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Examining Factors Influencing Travellers Purchase Intentions Via Online Travel Intermediaries Websites: A Conceptual Model

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Abstract: Website is the channel that frequently use by consumers to purchase any products and services including tourism products and services. Websites have greatly transformed the way businesses operationalized and has become the main medium of interaction between businesses and customers because of its universal and worldwide access. As a result from the advancement of the online technology, a number of online channels in tourism industry have been developed and one of it is Online Travel Intermediaries websites (OTI). The increasing popularity of online travel intermediary websites among tourists has called the need for further study on this matter to gain better understanding regarding factors affecting travelers purchase intention via OTI websites. While other user's behavioral intention models and theories were widely applied to explain users' intention, the Unified Theory of Acceptance and Use of Technology (UTAUT) model is still new and was limitedly applied especially in tourism industry. Recognizing the massive impact of information technologies toward tourism industry, this paper focused on electronic services in tourism industry specifically online travel intermediary websites. Thereby, the purpose of this study is to examine the factors that affecting travelers' purchase intention via OTI websites. To well understand the factors that influence travelers' purchase intention via OTI websites, the integration of the UTAUT and electronic service quality model (E-S-QUAL) will be used. This study contributes to the body of knowledge on electronic travel services intentions by suggesting an advanced and comprehensive users' behavioral intention model that integrates the UTAUT and the E-S-QUAL model, providing new understanding regarding the factors affecting customers/travelers' purchase intention.

Keywords: Unified Theory of Acceptance and Use of Technology (UTAUT); Online Travel Intermediaries (OTI); E-S-QUAL; Purchase Intentions

I. INTRODUCTION

According to the World Tourism Organization [84], advancement and changes of technology specifically the Internet has given huge impact on tourism and travel industry compare to other industries. The reasons

why the impact of information system technology is more visible in travel and tourism industry is due to the nature of the intangible products of this industry offers [21,97]. The evolution of the Internet technologies in the tourism industry over the past decade has greatly influenced how travel products been distributed to travelers [50,82,87]. The Internet has affected the way tourists purchase travel products. In this millennium era, consumers prefer to purchase tourism products through online [10,51]. Based on Euromonitor International [34], the total global travel sales in 2013 is US\$2,260 billion. 25% (US\$590 billion) from the total global travel sales were derived from online travel sales. As further evidence, according to Amaro and Duarte [7], approximately 340 billion USD worldwide travel revenue was generated in 2011 attributed to online distribution channels. This signify that most of the travelers prefer to purchase tourism products through online.

Travelers perform online purchasing because of the convenience, time savings, cost savings, diversities of product offerings and easy to make price comparison [38,85]. Despite the blessing of online purchasing, consumers are frequently unwilling to purchase online [17,24,54,67]. Most of the time, online users often use online channels to search for information and most of them were reluctant to make online purchase [22]. Travelers frequently use online channels to search for information regarding travel products only rather than purchase travel products through online channels [62,54]. Users that use online channels solely to search for information pertaining to products and services are known as browsers and there are significant differences between browsers and buyers (users who make online purchases) [58]. Converting consumers from browsers to buyers is an important issue for online service providers [24].

It is important to understand online travelers' behavior to encourage online travel purchasing and to change from browsers to purchasers [9,40,55]. However, available literature pertaining to consumers online purchasing intentions is insufficient [7,54]. In addition, findings from previous studies regarding online purchase intention is fragmented and inconsistent [8,12]. Further effort is needed on understanding the factors affecting online consumer behavior specifically in tourism industry to contribute to existing literature [68]. Therefore, consumers online purchase intentions need to be further studied [40,69].

There are a number of theoretical models that have been used to study consumer behavioral intention. One of the most comprehensive theoretical model is the Unified Theory of Acceptance and Use of Technology (UTAUT) developed by Venkatesh *et al.* [89]. UTAUT model has better explanation power compare to other technology related models [43,62,89]. This model has received significant empirical support in explaining consumers' acceptance in several areas specifically online purchasing [e.g. [20,30,32,62,81]]. However, current literature that use UTAUT model remains relatively low compare to other models [15,52,62,94]. This is because, UTAUT is still considered as a new developed model [94]. Therefore, to further contribute to existing literature, UTAUT model will be used in this study to enhance the explanation power and robustness of this under-studied model.

