an electronic

* Ms. Rajbhandari is a Freelance Researcher, Kathmandu, Nepal and Mr. Pradhan is the Research Coordinator, Uniglobe College (Pokhara University Affiliate), Kathmandu, Nepal.

record. Similarly, Oroh and Rumokoy (2015) stated that E-ticketing as 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. Likewise, Alfawaer *et al.* (2011) defined that an e-ticket as “a paperless electronic document used for ticketing travelers, mainly in the commercial airline industry”.

Bigné *et al.* (2010) found that risk, trust and perceived behavior control will affect the intention of consumers. Similarly, Kim *et al.* (2009) examined the factors influencing travelers' behavior in purchasing airline tickets on the Internet thus, perceived risk. The study revealed that the risk associated with electronic purchases is the main factor that shaped consumers' decision to purchase air-ticket online. If trust is not present in the relationship between the customer and the e-service provider, there is less likelihood that the consumer will conduct business with the organization (Yang and Jun, 2008). Online booking is a complicated process that can be divided into various sub processes such as navigation tools, search engines, online transactions, or customer perceptions. Mostly clients are unlike to evaluate each sub-process in detail during a single visit to an online website, but rather will perceive the service as an overall procedure with results of outcomes (Riel *et al.*, 2001). Firdausy and Idawati (2017) examined the effects of service quality, price and promotion on customers' purchase decision of Traveloka online airline tickets in Indonesia. The study found that service quality and airline ticket price have positive and significant impact on purchase decision made by the Traveloka's costumers. Similarly, Parasuraman *et al.* (1988) stated that in order to measure the service quality, is first necessary to find out the gap or differences between what customers' expects and their perceptions the real quality by the service provider. To be able to gain good service quality, it is essential to create the service that meets with customer expectations.

Miyazaki and Fernandez (2000) examined the internet privacy and security: An examination of online retailer disclosures. The study indicated that the amount of statement related to security issues on a web site would positively effect on purchase intention. Similarly, Yoon (2002) investigated the antecedents and consequences of trust in online-purchase decisions. The study opined that the security risk is a dimension of perceived risk and also has a notable influence on purchase intention. Consumers of airline services usually experience uncertainty around the safety and reliability of the airline, the punctuality of flights, the reliability and safety of baggage handling, or the speed of baggage transport (Wu and Cheng, 2013). Likewise, Alnsour *et al.* (2018) assessed the effect of social media and promotion on purchase intention at Jordanian airline industry. The study found that social media and promotion have positive impact on customers' purchase intention. Further, Trihas *et al.* (2023) assessed the influence of mobile devices on travel behavior of millennials (Gen Y). The study demonstrated that Millennial are heavy users of the internet and social media. Mobile devices are used by Millennials during all three phases of a trip (pre-trip, on-site, and post-trip). The study also showed that Millennials download many different types of travel-related applications. In addition, the factors affecting airlines E-Ticket purchase intent in covid-19 pandemic analyzed by Niazi (2021). The study concluded that the improving online purchasing systems, reducing risks, and building customer confidence in e-ticket services, particularly in developing countries increases customer satisfaction and purchases intention of E-ticketing.

Hadzir (2012) analyzed the determinant of Malaysian Passengers acceptance towards electronic ticketing. The study revealed that consumer perceptions and attitudes

towards e-ticketing are useful for improving MAS's e-ticketing system and guiding future developments. Similarly, Rattanaponmeta (2013) examined the framework for measuring travelers' web satisfaction and willingness to purchase tickets through airline websites. The results indicated that service quality and trust are positively related to customer satisfaction while negative relationship was found for the price. Likewise, Liang and Shiau (2018) assessed the moderating effect of privacy concern and subjective norms between satisfaction and repurchase of air e-ticket through airline ticket vendor. The study resulted, while customer satisfaction is a crucial determinant of repurchase intention, privacy concerns can significantly diminish this intention, even for satisfied customers. On the other hand, subjective norms can amplify the likelihood of repurchasing, especially when customers receive positive social feedback. Addressing both factors is essential for airlines looking to boost e-ticket sales and customer loyalty. Further, Shafique *et al.* (2019) analyzed the acceptance of intelligent ticketing systems in developing countries. The study concluded that while ICT (information communication and technology) has created opportunities for intelligent ticketing systems in developing countries, consumer behavior and trust remain significant barriers to widespread adoption. Understanding the motives and factors that encourage or determine consumers from using electronic ticketing systems is essential for successful implementation in countries like China and Pakistan.

