Electronic Journal of Business and Management
Vol.9 Issue 3, 2024 pp. 78-97
e-ISSN:2550-1380-ISSN

Factors Influencing the Adoption of Travel Experience Applications Among Local Tourists in Malaysia

Zack Ng Chun Ket
Asia Pacific University of Technology and Innovation

Tee Poh Kiong
Asia Pacific University of Technology and Innovation
poh.kiong@apu.edu.my

Tajuddin A. Rashid
Asia Pacific University of Technology and Innovation
tajuddin@apu.edu.my

Abstract

This study investigates the factors influencing the adoption of travel experience applications among local tourists, with a focus on digital marketing strategies in the tourism sector. It adopts a quantitative approach, employing convenience sampling to gather data from a diverse sample of local tourists. Through a meticulous literature review, the study explores the personal, psychological, social, and cultural factors that influence adoption behaviour, drawing upon established theoretical frameworks such as the Technology Acceptance Model (TAM). Data analysis techniques, including correlation analysis and regression modelling, are employed to analyze the relationships between independent variables (Perceived Ease of used, Trust, and Perceived Risk) and the dependent variable (Adoption to use travel experience applications). The findings of the study provide valuable insights into the dynamics of adoption behaviour among local tourists and offer practical recommendations for digital marketing practitioners seeking to enhance the adoption and usage of travel experience applications in the tourism industry.

Keywords: *Travel Experience Applications, Digital Marketing, Adoption Behavior, Local Tourists, Technology Acceptance*

1.0 Introduction

In recent years, the travel industry has undergone a profound transformation driven by the relentless march of digitalization. This seismic shift has reshaped the landscape of travel marketing, with digital channels now playing an indispensable role in every aspect of the travellers' journey. From the initial spark of inspiration to the final post-trip reflection, digital marketing has become the cornerstone of success for travel businesses seeking to connect with their audience in an increasingly digital world. As technology continues to advance, travellers are no longer reliant solely on traditional travel agencies or brochures for trip planning. Instead, they turn to a myriad of digital platforms and channels, including social media, search engines,

travel websites, and mobile applications, to research destinations, compare prices, read reviews, and ultimately make bookings. This shift in consumer behaviour has fundamentally altered the way travel businesses approach marketing and customer engagement, necessitating a strategic focus on digital channels to remain competitive in an ever-evolving marketplace.

According to the World Tourism Organization (UNWTO), digital platforms have become instrumental in facilitating the growth of the travel industry, empowering businesses to reach a global audience, engage with potential customers, and personalize their marketing efforts like never before. Through targeted advertising, content marketing, social media campaigns, and influencer partnerships, travel businesses can now connect with travelers at every stage of their journey, offering tailored experiences and personalized recommendations to meet their specific needs and preferences (Lu et al., 2015)

Mobile technology has revolutionized the way travellers access information and make decisions on the go, with smartphones serving as indispensable travel companions throughout the entire journey. From booking flights and accommodations to navigating unfamiliar destinations and sharing experiences in real-time, mobile devices have become essential tools for modern-day travellers, shaping their travel behaviours and expectations in profound ways.

As the digital revolution continues to unfold, travel businesses must embrace innovation, leverage emerging technologies, and prioritize customer-centricity to thrive in an ever-evolving marketplace. By understanding the transformative power of digital marketing and its impact on the travellers' journey, businesses can position themselves for long-term success and deliver exceptional experiences that resonate with today's digitally empowered travelers (Chang et al., 2016).

1.2 Statement of Problem

The adoption of travel experience applications among local tourists presents a significant research gap in the existing literature, despite the widespread use of such apps globally. While there is a wealth of research on mobile app acceptance in the travel industry, only a limited number of studies have focused on the behaviors and preferences of local tourists (Smith et al., 2021). This gap is particularly important to address because local tourists may have distinct motivations, preferences, and behaviors compared to international tourists when it comes to adopting travel apps. In the absence of this gap, the current body of literature fails to provide a comprehensive understanding of the factors influencing the adoption of travel apps among local tourists, which in turn limits the effectiveness of marketing strategies aimed at this specific demographic.

According to the Malaysia Tourism Statistics, local tourists accounting for approximately 70% of total tourist arrivals in recent years. Despite this significant contribution, there is a lack of research specifically targeting the adoption behaviour of local tourists when it comes to travel apps. This research gap is critical to address because local tourists in Malaysia may have unique motivations, preferences, and behaviours that are distinct from international tourists. Understanding these factors is essential for developing tailored marketing strategies and enhancing user engagement among local tourists. By addressing this research gap, we can contribute to a more comprehensive understanding of the factors influencing the adoption of travel apps among local tourists, ultimately enhancing the effectiveness of marketing efforts in this specific market segment.

Furthermore, understanding the factors driving consumer adoption behaviour in the context of travel apps is crucial for developing effective marketing strategies and improving user engagement. While previous research has mostly focused on broad categories like perceived usefulness and simplicity of use, there is an opportunity to investigate additional aspects that may influence adopting behaviour, particularly among local visitors. For instance, a study by Yang et al. (2020) found that trust in the app provider emerged as a significant factor influencing the adoption of travel apps among local tourists, highlighting the importance of considering trust-related variables in understanding adoption behaviour. Therefore, by addressing this gap in the literature, this study aims to provide a more nuanced understanding of the factors driving the adoption of travel apps among local tourists, thereby informing the development of targeted marketing strategies to increase adoption rates and enhance user satisfaction.

Moreover, studying local tourists specifically is essential due to their unique characteristics and preferences compared to international tourists. Research by Johnson and Wang (2019) found that local tourists often prioritize convenience, affordability, and familiarity when selecting travel destinations and activities, which may impact their adoption behaviour toward travel apps. By focusing on local tourists, this study aims to uncover the specific factors driving adoption behaviour within this demographic, providing valuable insights for marketers and app developers seeking to tailor their offerings to meet the needs and preferences of local tourists effectively.