In addition to this, online purchase intention is also affected by users' perceptions of e-service quality of the websites. This is based on the facts that customers are reluctant to perform online purchase because of privacy and security issues [4,20,41,48,71,76]. As further evidence, in PhoCusWright [73] report, it stated that unclear information, slow online transaction and security concern were among the reasons travelers reluctant to purchase from online travel intermediaries' websites. Given the fact of the high competition in the online travel market [9,49,56], unwillingness of travelers to perform online purchasing

[17,24,54,67] and difficulties in converting consumers from browsers to buyers [22,24], it is critical for online travel intermediaries to enhance and to maintain good service quality to attract more travelers to make online purchasing via their websites.

Providing high quality websites can satisfy users and in return this assist in changing from browsers to purchasers [92]. Therefore, it is crucial for online travel intermediaries' companies to provide high quality travel websites that meet or even exceed consumers expectations to attract more users to purchase via their websites. Despite the important role of service quality in determining users' intentions, the relationship between service quality and behavioral intention has not been deeply and completely explained in current literatures [26]. Hence, more study is needed to explain and to understand the impact of service quality on consumers intention. Taking into account the important of e-service quality on affecting users' behavioral intentions, this study proposed a conceptual model that integrate UTAUT model with e-service quality model (E-S-QUAL) to examine factors influencing travelers' intention to purchase travel products via online travel intermediaries websites.

The rationale of this section is to provide a context to understand consumers' technology acceptance by reviewing critically the existing literature. In order to understand travelers' purchase intention, the literature presented in this study explained about online travel intermediaries, the unified theory of acceptance and use of technology (UTAUT) and discussion pertaining to the relevance of adding e-service quality (E-S-QUAL) model as new constructs to extend the UTAUT model in the electronic tourism context.

II. LITERATURE REVIEW

The rationale of this section is to provide a context to understand consumers' technology acceptance by reviewing critically the existing literature. In order to understand travelers' purchase intention, the literature presented in this study explained about online travel intermediaries, the unified theory of acceptance and use of technology (UTAUT) and discussion pertaining to the relevance of adding e-service quality (E-S-QUAL) model as new constructs to extend the UTAUT model in the electronic tourism context.

(A) Online Travel Intermediaries (study context)

Online travel intermediaries (OTI) are tourism businesses that are Internet-based and use an electronic medium as a major distribution channel. These include Internet companies, global-distribution systems, travel agencies and distribution-service companies [19,53]. Online travel intermediaries' websites are the websites own by third-party tourism sites such as online travel agencies (OTA's) sites (Expedia.com, Booking.com), social media sites (e.g., Tripadvisor.com), meta-search sites (e.g., Kayak.com), and flash sale sites (e.g., Groupon Getaway) [23]. In this study, the term online travel intermediaries' websites refer to global online travel intermediaries' websites such as the travel sites own by the Expedia Inc (e.g. Expedia.com) and The Priceline Group (e.g. Booking.com). Henceforth, this study will use the term online travel intermediaries' websites (OTI) to refer to the previously mentioned OTA websites.

As the result from the advance of information technology and the potential growth of tourism industry, many tourism players have emerged to grab the opportunities. Therefore, existing online travel intermediaries have to compete in order to success or even just to survive in the global market [86]. It is vital to pay attention on developing travel websites that are consumer oriented which can meet or even

exceed their expectations in order to attract customers to purchase travel products via online travel intermediaries websites. Travel products in this study refer to accommodations (hotels, resorts, service apartment, hostel), airlines tickets, car rentals and travel packages (combination of the three travel products or any of the products).