Al-Gasawneh (2020) examined the website usability, content marketing and reuse intention of airline e-tickets services. The study emphasized that while website usability is important for ensuring a smooth customer experience, content marketing enhances and strengthens the intention to reuse the service. Effective marketing content that aligns with user interests can significantly boost customer loyalty by reinforcing the value and trustworthiness of the airline's e-ticketing platform. Similarly, Mahdzar *et al.* (2021) assessed the airline e-ticket online purchase intention among university students. The study concluded that perceived risks and web security are significant factors however web security has the most significant impact on purchase intention of airline e-tickets by university students. Likewise, Naruetharadhol *et al.* (2022) assessed the understanding consumer buying intention of E-Commerce airfares based on multivariate demographic segmentation: A multi-group structural equation modeling approach. The study concluded two distinct consumer segments-Older, high/middle-income consumers who is more likely to seek entertainment and fun experiences while purchasing e-commerce airfares whereas Younger, low-income consumers who is more driven more by price sensitivity and ease of use when engaging in e-commerce purchases.

In the context of Nepal, Thaguna and Ghimire (2013) observed that price, brand awareness and accurate information positively influence the buying behavior of consumers to a certain extent. Age also plays a role in the purchasing decisions. Difference in the demographic factors such as personal status, religious belief, occupation and income level however do not bring difference in the buying behavior of Nepalese people. Similarly, Thapa (2015) revealed that brand image, price fairness, better design, comfort, and efficiency have positive relationship with consumer buying behavior. Likewise, Shrestha (2016) examined the factors that influence the consumer buying behavior of smart phones. The study found that many factors influence the purchase intention like price, brand name, product features, and sales service etc. In addition, new technology features have significant and positive relationship that influences Nepalese customer to purchase. Further, Jha (2018) found that perceived value, perceived price, perceived quality, and perceived benefits are positively

related to consumer purchasing intention.

The above discussion shows that empirical evidences vary greatly across the studies on the influence of perceived ease of use, usefulness and trust on purchase intention of air e-tickets. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the influence of perceived ease of use, usefulness and trust on purchase intention of air e-tickets in Nepal. Specifically, it examines the relationship of price, website security, social media engagement, technical support and perceived ease of use with purchase intention of air e-tickets in Nepal.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data which were collected from 126 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on price, website security, social media engagement, technical support, perceived ease of use and purchase intention. This study is based on descriptive as well as causal comparative research designs.

The model

The model used in this study assumes that purchase intention depends upon perceived ease of use, usefulness and trust. The dependent variable selected for the study is purchase intention. Similarly, the selected independent variables are price, website security, social media engagement, technical support and perceived ease of use. Therefore, the model takes the following form:

Purchase intention = f (price, website security, social media engagement, technical support, perceived ease of use).

More specifically,

$$PI = \beta_0 + \beta_1 P + \beta_2 WS + \beta_3 SME + \beta_4 TS + \beta_5 PEU + e$$

Where,

PI = Purchase intention

P = Price

W = Website security

S = Social media engagement

T = Technical support

P = Perceived ease of use

Purchase intention was measured using a 5-point Likert scale where the respondent were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "If I have a choice, I prefer purchasing air tickets online rather than through traditional methods", "My decision to purchase air tickets online depends on the platform's ability to protect my personal information" and so on. The

reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.852$).

Price was measured using a 5-point Likert scale where the respondent were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I feel that the ticket prices of airlines available online are affordable", "The prices displayed online include all necessary fees, such as taxes and service charges" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.708$).

Website security was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "The use of two-factor authentication or OTP (One-Time Password) during payment increases my trust in the e-ticketing system", "I am more likely to purchase air e-tickets online if the website provides a secure refund or cancellation process" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.806$).

Social media engagement was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I trust air ticketing platforms more when they address customer queries and complaints promptly on social media", "Recommendations from friends or influencers on social media motivate me to buy air tickets online" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.808$).

Technical support was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I prefer e-ticketing platforms where I can complete my entire booking process without being redirected to other websites or apps", "E-ticketing platforms provide clear instructions and guidance throughout the booking process" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.843$).

Perceived ease of use was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I prefer e-ticketing platforms where I can complete my entire booking process without being redirected to other websites or apps", "E-ticketing platforms provide clear instructions and guidance throughout the booking process" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.741$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Price

Price is the amount of money a buyer pays to a seller in exchange for a good or service (Kotler and Keller, 2006). Auf *et al.* (2018) confirmed that a direct relationship between price, motivation, perceived culture importance and consumer buying behavior. Similarly, Kim *et al.* (2008) revealed that consumers are often concerned about hidden charges, fraudulent transactions, and data security when buying airline tickets online. Likewise, Pavlou and Gefen (2004) emphasized that platforms demonstrating high trustworthiness reduce perceived risks,

making consumers more likely to purchase even when prices are competitive rather than the lowest. Further, Safitri (2018) showed that brand image and price (fair price and fixed price) simultaneously have a partial and positive impact on purchasing decision. Based on it, this study develops following hypothesis:

H₁: There is a positive relationship between price and purchase intention.