The role of social influence and peer recommendations are significant. Local tourists often rely on word-of-mouth recommendations from friends, family, and colleagues when making travel-related decisions. Therefore, travel apps that incorporate features such as user reviews, ratings, and social sharing could leverage the power of social influence to increase adoption rates among local tourists. Furthermore, the inclusion of local cultural and historical information within travel apps can play a significant role in attracting and engaging local tourists. By providing detailed information about local attractions, traditions, and events, travel apps can enhance their interest and motivation to adopt the app. The integration of gamification elements, such as rewards, challenges, and leaderboards, can also be an effective strategy to encourage adoption among local tourists. By tapping into the intrinsic motivation of local tourists and creating a sense of excitement and engagement, travel apps can drive adoption and usage.

Partnerships and collaborations with local businesses, attractions, and tourism organizations can influence the adoption behavior of local tourists. By offering exclusive deals, discounts, or special promotions through the app, local tourists may perceive the app as a valuable tool for accessing unique experiences and saving money, thus impacting their decision to adopt and use the app for their travel needs.

1.3 Research Question

1. Is there a relationship between Trust and the adoption of travel apps among local tourists ?

2. Is there a relationship between Perceived Risk and the adoption of travel apps among local tourists ?

3. Is there a relationship between Perceived Ease of used and the adoption of travel apps among local tourists ?

1.4 Research Hypothesis

H1: There is a relationship between Trust and the adoption of travel apps among local tourists.

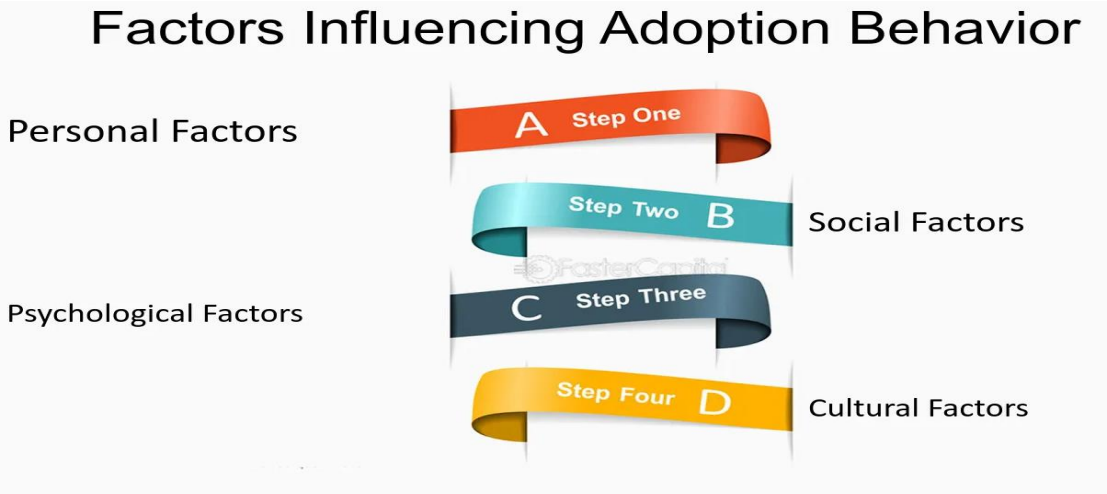
H2: There is a relationship between Perceived Risk and the adoption of travel apps among local tourists.

H3: There is a relationship between Perceived Ease of used and the adoption of travel apps among local tourists.

2.0 Literature Review

A thorough investigation of the variables impacting local tourists' adoption behaviour towards travel experience applications within the literature review chapter reveals a complex environment influenced by psychological, cultural, and personal aspects. Personal factors encompass individual characteristics and preferences that influence the adoption decision, such as age, gender, income level, and prior experience with technology. Psychological factors delve into the cognitive and emotional processes underlying adoption behaviour, including perceptions of usefulness, ease of use, risk, and trust in technology. Social factors emphasize the impact of interpersonal relationships, social networks, and peer influences on adoption decisions, with word-of-mouth recommendations and social norms playing pivotal roles. Finally, cultural factors, rooted in societal values, beliefs, and norms, shape individuals' perceptions and behaviours towards technology adoption, reflecting cultural attitudes towards innovation, privacy, and risk.

Figure 1: Author's Own



2.1 Perceived Risk

Perceived risk is an important factor that influences the adoption of travel experience applications among local tourists. Perceived risk refers to the subjective perception of potential negative consequences or uncertainties associated with using a particular technology or application (Bauer, 1960). Several studies have examined the relationship between perceived risk and technology adoption, highlighting its impact on consumers' decision-making process (Jarvenpaa et al., 1999).

In the context of travel applications, local tourists consider the perceived risk as a significant factor when deciding whether to adopt the application. The potential risks associated with using a travel experience application include concerns about privacy and security, reliability of information, financial transactions, and the overall trustworthiness of the application (Chen et al., 2019). Research has shown that a higher perceived risk negatively affects the adoption of travel experience applications among local tourists (Wu & Wang, 2019). One aspect of perceived risk is the concern for privacy and security. Local tourists may worry about sharing personal information, such as their location, preferences, and travel plans, through the application (Li et al., 2017). Studies have shown that applications that prioritize user privacy and implement robust security measures are more likely to be adopted by local tourists (Wu & Wang, 2019).

Another dimension of perceived risk is the reliability of information provided by the application. Local tourists may have concerns about the accuracy and credibility of the travel-related information available through the application, such as hotel reviews, attraction recommendations, and transportation details (Chen et al., 2019). Research has demonstrated that applications that provide reliable and trustworthy information are more likely to be adopted by local tourists (Li et al., 2017).

Furthermore, the perceived risk associated with financial transactions through the application can influence adoption. Local tourists may have concerns about the security of their payment information and the possibility of fraudulent activities (Wu & Wang, 2019). Studies have shown that applications that offer secure and transparent payment processes are more likely to be adopted by local tourists (Chen et al., 2019). Additionally, the overall trustworthiness of the application plays a role in perceived risk. Local tourists may be hesitant to adopt an application if they perceive it as unreliable or untrustworthy based on their previous experiences or word-of-mouth recommendations (Li et al., 2017). Research has demonstrated that applications that establish trust through positive user reviews, endorsements from reputable sources, and transparent communication are more likely to be adopted by local tourists (Wu & Wang, 2019).