(B) Theoretical Background

From the review of the literature, a number of technology acceptance theories and models have been revealed. These theories and models were used by researchers to study and to understand consumer intention to use and to accept a technology. These models and theories include The Theory of Reasoned Action (TRA) [36], Technology Acceptance Model (TAM) [28], Theory of Planned Behavior (TPB) [2], and the Unified Theory of Acceptance and Use of Technology (UTAUT) [89]. Most of these theories and models focus on behavioral intention. Most of these theoretical models have been widely applied in previous studies and have been useful in predicting, explaining and understanding users' behavioral intention specifically in the context of digital technology. Among these theories and models, UTAUT model can be considered as one of the most comprehensive model in explaining users' behavioral intention because this model was formulated through the process of combining eight technology acceptance theories and models [89].

Venkatesh *et al.* [89] suggested that there are four main factors that influence users' behavioral intention in the context of information technology which consist of performance expectancy (PE), effort expectancy (EE), social influence (SI) and facilitating conditions (FC). These four variables are the most accepted variables to determine users' behavioral intentions to use new technology. According to Venkatesh *et al.* [89], UTAUT model offers greater explanation power for technology use and acceptance behavior compare to other technology acceptance models and theories. However, in common with other theories and models, the UTAUT model is subjected to limitations. Venkatesh *et al.* [90] had claimed that other relevant factors need to be included in the UTAUT acceptance model based on different technology, users and geographical contexts in order to extend and to improve this model. For instance, one of the main limitation of UTAUT model is that, this model focuses heavily on technical aspect of technology thus overlooked variables that reflect support capabilities [98] such as service quality. The concept of service quality is more than technical aspect of the technology because service quality encompass the concept of technical as well as support related issues [5].

E-service quality is very crucial in affecting users' behavioral intention. Parasuraman, Zeithaml and Malhotra [70] highlighted the vital role of service quality (e-service quality) in determining users' behavioral intention. High service quality perceived by customers often generates positive behavioral intentions while low service quality perceived by customers often generated adverse or negative behavioral intentions [88]. Despite the important role of service quality in determining intentions, the relationship between service quality and behavioral intention has not been deeply and completely explained in current literatures [26,27]. From the discussion above, it is clear that there is a need to propose a new conceptual framework that integrate e-service quality model with UTAUT model in order to extend UTAUT model and to have better explanation about travelers' intention to purchase travel products specifically via online travel intermediaries websites.

III. CONCEPTUAL FRAMEWORK AND PROPOSITIONS

Considering the objective of this study and after reviewing previous literatures, a conceptual framework is proposed to examine the factors that influence travelers' intention to purchase travel products specifically via online travel intermediaries websites.

(A) Purchase Intention

This study seeks to examine the factors that influence travelers to purchase travel products via online travel intermediaries' websites. Therefore, the main variable in this study is travelers purchase intention. Purchase intention is an important dimension of behavioral intentions [103]. A number of scholars emphasized that behavioral intention is the most significant determinant of actual behavior. In other words, purchase intention is a significant predictor of actual purchase behavior [25,42,46,92]. In the existing literature, purchase intention is used to predict individual's future purchases [51]. Customers purchase intention is defined as the likelihood that customers would purchase a particular product [64]. According to Zeithaml *et al.* [103], most of literature on purchase intention were focused in offline context. There are very limited number of literatures that focus on purchase intention in online context [35]. This lead to the lack of understanding regarding online purchase intention.

Consumers online purchase intention is defined as consumers' willingness to perform purchases in online channels or medium [59]. Online purchase intention would influence consumer willingness to purchase from websites [25]. Actual behavior of consumers can be predicted by their intention, hence it is important to understand consumer online purchasing behavior as it reflects consumers' willingness to purchase online [25]. Online purchasing offers many benefits to consumers such as convenience, time savings, cost savings, diversities of product offerings and easy to make price comparison [38,85].

Although consumers can enjoy many benefits and advantages from online purchasing, the facts that most of consumers are still reluctant and unwilling to purchase online is undeniable [17,24,54,67]. Consumers often use online channels to search for information and very seldom they use online channels to purchase products or services [22]. Similarly, in the tourism context, travelers frequently utilize online channels to search for information regarding travel products only rather than purchase travel products through online channels [40,54].