Website security

Security is defined as the protection of data against accidental or intentional disclosure to unauthorized persons, or unauthorized modifications or destruction (Zailani *et al.*, 2008). Sulaiman *et al.* (2008) stated a positive influence of website security on purchase intention of air e-ticket. Similarly, Alam and Yasin (2010) indicated a positive impact of website security on purchase intention. Likewise, Yang and Jun (2008) argued that if customers perceive problems with security in e-services, they will be less likely to make purchases via the internet. Based on it, this study develops following hypothesis:

H₂: There is a positive relationship between website security and purchase intention.

Social media engagement

Alnsour *et al.* (2018) investigated the social media effect on purchase intention. The study indicated that benefits of social media do have a positive relationship with customers' purchase intention. Similarly, Hutter *et al.* (2013) examined the impact of user interactions in social media on brand awareness and purchase intention. The study demonstrated that engagement with a Facebook fan page has a positive impact on consumers' brand awareness and customers' purchase intention. Likewise, Ahmad *et al.* (2020) assessed E-WOM and airline e-ticketing purchase intention: Mediating effect of online passenger trust. The study concluded that airline companies who interact with their customers through social media networks are facing obstacles from keeping up with every customer online where there are millions of users but also gaining advantages of selling airline e-ticket if the word is spread positively. Further, Al Khasawneh *et al.* (2021) assessed the customer online engagement with social media influencer. The study revealed a positive relationship between customers trust in social media influencer and customer participation increment in purchase of airline e-ticket. Based on it, this study develops following hypothesis:

H₃: There is a positive relationship between social media engagement and purchase intention.

Technical support

According to **Pavlou and Fygenon (2006)**, factors such as platform functionality, reliability, and security significantly influence consumers' attitudes and behaviors towards online purchases. Technical support plays a critical role by enhancing perceived ease of use and usefulness, addressing issues such as website glitches, payment problems, or customer inquiries. Although technical support programs are often touted as being free to customers, the implementation of such programs can be extremely expensive for marketers. Companies such as Dell may invest as much as twelve weeks of paid training before the support representatives even talk to the first customer (Bagga and Khanna, 2014). Similarly, Retana *et al.* (2016) found that initially educating and providing technical support service to customers led to a more positive consumer experience as well as increased customer loyalty. Likewise, Hibbett (2021) investigated the importance of technical support: A new scale. The study concluded that delivering technical support to customers as a benefit that will ensure optimal product performance. Based on it, this study develops following hypothesis:

H₄: There is a positive relationship between technical support and purchase intention.

Perceived ease of use

Monsuwe *et al.* (2004) concluded that consumers' perceived ease of use of online stores is positively related to their intention to shop online. Similarly, Gunawan *et al.* (2019) investigated the effects of perceived ease of use and perceived usefulness on consumer attitude and their impacts on purchase decision on PT Tokopedia in Jabodetabek. The study showed that perceived ease of use has a positive impact on purchase decision. Likewise, Asnawati *et al.* (2022) analyzed the effects of perceived ease of use, electronic word of mouth and content marketing on purchase decision. The study highlighted that perceived ease of use has a positive impact on purchasing decisions. In addition, Lau *et al.* (2011) investigated the airline e-ticketing service: How e-service quality and customer satisfaction impacted purchase intention. The study found that perceived ease of use is identified as the most important contributor to customer satisfaction. Based on it, this study develops following hypothesis:

H₅: There is a positive relationship between perceived ease of use and purchase intention.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau coefficients between dependent variable and independent variables. The correlation coefficients are based on 126 observations. The dependent variable is PI (Purchase intention). The independent variables are P (Price), WS (Website security), SME (Social media management), TS (Technical support) and PEU (Perceived ease of use).

Variables	Mean	S.D.	PI	P	WS	SME	TS	PEU
PI	4.050	0.650	1					
P	3.420	0.650	0.480**	1				
WS	3.990	0.640	0.360**	0.360**	1			
SME	3.610	0.690	0.460**	0.430**	0.360**	1		
TS	3.920	0.640	0.390**	0.370**	0.440**	0.370**	1	
PEU	3.850	0.580	0.048**	0.520**	0.270**	0.470**	0.380**	1

Notes: The asterisk signs (**) and (*) indicate that the result are significant at one percent and five percent levels respectively.