2.2 Trust

Trust is a crucial factor influencing the adoption of travel experience applications among local tourists. It refers to the confidence and belief that local tourists have in the reliability, security, and credibility of these applications (Chen et al., 2019). Several studies have explored the relationship between trust and the adoption of technology, highlighting its significance in influencing consumers' decisions (Wu & Wang, 2019). One of the key dimensions of trust in the adoption of travel experience applications is trust in the platform or app provider. Local tourists rely on their perception of the platform's reputation, privacy policies, and data security measures to determine whether to adopt the application (Chen et al., 2019). Research has

shown that a positive perception of trust in the platform increases the likelihood of adoption, while concerns about privacy and security can hinder adoption (Li et al., 2017).

Another dimension of trust is trust in user-generated content. Local tourists often rely on reviews, ratings, and recommendations from other users to make informed decisions about travel experiences. Trust in user-generated content is influenced by factors such as the perceived credibility and authenticity of the reviews, as well as the reputation of the users providing the content (Filieri et al., 2015). Studies have shown that higher levels of trust in user-generated content positively impact the adoption of travel experience applications (Buhalis & Sinarta, 2019).

Furthermore, trust in technology plays a significant role in the adoption of travel applications. Local tourists need to trust that the application will function reliably, provide accurate information, and offer a seamless user experience. Factors such as ease of use, system reliability, and responsiveness contribute to building trust in the technology itself (Chen et al., 2019). Research has demonstrated that higher levels of trust in technology lead to increased adoption rates among local tourists (Wu & Wang, 2019). Additionally, trust in the travel industry and service providers influences the adoption of travel experience applications. Local tourists consider factors such as the reputation of travel agencies, tour operators, and accommodation providers when deciding whether to adopt a travel application. Trust in the industry and service providers can be influenced by factors such as past experiences, word-of-mouth recommendations, and brand reputation (Buhalis & Sinarta, 2019).

2.3 Perceived Ease of Use

The perceived ease of use is a crucial factor influencing the adoption of travel experience applications among local tourists. It refers to the subjective perception of how effortless and user-friendly an application is to use (Davis, 1989). Several studies have explored the relationship between perceived ease of use and technology adoption, highlighting its significance in shaping consumers' decisions (Venkatesh et al., 2003). In the context of travel applications, local tourists consider the ease of use as a key criterion when deciding whether to adopt the application. The user interface, navigation, and overall usability of the application play a vital role in shaping the perceived ease of use (Chen et al., 2019). Research has shown that a higher perceived ease of use positively impacts the adoption of travel experience applications among local tourists (Wu & Wang, 2019).

One aspect of perceived ease of use is the simplicity and intuitiveness of the application. Local tourists prefer applications that have a clear and straightforward interface, allowing them to easily navigate through the various features and functionalities (Chen et al., 2019). Studies have shown that applications with a simple and intuitive design are more likely to be adopted by local tourists (Venkatesh et al., 2003). Another dimension of perceived ease of use is the availability of user support and assistance within the application. Local tourists value applications that provide clear instructions, tooltips, and help features that guide them through the application's functionalities (Li et al., 2017). Research has demonstrated that applications with robust user support features are perceived as easier to use and are more likely to be adopted by local tourists (Wu & Wang, 2019).

Furthermore, the integration of familiar and widely used features in the application contributes to the perceived ease of use. Local tourists find it easier to adopt applications that incorporate features and functionalities similar to those they are already familiar with from other popular

applications (Chen et al., 2019). Studies have shown that applications that align with users' existing mental models and expectations are perceived as easier to use and are more likely to be adopted (Venkatesh et al., 2003). Additionally, the speed and responsiveness of the application influence the perceived ease of use. Local tourists prefer applications that load quickly and provide a seamless user experience without any delays or technical glitches (Li et al., 2017). Research has demonstrated that applications with high performance and responsiveness are perceived as easier to use and are more likely to be adopted by local tourists (Wu & Wang, 2019).

2.4 Travel Experience Application

Travel experience applications have become increasingly popular among local tourists, offering a convenient and efficient way to plan and enhance their travel experiences. These applications provide a range of features and services, including itinerary planning, hotel and restaurant recommendations, attraction information, and real-time updates on travel conditions (Xiang et al., 2015). Understanding the factors that influence the adoption of travel experience applications among local tourists is crucial for developers and marketers in order to attract and retain users.

One key factor that influences the adoption of travel experience applications is the perceived usefulness of the application. Local tourists are more likely to adopt an application if they perceive it as useful in enhancing their travel experiences, providing them with relevant and personalized recommendations, and helping them navigate unfamiliar destinations (Buhalis & Law, 2008). Research has shown that the perceived usefulness of travel experience applications positively impacts their adoption among local tourists (Li et al., 2017).

Another important factor is the ease of use of the application. Local tourists are more likely to adopt an application if they find it easy to navigate, understand, and interact with (Davis, 1989). Intuitive user interfaces, clear instructions, and seamless integration of features contribute to the ease of use of travel experience applications (Xiang et al., 2015). Studies have demonstrated that applications with a high level of usability are more likely to be adopted by local tourists (Chen et al., 2019). The social influence also plays a role in the adoption of travel experience applications among local tourists. Local tourists are more likely to adopt an application if they receive positive recommendations and endorsements from their peers, friends, or family members (Li et al., 2017). Word-of-mouth communication and online reviews can significantly influence the decision-making process of local tourists when it comes to adopting a travel experience application (Buhalis & Law, 2008). Additionally, the perceived risk associated with using the application can influence adoption. Local tourists may have concerns about privacy and security, reliability of information, financial transactions, and the overall trustworthiness of the application (Chen et al., 2019).

Research has shown that addressing these perceived risks and providing transparent and secure features can increase the adoption rates among local tourists (Wu & Wang, 2019). Furthermore, the perceived enjoyment and satisfaction derived from using the application can impact adoption. Local tourists are more likely to adopt an application if they perceive it as enjoyable, entertaining, and capable of providing a positive travel experience (Xiang et al., 2015). Applications that offer gamification elements, personalized recommendations, and interactive features are more likely to be adopted by local tourists (Li et al., 2017).