From the review of past literatures, several variables have been identified that could influenced behavioral intention. However, based on UTAUT model, behavioral intention is influenced by four most prominent factors which are performance expectancy, effort expectancy, social influence and facilitating conditions [90,91]. In addition to this, online purchase intention is also affected by users' perceptions of e-service quality of the websites. This is based on the facts that customers are reluctant to perform online purchase because of privacy and security issues [4,20,41,48,71,76], unclear information and slow online transaction [73]. These are the critical elements in e-service quality dimensions. Therefore, high service quality is critical to attract customers to make online purchase. In this study, the proposed conceptual model predicts that travelers purchase intention will be affected by the UTAUT construct (performance expectancy, effort expectancy, social influence, facilitating conditions) and E-S-QUAL dimensions (efficiency, system availability, fulfilment, privacy).

(B) Unified Theory of Acceptance and Use of Technology (UTAUT)

- Performance Expectancy (PE)-Performance expectancy is defined as the degree to which a person perceived of using a technology will assist his or her while performing an action [90]. In this study, performance expectancy (PE) represents the extent to which travelers perceive that the use of online travel intermediaries' websites improves the performance of purchasing travel products online. There are five constructs from different technology adoption models that are related to performance expectancy which are, perceived usefulness (Technology Acceptance Model), extrinsic motivation (Motivational Model), job-fit (Model of PC Utilization), relative advantage (Innovation Diffusion Theory), and outcome expectations (Social Cognitive Theory) [89]. Performance expectancy is stressed on the extent of users' perception about the usage of a technology that may enhance their performance while performing an action. For instance, if consumers have positive perception on the usage of a technology or a system, this will lead to positive behavioral intention and this consequently will increase the possibility that consumers will use or adapt that technology or system [28]. Venkatesh *et al.* [89] concluded that performance expectancy is significantly correlated with behavioral intention to use a technology. The vital role of performance expectancy as the key predictors that determine behavioral intention to use a technology has been notable in several previous studies and context such as hospitality and tourism context [77], online games [99], educational context [83] and Internet banking [11]. Additionally, performance expectancy is recognized as one of the key determinants of behavioral intention in technology acceptance and adoption study [90].
- Effort Expectancy (EE)-The second construct of the UTAUT model is effort expectancy (EE). Effort expectancy is defined as the degree to which individuals perceived of ease related with the use of a technology [90]. In this study, effort expectancy represents the extent to which travelers perceived ease of using online travel intermediaries' websites for purchasing travel products. Originally, this predictor consists of three constructs from technology acceptance theories and models which are perceived ease of use (TAM), complexity (MPCU), and ease of use (IDT) [89]. Generally, if a technology is easy to use, this will affect users' intention to use the technology. Align with this concept of effort expectancy, it is predicted that the degree of users' effort expectancy on a technology may affect users' adoption of that technology. Effort expectancy is usually the most influential factor after performance expectancy in most previous research [90]. The important role of effort expectancy as the key predictors that influence consumers behavioral intention in technology related context has been notable in several contexts such as in educational sector [31], Internet Banking [63], and Mobile Internet [6].
- Social Influence (SI)-The third UTAUT construct is social influence (SI). Social influence is defined as the degree to which a person perceived other believe whether he or she should use or should not use a technology [90]. In this study, social influence represents the extent to which travelers use of online travel intermediaries' websites to purchase travel products is influenced by important others. According to Venkatesh *et al.* [89], social influence is a direct predictor of behavioral intention and the concept of this predictor originates from subjective norm in Theory of Planned Behavior (TPB), Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), social factors in model PC utilization (MPCU), and image in Innovation Diffusion Theory (IDT). However, among these theories and model of acceptance, the concept of social influence in UTAUT model is most comparable

with subjective norm in TPB [20]. Behavior of a person is not only influenced by knowledge and motivation but the behavior will be determined or shape by other factors such as interaction with others for example peers, family, co-workers, classmates, media exposure and surrounding environment [66]. Ajzen and Fishbein [3] in their study found that subjective norm which is similar to social influence is a person's belief that is affected by other people and environment around them. According to these authors, a person's belief on other people or environment can affect his or her behavioral intention. For example, when an individual is surrounded by societies that perceived that using a particular technology as positive, this will influence the individual to adapt or to use the technology.