Table 1 shows the Kendall's Tau correlation coefficients of dependent and independent variables. The study shows that price is positively correlated to purchase intention. It indicates that affordable price of airline e-ticket leads to directly influence purchase intention. Similarly, website security positively correlated to purchase intention. It indicates that better and strong website security draw people to purchase airline e-ticket. Likewise, social media engagement positively correlated to purchase intention. It indicates that more engaging the social media presence is more likely it is to attract people to influence them for buying the tickets. Further, technical support positively correlated to purchase intention. It indicates that better technical support captivate individuals to purchase the service. In addition, perceived

ease of use positively correlated to purchase intention. It indicates that perceived ease of use leads to positively influence purchase intention of airline e-ticket.

Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of price, website security, technical support, social media engagement and perceived ease of use on purchase intention of airline e-ticket.

Table 2

Estimated regression results of price, website security, social media management, technical support and perceived ease of use on purchase intention of airline e-ticket

The results are based on 126 observations using linear regression model. The model is $PI = \beta_0 + \beta_1 P + \beta_2 WS + \beta_3 SME + \beta_4 TS + \beta_5 PEU + e$ where the dependent variable is PI (Purchase intention). The independent variables are P (Price), WS (Website security), SME (Social media management), TS (Technical support) and PEU (Perceived ease of use).

Models	Intercepts	Regression coefficients of					Adj. R _{bar} ²	SEE	F-value
		P	WS	SME	TS	PEU			
1	2.115 (8.116)**	0.567 (7.574)**					0.313	0.5469	57.372
2	1.217 (4.557)**		0.710 (10.765)**				0.481	0.4752	115.884
3	1.920 (7.761)**			0.591 (8.781)**			0.38	0.5192	77.104
4	0.953 (4.106)**				0.789 (13.537)**		0.595	0.4197	183.253
5	0.788 (3.025)**					0.847 (12.674)**	0.563	0.4361	160.63
6	0.958 (3.538)**	0.242 (3.141)**	0.567 (7.255)**				0.516	0.459	67.05
7	0.849 (3.193)**	0.124 (1.440)	0.482 (5.885)**	0.237 (2.830)**			0.542	0.4463	49.938
8	0.488 (2.013)*	0.143 (1.883)	0.175 (1.969)*	0.089 (7.135)**	0.524 (5.935)**		0.643	0.3941	56.853
9	0.268 (1.106)	0.091 (1.225)	0.123 (1.416)	0.055 (0.730)	0.389 (4.134)**	0.325 (3.309)**	0.67	0.3787	51.44

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Purchase intention is the dependent variable.

The regression results show that the beta coefficients for price are positive with purchase intention. It indicates that price has a positive impact on purchase intention. This finding is consistent with the findings of Auf *et al.* (2018). Similarly, the beta coefficients for website security are positive with purchase intention. It indicates that website security has a positive impact on purchase intention. This finding is consistent with the findings of Alam and Yasin (2010). Likewise, the beta coefficients for social media management are positive with purchase intention. It indicates that social media engagement has a positive impact on purchase intention. This finding is consistent with the findings of Alnsour and Muhammed (2018). Further, the beta coefficients for technical support are positive with purchase intention. It indicates that technical support has a positive impact on purchase intention. This finding is consistent with the findings of Retana *et al.* (2016). In addition, the beta coefficient for perceived ease of use are positive with purchase intention. It indicates that perceived ease

of use has a positive impact on purchase intention. This finding is similar to the findings of Monsuwe *et al.* (2004).

4. Summary and conclusion

The internet and digital technologies have revolutionized many industries, and the airline sector is no exception. The rapid growth of internet usage and e-commerce has led to digitalization. The significant growth in passenger transportation is electronic ticketing which is replacing old traditional ticketing system. However, when consumers consider purchasing airline e-tickets, they face challenges such as perceived ease of use, usefulness, trust pricing, reliability, convenience, and service quality, trust, technical support which can have direct or indirect impact on as it reflects their willingness to buy a product or service.

This study attempts to examine the impact of perceived ease of use, usefulness and trust on purchase intention of air E-ticket in Nepal. The study is based on primary data of 126 respondents.

The major conclusion of the study is that price, website security, social media engagement, technical support and perceived ease of use have positive impact on purchase intention of airline e-ticket. The study also concludes that technical support is the most significant factor followed by perceived ease of use and website security that influence the purchase intention of airline e-ticket in Nepal.

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