2.5 Relationship Between Perceived Risk and the Adoption of Travel Apps Among Local Tourists

Perceived risk refers to the subjective assessment of potential negative consequences associated with adopting a new technology or service (Bauer, 1967). Several studies have explored the relationship between perceived risk and the adoption of travel apps among local tourists. These studies consistently highlight the negative impact of perceived risk on adoption behaviour.

One of the key dimensions of perceived risk in the context of travel app adoption is privacy and security concerns. Local tourists are often wary of sharing personal information, such as payment details and travel itineraries, through mobile apps due to concerns about data breaches and unauthorized access (Kim et al., 2017). The perceived risk of privacy and security breaches could significantly hinder the adoption of travel apps among local tourists. Moreover, the perceived risk of information accuracy and reliability also influences the adoption behaviour of local tourists. The perceived risk of relying on potentially flawed information can undermine the trust and confidence of local tourists in travel apps. Another dimension of perceived risk is the financial risk associated with using travel apps. Local tourists may be concerned about hidden fees, unexpected charges, or the possibility of being overcharged when making bookings or transactions through the app (Kim et al., 2017). The perceived financial risk could create uncertainty and hesitation among local tourists, leading to a lower likelihood of app adoption.

Furthermore, the perceived risk of technological challenges and usability issues can also impact the adoption behaviour of local tourists. If local tourists perceive that using a travel app requires technical expertise or is too complex to navigate, they may feel overwhelmed and reluctant to adopt the app (Xiang et al., 2017). The perceived risk of encountering difficulties and frustrations in using the app can deter local tourists from adopting it.

H1: There is a significant negative effect of perceived risk and the adoption of travel apps among local tourists

2.6 Relationship Between Trust and the Adoption of Travel Apps Among Local Tourists

One of the key dimensions of trust is perceived trustworthiness, which refers to the perception of the app's credibility and reliability. Local tourists are more likely to adopt travel apps that they perceive as trustworthy, as they feel confident in the accuracy and reliability of the information provided by the app (Li et al., 2019). The perceived trustworthiness of travel apps could enhance local tourists' confidence in using the app for various travel-related activities.

Another dimension of trust is perceived benevolence, which refers to the perception that the app has the users' best interests in mind. Local tourists are more likely to adopt travel apps that they perceive as benevolent, as they believe that the app will provide them with valuable and personalized recommendations and services (Li et al., 2019). The perceived benevolence of travel apps could create a sense of loyalty and engagement among local tourists. Moreover, the dimension of perceived integrity also influences the adoption behavior of local tourists. Perceived integrity refers to the perception that the app is honest, transparent, and ethical in its practices. Local tourists are more likely to adopt travel apps that they perceive as having high integrity, as they trust that the app will protect their privacy, handle their personal information responsibly, and provide accurate and unbiased information (Li et al., 2019). The perceived

integrity of travel apps can foster a sense of security and trust among local tourists. In addition, the dimension of perceived competence is also important in the adoption of travel apps among local tourists.

Perceived competence refers to the perception that the app can deliver the promised services and features effectively. Local tourists are more likely to adopt travel apps that they perceive as competent, as they trust that the app will provide them with a seamless and satisfactory user experience (Li et al., 2019). The perceived competence of travel apps can enhance local tourists' satisfaction and trust in the app.

H2: There is a significant negative effect of trust and the adoption of travel apps among local tourists.

2.7 Relationship Between Perceived Ease of Use and the Adoption of Travel Apps Among Local Tourists

Perceived ease of use is a critical factor influencing the adoption of travel apps among local tourists. It refers to the degree to which a person believes that using a particular system would be free of effort (Davis, 1989). Several studies have explored the relationship between perceived ease of use and the adoption of technology, highlighting its significance in influencing consumers' decisions. In the context of travel applications, local tourists consider the ease of use as a key criterion when deciding whether to adopt the application. The user interface, navigation, and overall usability of the application play a vital role in shaping the perceived ease of use (Chen et al., 2019).

Research has shown that a higher perceived ease of use positively impacts the adoption of travel experience applications among local tourists (Wu & Wang, 2019).One aspect of perceived ease of use is the simplicity and intuitiveness of the application. Local tourists prefer applications that have a clear and straightforward interface, allowing them to easily navigate through the various features and functionalities (Chen et al., 2019). Studies have shown that applications with a simple and intuitive design are more likely to be adopted by local tourists (Venkatesh et al., 2003).

Another dimension of perceived ease of use is the availability of user support and assistance within the application. Local tourists value applications that provide clear instructions, tooltips, and help features that guide them through the application's functionalities (Li et al., 2017).

Research has demonstrated that applications with robust user support features are perceived as easier to use and are more likely to be adopted by local tourists (Wu & Wang, 2019). Furthermore, the speed and responsiveness of the application influence the perceived ease of use. Local tourists prefer applications that load quickly and provide a seamless user experience without any delays or technical glitches (Li et al., 2017). Research has demonstrated that applications with high performance and responsiveness are perceived as easier to use and are more likely to be adopted by local tourists (Wu & Wang, 2019).