- Facilitating Conditions (FC)-The last UTAUT construct is facilitating conditions (FC). Facilitating conditions is defined as perceptions of users towards the available support and resources to assist users to perform a behavior. In this study facilitating conditions represents the extent to which travelers perceived they possess the required resources and support to complete purchasing of travel products using online travel intermediaries' websites. The definition of UTAUT facilitating condition apprehends the concepts of three different variables which are perceived behavioral control in Theory of Planned Behavior (TPB), facilitating conditions in Motivational PC Utilization (MPCU) and compatibility in Innovation Diffusion Theory (IDT) [89]. These three variables consist the aspects of support and resources available to assist individuals to use a technology. It is predicted that high degree of users' perception on facilitating condition will lead to positive behavioral intention.

UTAUT acceptance model has been proven as a complete theoretical model to study consumer acceptance behavior in various types of industries and in various technological and geographical context [65]. Previous studies have hypothesized and empirically proved the relationship between PE, EE, SI, and FC and BI. For instance, Martín and Herrero [62] study on the factors affecting individuals online purchase intention directly through the websites of the rural accommodations has found that online purchase intention significantly affected by performance expectancy and effort expectancy.

Rodríguez and Trujillo [77] investigated the different drivers of online airline ticket purchasing behavior had revealed that performance expectancy and facilitating conditions determine consumers online purchase intention to purchase airlines ticket through airline websites. Recently, Fong, Lam and Law [37] had investigated the factors that influence behavioral intention to reuse mobile apps for making hotel reservations. From the empirical data of their study, it was found that performance expectancy, effort expectancy, social influence and facilitating conditions significantly affects tourist behavioral intention to reuse mobile apps for making hotel reservations. Therefore, considering the relationships between performance expectancy, effort expectancy, social influence, and facilitating conditions on behavioral intention, the following propositions are therefore proposed:

- P1: The performance expectancy in the use of the online travel intermediaries' websites positively affects the online purchase intention.
- P2: The effort expectancy in the use of the online travel intermediaries' websites positively affects the online purchase intention.
- P3: The social influence in the use of the online travel intermediaries' websites positively affects the online purchase intention.

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P4: The facilitating conditions in the use of the online travel intermediaries' websites positively affects the online purchase intention.

(C) Electronic Service Quality and Behavioural Intention

Electronic service quality includes the concepts of the whole stages of interactions between users and web sites. In other words, electronic service quality is the degree of users' perception to which the use of web sites facilitates users shopping, purchasing and delivery effectively and efficiently [70]. This definition will be used in this study in examining and understanding travelers' intention to purchase travel products via intermediary travel web sites. E-service quality is very important in affecting consumers online purchasing decision [16]. According to Sabiote and Frías *et al.* [78] the vital use of the Internet in planning and organizing vacation as well as purchasing tourism products and services online has stressed the need to further understanding and explaining the critical role of electronic service quality with tourism related web sites. Even though online travel planning and purchasing is one of the largest commercial sector in digital market, there is still insufficient knowledge to develop a useful tourism related web sites thus quality valuation from travelers' perspective is required [18].

The vital role of electronic service quality (e-service quality) in determining users' behavioral intention to accept and to use information technology specifically online technology such as web sites has been stressed by Parasuraman *et al.* [70]. The relationship between e-service quality and behavioral intention have been shown in a number of previous studies. For instance, Khanifar *et al.* [44] study on examining variables that can influence Iranian consumers' intention to use the e-banking have found that electronic service quality has significant influence on determining consumer behavioral intention to use electronic banking service in Iran. Yan and Ming [100] study on examining the antecedents of leisure tourists' behavioral intentions to purchase rooms through official hotel web sites in Malaysia has found that service quality of hotel web sites has significant direct influence on tourist behavioral intention to purchase rooms. Study carried out by Wen [93] on identifying the factors influencing tourist intention to purchase travel products via travel related web sites has found that the quality of the web sites has significant direct influence on behavioral intention of tourist to purchase travel products through travel related web sites. Based on the past findings above, it is justified to predict e-service quality will affect consumers purchase intention.

E-S-QUAL

One of the contributions of this study towards understanding consumers purchase intention is by considering the factor of support capabilities in the UTAUT acceptance model. Accordingly, this study attempts to extend Venkatesh UTAUT model in order to improve the explanation power of this acceptance model to predict and to understand travelers' intention to purchase travel products via online travel intermediary websites by integrating electronic service quality model which is E-S-QUAL model that reflect support capabilities into the model. Previous studies recognized a number of dimensions to reflect the concept of e-service quality. E-S-QUAL is one of the most comprehensive model to measure and evaluate e-service quality. One of the main reason why this model can be considered as a comprehensive model to measure online service quality is because the data gathered in formulating the dimensions of E-S-QUAL were provided by qualified respondents [80]. E-S-QUAL is frequently used to study online related service quality. The main reason why E-S-QUAL model received large attention from scholars and industries players is

because the scale of the four (4) dimensions of this model has been proven to show great psychometric aspects to measure electronic service quality [72].

E-S-QUAL is an electronic service quality model to measure service quality of online technology. This model was developed by Parasuraman *et al.* [70] based on the traditional model of service quality namely SERVQUAL. E-S-QUAL is the most applied e-service quality model to measure online related technology especially website. E-S-QUAL consists of 22 items on four dimensions to measure online service quality. The four (4) dimensions of E-S-QUAL are efficiency, fulfilment, system availability and privacy.

Efficiency in the E-S-QUAL refers to simplicity, easiness and quickness of using and accessing a website and fast check out with minimal effort [47]. Ease (convenience) and speed (saving time) are the main reasons for online purchasing [75]. Failure in delivering these will negatively affect customer loyalty and purchasing intention. For instance, complexity of finding information on a website, slow download and slow pages reload on a website can lead to losing of customers as they can visit other sites that offer better quality in term of efficiency. According to Davis [28], users' evaluation on service quality of a website depend on the users' ability to perform tasks efficiently on the website.

Fulfilment in the E-S-QUAL model refers to ability of a website to fulfil its promises regarding item availability and delivery. This dimension is one of the most crucial elements of e-service quality that affect users' satisfaction and behavioral intention (loyalty and purchasing intention) [95]. In stock products, on time items delivery, precise and accurate products information and services promises are included in this dimension [45,102]. Yang and Fang [101] had stressed the important to fulfil the order accurately and keep service promises as it can affect customer satisfaction. Even though this dimension seems to be more appropriate for web sites selling tangible goods [72], it can still be used for web sites selling services or experience products [13]. Fulfilment dimension for web site selling services or experience goods includes the service being delivered by the company in the terms agreed, accurate billing process by the company, providing prompt e-mail order confirmation and the company keeping the records accurately [13].

The third dimensions of E-S-QUAL model is system availability. This dimension is all about the right technological performance of the website [70]. Technological performance of a website is very important in determining users' intention to use the website. Technical software issues that reflects system availability of a website includes non-working features and functioning problem [45]. Technical issues of a website will negatively affect online purchasing process. According to Kim *et al.* [47], website technical problem such as unavailable or missing links and improper function of buttons on the website, disappoint users and cause dissatisfaction that eventually lead to users exiting from the website.

Privacy is a very important issue in online technology. Privacy issues such as security, fraud and risk of losing money were among the highest concern in online transaction [1]. This dimension reflects the ability of a website in protecting users' information such as protection of users' personal data, as well as payment information. Risk related to violation and misuse of personal information, are the main barrier for users to perform online purchases [80]. The privacy dimension has been found to have significant influence on purchase intention [39], loyalty [61], satisfaction [14] and overall service quality [74,80].

In the context of the online technology, users' perceptions of e-service quality can possibly influence their behavioral intentions such as intention to revisit websites, intention to stick to websites (e.g. long or short duration of visit to websites), intention to purchase and intention to recommend the websites to others

[79]. There were only few studies that predicted and empirically tested the effects of e-service quality on behavioral intention (BI). For example, study carried out by Eshaghi *et al.* [33] pertaining to the antecedents of online purchase intentions between Iran and Malaysia had found that users perception of website quality significantly influence their online purchased intention for both countries. Lien, Wen and Wu [60] study on examined the factors influenced behavioral intentions for Taiwanese consumers to shop online had found that e-service quality had positive direct relationship on consumers behavioral intentions to shop online.