H3: There is a significant negative effect of ease of use and the adoption of travel apps among local tourists

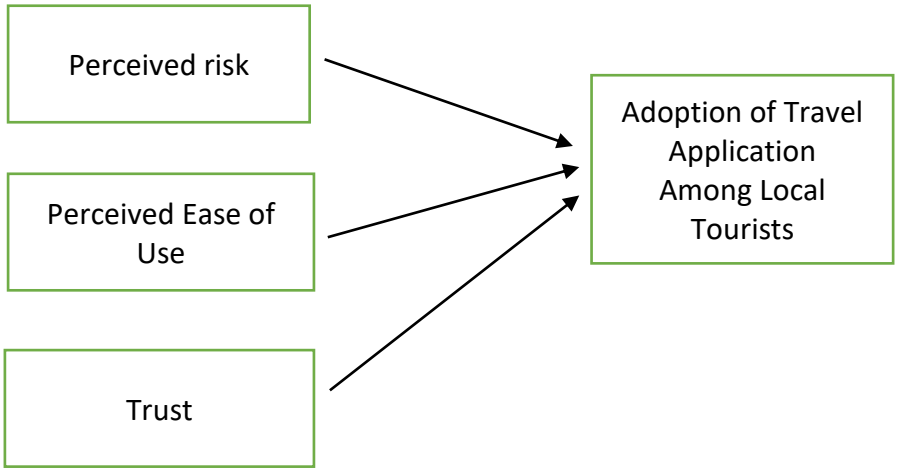
2.8 Theory and Theoretical Grounding

The theoretical grounding for studying the factors influencing the adoption of travel experience applications among local tourists draws primarily from the Technology Acceptance Model (TAM). This widely recognized model suggests that perceived usefulness and perceived ease of use are key determinants influencing individuals' adoption of technology. In the context of travel experience applications, perceived usefulness refers to the extent to which users believe that the application can enhance their travel experiences by providing valuable information, recommendations, and convenience.

Perceived ease of use, another crucial factor identified by TAM, pertains to the users' perception of how effortless it is to navigate and utilize the application. If local tourists perceive the travel experience application as user-friendly and intuitive, they are more likely to adopt and engage with it. On the other hand, if they perceive it as complex or difficult to use, their adoption may be hindered. Additionally, the concept of perceived risk is relevant when examining the adoption behavior of local tourists towards travel experience applications. Perceived risk encompasses users' concerns about potential negative outcomes, such as privacy breaches, inaccurate information, or financial losses. Addressing these concerns and building trust in the application's security measures and reliability is crucial for encouraging adoption among local tourists. Trust, as a construct, plays a significant role in the adoption of travel experience applications. Local tourists need to believe in the application's credibility, accuracy, and the reliability of the information provided. Establishing trust involves factors such as transparent data handling practices, secure payment systems, and positive user reviews and recommendations.

By integrating these theories and constructs, we can develop a comprehensive framework for understanding the adoption behavior of local tourists towards travel experience applications. This framework enables us to identify the key factors that influence their decision-making process and provides insights into how to design and promote travel experience applications that meet their needs and expectations.

Figure 2: Research Framework



3.0 Research Methodology

This research applies quantitative research method, in which the primary data is collected through survey via questionnaires. Respondents of 18years and above whereby they are Malaysian consumers were the target audience, and information was gathered from them using a self-administered questionnaire. The questionnaire was divided into two pieces. Section A employed nominal and ordinal scales to analyse the consumer demographic data. Three distinct areas will be covered in Section B of the questionnaire: perceived danger and trust, utility, and simplicity of use. SPSS is applied for data analysis purposes.

4.0 Data Analysis and Interpretation

4.1 Respondent's Profile

The population for this study consisted of consumers who have experienced the Travel experience application. Data was collected from 101 Malaysia local tourists who have used the Travel experience application. All respondents (100%) have used the Travel experience application before.

Table 1 provides the demographic profile of the respondents in this research study. A total of 101 respondents were included in the final sample. The analysis reveals that out of the total respondents, 50 (49.5%) were male, while 51 (50.5%) were female. In terms of age distribution, 35 respondents (34.7%) were between 18-25 years old, 20 respondents (19.8%) were between 26-35 years old, followed by 18 respondents (17.8%) aged 36-45 years old, 23 respondents (22.8%) aged 46-55 years old. The remaining 5 respondents (5.0%) were 56 years old and above.

Table 1: Profile Respondents

Demographics Variable	Categories	Frequency	Percentage
Gender	Male	50	49.5
	Female	51	50.5
Age	18-25 years	35	34.7
	26-35 years	20	19.8
	36-45 years	18	17.8
	46-55years	23	22.8
	Above 56 years	5	5.0
Education level	High school diploma or equivalent	22	21.8
	Bachelor's degree	36	35.6
	Master's degree	21	20.8
	Doctoral degree	22	21.8
Often used Travel apps	Daily	17	16.8
	Weekly	18	17.8
	Monthly	26	25.7
	Occasionally	40	39.6

Main reason used Travel apps	Convenience in planning and booking	13	12.9
	Access to real-time information and updates	3	3.0
	Enhanced travel experience and recommendations	17	16.8
	Cost saving and discounts	24	23.8
	Navigation and mapping assistance	22	21.8
	Social features and sharing experience with others	22	21.8

Table 1 shows that 17 respondents (16.8%) used travel apps daily, 18 respondents (17.8%) used them weekly, 26 respondents (25.7%) used them monthly, and 40 respondents (39.6%) used them occasionally. The main reasons for using travel apps were convenience in planning and booking (12.9%), access to real-time information and updates (3.0%), enhanced travel experience and recommendations (16.8%), cost saving and discounts (23.8%), navigation and mapping assistance (21.8%), and social features and sharing experiences with others (21.8%).

4.2 Reliability Analysis

The reliability analysis was conducted for each of the four dimensions: Adoption of Travel experience application, perceived ease of use, trust, and perceived risk. The results are presented in Table 2. The Adoption of Travel experience application dimension demonstrated a Cronbach's alpha value of 0.774, indicating acceptable internal consistency reliability. The perceived ease of use dimension exhibited good internal consistency with a Cronbach's alpha value of 0.775. The trust dimension also demonstrated good internal consistency with a Cronbach's alpha value of 0.737. Furthermore, the perceived risk dimension showed good internal consistency with a Cronbach's alpha value of 0.806.

Table 2: Reliability Analysis

Variables	No of items	Cronbach's alpha
Adoption Travel experience application	5	.774
Perceived ease of used	5	.775
Trust	5	.737
Perceived risk	5	.806

4.3 Descriptive Analysis

Table 3 displays the mean and standard deviation values for each of the study variables. A five-point Likert scale, anchored by 1 (strongly disagree or very unlikely) to 5 (strongly agree or very likely), was used to measure each of the variables or items.

The findings reveal that respondents had a moderate mean value agreement for all criteria being used, with mean scores ranging from 3.9545 to 4.0099 for perceived ease of use, perceived risk to use travel experience application, and trust. These components' standard deviations varied from 0.48488 to 0.70524. Similarly, with a standard deviation of 0.66153, the mean score for perceived ease of use is 3.9723. On the other hand, trust has a mean score of 4.0099 and a

standard deviation of 0.66153. The perceived risk variable has a standard deviation of 0.70524 and a mean score of 3.9624. The use of the Travel Experience Application is the study's dependent variable. This variable has a mean score of 3.9545 and a standard deviation of 0.48488. As a result, according to Yasin (2004), the means and standard deviations for the study's adoption travel experience application, perceived ease of use, perceived risk, and trust were all found to be high. On a scale of 1 to 5, the mean scores can be explained as follows: a mean score of less than 2 is rated as low, a mean score of 2 to 4 is rated as average, and a mean score greater than 4 is rated as high.

Table 3: Descriptive Analysis

Construct	Variables	Mean	Standard deviation
Independent Variables	Perceived ease of used	3.9723	.66153
	Trust	4.0099	.66153
	Perceived risk	3.9624	.70524
Dependent Variable	AdoptionTravel experience application	3.9545	.48488

4.4 Correlation Analysis

Pearson correlations were computed to find the relationships between the four variables—perceived risk, perceived ease of use, trust, and adoption—. Application of travel experiences among visitors from the area. The link between the dependent variable and the result is also described using it. Using the correlation test, all the significant variables were correlated collectively. According to Wong and Hiew (2005), the correlation coefficient value (r) falls between 0.10 and 0.49, which is regarded as poor, and 0.50 and 1.0, which is deemed strong.

Perceived Ease of use, perceived risk and Trust were found to be positively correlated with Adoption Travel experience application among local tourists. The results in *Table 4.4* show that the correlation value between Perceived Ease of used (IV 1) and Adoption travel experience application (DV) is .0750**, which shows a ($r = .0750^{**}$, $p < 0.01$); was strongly positive relationship and significantly correlated who will likely Adoption travel experience application. Additionally, Perceived risk and Trust ($r = .0696^{**}$, $p < 0.01$); ($r = .678^{**}$, $p < 0.01$); were strongly positive relationship and significant correlated who will likely Adoption travel experience application.

Table 4: Correlation

Correlations

		ATEA	PEOU	T	PR
ATEA	Pearson Correlation	1	.750**	.731**	.705**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	101	101	101	101
PEOU	Pearson Correlation	.750**	1	.678**	.961**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	101	101	101	101
T	Pearson Correlation	.731**	.678**	1	.696**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	101	101	101	101
PR	Pearson Correlation	.705**	.961**	.696**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	101	101	101	101

**. Correlation is significant at the 0.01 level (2-tailed).

4.5 Multiple Regression

Based on the Multiple Linear Regression (MLR) model summary in the table above, the value of multiple R is 0.819. This positive value indicates a positive linear relationship between the variables of Perceived Risk (PR), Trust (T), Perceived Ease of Use (PEOU), and Adoption of Travel Experience Application (ATEA) among local tourists. The percentage of the total variation in the dependent variable that can be explained by the variance in the independent variables is expressed as the R square (coefficient of determination). The model summary indicates that the R square value is less than one, at 0.670. This implies that the adoption of travel experience applications among domestic tourists is positively correlated with the efficacy of content marketing, including PR, T, PEOU, and ATEA. The combined effect of these three independent variables explains roughly 30.26% of the variation in local visitors' use of the Travel Experience Application (ATEA).

Table 5: Model summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.819[a]	.670	.660	.28263

a. Predictors: (Constant), PR, T, PEOU

b. Dependent Variable: ATEA

Therefore, the findings indicate that these three factors play a significant role in influencing the effectiveness of the adoption of travel experience applications among local tourists. However, the remaining 69.74% of the variance was not accounted for in this study, suggesting that there are other factors that may influence the adoption of travel experience applications among local tourists. These factors need to be considered in future studies to provide a more comprehensive understanding of the adoption process.

The analysis of variance (ANOVA) table is intended to help determine whether the dependent variable and the independent variables under discussion have a significant linear connection. The null hypothesis is rejected and the alternative hypothesis is accepted when the test statistic reveals that the variation between the sample means (F) is 65.771 and the p value at the significance level is at < 0.001 (less than 0.05). Consequently, the outcome suggests that the independent variables have a major impact on local visitors' adoption of travel experience applications.

Table 6: Anova

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.762	3	5.254	65.771	<.001[b]
	Residual	7.749	97	.080		
	Total	23.510	100			

a. Dependent Variable: ATEA

b. Predictors: (Constant), PR, T, PEOU

The significance threshold is set at alpha = 0.05. According to Greenland et al. (2016), if the p-value is less than 0.05, the null hypothesis that there is no difference between the means should be rejected and it is determined that there is a significant difference. The significant level ($p < 0.05$) of three variables—PEOU, TRUST, and PR—is at 0.001, 0.033, and 0.033, respectively, according to the coefficient results in table 4.7. This indicates that the variable is significant because the significance value is less than 0.05. The standardised beta coefficients are projections obtained from a regression analysis in which the underlying data has been standardised so that the variances of the dependent and independent variables are equal to one. In contrast, the unstandardized regression coefficient, also known as beta (β), represents the relationship between the predictor and the dependent variable in terms of standardised or standard deviation units (Allen, 2017).

Table 7: Coefficients

Coefficients[a]

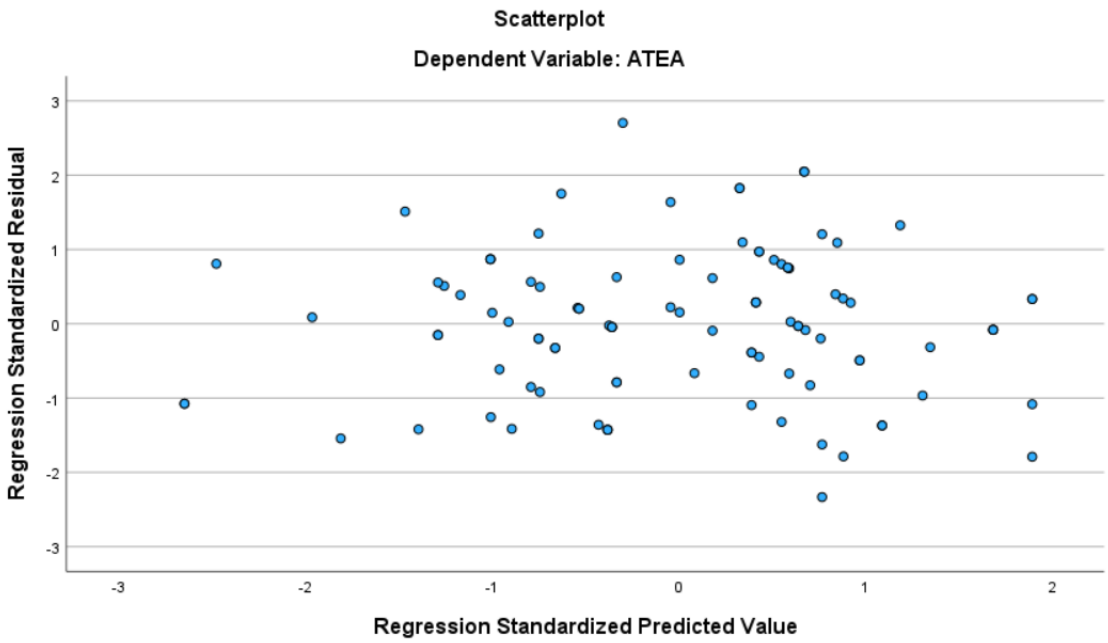
Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.958	.225		4.263	<.001	.512	1.405					
	PEOU	.653	.154	.891	4.247	<.001	.348	.959	.750	.396	.248	.077	12.967
	T	.415	.075	.449	5.530	<.001	.266	.564	.731	.490	.322	.515	1.943
	PR	-.319	.148	-.464	-2.161	.033	-.612	-.026	.705	-.214	-.126	.074	13.577

a. Dependent Variable: ATEA

This equation can be expressed as follows: $y = c + \beta1x1 + \beta2x2 + \beta3x3 + \beta4x4$. Regression coefficients, represented by the β, indicate how much the dependent variable y changes for every unit change in the independent variable. The quantity of the dependent variable y when all the independent variables are set to zero is represented by the constant c, which is also the point on the y-axis where the regression line crosses it. Consequently, the following is the MLR equation for this study:

CP = 0.958 + 0.653 (Perceived Ease of used) + 0.415 (Trust) – 0.319 (Perceived Risk)
As a result, according to the equation above, perceived ease of use has a considerable positive association and a reasonably large influence on ATEA because it has the highest positive beta value. Subsequently, Perceived Risk has the highest positive beta value and the biggest relative influence towards ATEA, while Trust has the second highest beta value, showing a substantial positive link with ATEA. Perceived Risk also has a significant negative relationship. The variables are examined based on the MLR analysis to determine whether ATEA techniques, such as Perceived Ease of Use and Trust, are successful in getting local tourists to adopt travel experience applications, while Perceived Risk is ineffective in doing so. The results show that, out of the three criteria, perceived ease of use is the most important predictor of how local visitors will most likely embrace travel experience applications.

Table 8: Scatterplot



The regression residual scatterplot used to verify the MLR assumption is shown in Figure 9. Since Y stands for the dependent variable and X for the independent variable. Although there is no discernible curve pattern and the points are dispersed randomly above and below the X axis (Y=0 line), the plots imply a linear relationship between the anticipated value and the residual.

From a Y perspective, the majority of the points are dispersed around zero, indicating homoscedasticity, which indicates that there is no evidence of clustering or regular patterns (curves, etc.) in the plotting, indicating that the variants are constant, and the dependent variable variability is equal across independent variable values.

Based on the provided graph, which indicates that as the x value increases, the y value decreases, the regression standardised predicted value has a negative correlation to the regression standardised residual because the dots trend in a straight line but are denser below the straight line. This is known as a negative correlation. Stated otherwise, the regression standardised residual of the DV: Adoption travel experience applications among local tourists

decreases with increasing projected values of the IVs: Perceived Ease of use, Trust, and Perceived Risk.

4.6 Results of Hypothesis Testing

Based on the results presented in the table, the analysis of the hypotheses related to the relationship between perceived ease of use, trust, perceived risk, and the adoption of the travel experience application among local tourists can be summarized as follows:

H1: The hypothesis stating that there is a relationship between perceived ease of use and the adoption of the travel experience application among local tourists is supported ($p < 0.001$). This indicates that there is a significant positive relationship between the perceived ease of use and the adoption of the travel experience application. The findings suggest that local tourists who perceive the application as easy to use are more likely to adopt it. This highlights the importance of providing a user-friendly interface and intuitive features in the design of the application to enhance its adoption among local tourists.

H2: The hypothesis stating that there is a relationship between trust and the adoption of the travel experience application among local tourists is supported ($p < 0.001$). This suggests that trust plays a significant role in the adoption of the travel experience application. The findings indicate that local tourists who have higher levels of trust in the application are more likely to adopt it. This emphasizes the importance of building trust through transparent information, secure transactions, and reliable customer support to encourage the adoption of the application among local tourists.

H3: The hypothesis stating that there is a relationship between perceived risk and the adoption of the travel experience application among local tourists is not supported ($p > 0.05$). This implies that perceived risk does not have a significant relationship with the adoption of the travel experience application. The findings suggest that factors other than perceived risk, such as ease of use and trust, may have a stronger influence on the adoption decision among local tourists. Further research could explore additional factors that may impact the adoption of the application among local tourists.

Table 9: Hypothesis Testing

Hypothesis	Significance (P Value)	Findings	Results
Perceived Ease of used. H1: There is a relationship between **Perceived ease of use** and the adoption travel experience application among local tourist	<.001	P<0.05	Hypothesis Supported
Trust H2: There is a relationship between Trust and the adoption travel experience application among local tourists.	<.001	P<0.05	Hypothesis Supported
Perceived Risk	.033	P>0.05	Hypothesis Not Supported

H3: There is a relationship between **Perceived risk** and the adoption travel experience application among local tourists.			

In summary, the analysis reveals that perceived ease of use and trust are important factors influencing the adoption of the travel experience application among local tourists. These findings highlight the significance of providing a user-friendly interface and building trust in driving the adoption of the application. However, perceived risk does not significantly impact the adoption decision. The results provide valuable insights for developers and marketers of travel experience applications, emphasizing the need to prioritize ease of use and trust-building strategies to enhance adoption rates among local tourists.

5.0 Conclusion and Recommendations

In conclusion, this study explored the adoption of travel experience applications among local tourists and identified the factors influencing their adoption decision. The findings revealed that perceived ease of use and trust play significant roles in driving the adoption of these applications. The study contributes to the existing body of knowledge on technology adoption by providing empirical evidence in the context of travel experience applications.
From a practical standpoint, the study has important implications for application developers, marketers, and businesses in the travel industry. Developers should prioritize creating user-friendly interfaces and building trust through secure transactions and transparent communication. Marketers can leverage the findings to highlight the ease of use and trustworthiness of the application in their promotional efforts. Businesses can enhance customer relationship management strategies by focusing on building and maintaining trust with users.

However, it is important to acknowledge the limitations of the study, such as the small sample size and the focus on a specific geographical location. Future research should aim for larger and more diverse samples to increase the generalizability of the findings. Additionally, exploring other variables and conducting cross-cultural studies would provide a more comprehensive understanding of the adoption process.

6.0 Reference

Aamir, S., Atsan, N., & Khan, M. S. (2023). Going digital with multisided platforms: Assessing the innovation adoption process from the perspectives of travel agents. *Tourism and Hospitality Research*, 14673584231186535.

Afren, S. (2024). The role of digital marketing in promoting tourism business. A study of use of the social media in prompting travel. *World Journal of Advanced Research and Reviews*, *21*(01), 272-287.

Agag, G. M., & El-Masry, A. A. (2017). Why do consumers trust online travel websites? Drivers and outcomes of consumer trust toward online travel websites. *Journal of travel research*, *56*(3), 347-369.

Chang, I.-C., Chou, P.-C., Yeh, R. K.-J., & Tseng, H.-T. (2016). Factors influencing Chinese tourists' intentions to use the Taiwan Medical Travel App. *Telematics and Informatics*, *33*(2), 401-409.

Cornejo, M., Bustamante, J., Del Río, M., De Toro, X., & Latorre, M. S. (2023). Researching with qualitative methodologies in the time of coronavirus: Clues and challenges. *International Journal of Qualitative Methods*, *22*, 16094069221150110.

Fanfare, P., & Manosuthi, N. (2023). Examining the influential components of tourists' intention to use travel apps: the importance–performance map analysis. *Journal of Hospitality and Tourism Insights*, *6*(3), 1144-1168.

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. MIS Quarterly, 27(1), 51-90.

Hair, J. F. et al., 2018. *Multivariate Data Analysis.* 8 ed. Londond, UK: Pearson New International Edition.

Khasawneh, M. S., Aladwan, K. S., Ababneh, S. F., Al-Makhadmah, I. M., & Alzoubi, M. I. (2023). FACTORS INFLUENCING THE DECISION OF TOURIST BUSINESSES TO ADOPT DIGITAL MARKETING. *Geo Journal of Tourism and Geosites*, *47*(2), 415-423.

Lăzăroiu, G., Neguriţă, O., Grecu, I., Grecu, G., & Mitran, P. C. (2020). Consumers' decision-making process on social commerce platforms: Online trust, perceived risk, and purchase intentions. *Frontiers in Psychology*, *11*, 890.

Limna, P., Kraiwanit, T., & Jangjarat, K. (2023). Adopting the technology acceptance model (TAM) to explore online purchase intention via Facebook live streaming: Empirical evidence from Bangkok, Thailand. *ASEAN Journal of Management & Innovation*, *10*(1), 1-13.

Lu, J., Mao, Z., Wang, M., & Hu, L. (2015). Goodbye maps, hello apps? Exploring the influential determinants of travel app adoption. *Current issues in Tourism*, *18*(11), 1059-1079.

Madi, J., Al Khasawneh, M., & Dandis, A. O. (2024). Visiting and revisiting destinations: impact of augmented reality, content quality, perceived ease of use, perceived value and usefulness on E-WOM. *International Journal of Quality & Reliability Management*.

Ozuem, W., Howell, K. E. & Lancaster, G., 2019. The impact of digital books on marketing communications. *Journal of Retailing and Consumer Services,* Volume 50, pp. 131-137.

Patrutiu, B. L., 2015. The fundamental tool of digital marketing. *Content marketing,* 14 August, 8(2), pp. 111-118.

Pavlou, P. A., & Fygenson, M. (2006). Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior. MIS Quarterly, 30(1), 115-143.

Ribeiro, M. A., Gursoy, D., & Chi, O. H. (2022). Customer acceptance of autonomous vehicles in travel and tourism. *Journal of travel research*, *61*(3), 620-636.

Ray, S., 2003. Business failure in the digital world. In: S. S. Yadav, K. Momaya & D. K. Banwet, eds. *Management of Research and Development in the New Millennium.* Kolkata, India: Macmillan, pp. 3-12.

Sekaran, U. & Bougie, R., 2018. *Research Methods For Business: A Skill Building Approach.* 8 ed. NY, US: Wiley.

Setzke, D. S., Böhm, M. & Krcmar, H., 2019. A Systematic Literature Review and Avenues for Future Research. *Platform Openness:*, pp. 891-900.

Uthaisar, S., Eves, A., & Wang, X. L. (2023). Tourists' online information search behavior: Combined user-generated and marketer-generated content in restaurant decision making. *Journal of travel research*, 00472875231195314.