As further evidence, study carried out by Khanifar *et al.* [44] on identifying factors that influence customers' behavioral intention to use electronic banking services in Iran have found that e-service quality has significant direct effect on customer intention to use e-banking services. Khanifar *et al.* [44] have integrated e-service quality (E-S-QUAL) with two (2) technology acceptance theories which were Technology Acceptance Model (TAM) and Theory of Planned Behavior to explain and to understand customers' behavioral intention to use e-banking services. The results proved that E-S-QUAL dimensions have influenced on determining behavioral intention to use a technology. Therefore, based on the discussion above, it is justified to predict that travelers perceived e-service quality of websites will influence their online purchased intention to purchase travel products via online travel intermediaries' websites. In this study, it is predicted that e-service quality (E-S-QUAL) dimensions have significant influence on travelers' online purchased intention via online intermediary travel websites. Thus, the following propositions are therefore proposed:

- P5: Perceived websites efficiency pertaining to the use of online travel intermediaries' websites positively affects travelers online purchase intention.
- P6: Perceived websites fulfilment pertaining to the use of online travel intermediaries' websites positively affects travelers online purchase intention.
- P7: Perceived websites system availability pertaining to the use of online travel intermediaries' websites positively affects travelers online purchase intention.
- P8: Perceived websites privacy pertaining to the use of online travel intermediaries' websites positively affects travelers online purchase intention.

IV. CONCEPTUAL FRAMEWORK

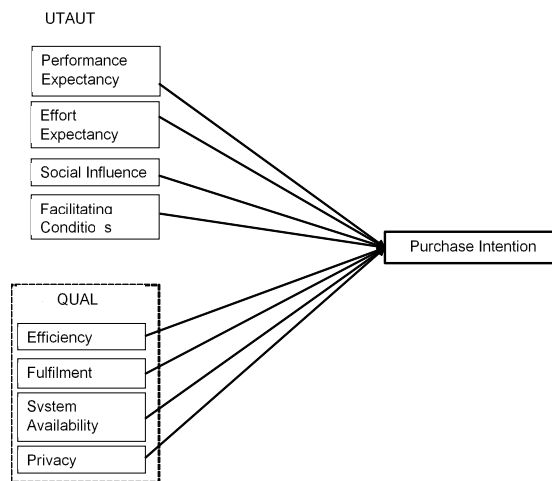


Figure 1: Proposed Conceptual Framework

V. CONCLUSION

The objective of this paper is to develop a framework that assist both academicians and practitioners in explaining and understanding the factors that might attract travelers' intention to purchase travel products specifically via online travel intermediaries' websites. The proposed framework in this study was developed based on extensive review of existing literatures specifically in online consumer behavior, e-service quality and in travel and tourism area. From the review of past literatures, it is found that there is still a need to examine and to investigate purchase intention of travel products online specifically via online travel intermediaries' websites. In the proposed model, the main variable which is purchase intention is predicted to be influenced by the motivational factors (UTAUT model) and e-service quality factors (E-S-QUAL).

It is believed that the proposed conceptual framework in this study will give significant contribution to the body of knowledge. This is because, the proposed conceptual model in this study integrates the important of service quality elements such as E-S-QUAL model that has been proven to have significant impact on the formation of intention with UTAUT model. To the researcher knowledge, there are no studies that integrate UTAUT model with E-S-QUAL service quality model especially in tourism context. This proposed model can be utilized by practitioners as a foundation to assist them in formulating or creating policies and effective online marketing strategies that can improve and attract more consumers to purchase their products and services online. For academic contribution, this study will contribute ways that provide a further improved understanding of consumers' intention models in tourism context as a basis for future research. As a conceptual paper, the proposed model requires further empirical investigation to validate the model.

The template will number citations consecutively within brackets [1]. The sentence punctuation follows the bracket [2]. Refer simply to the reference number, as in [3]—do not use “Ref. [3]” or “reference [3]” except at the beginning of a sentence: “Reference [3] was the first ...”

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For papers published in translation journals, please give the English citation first, followed by the original foreign-language citation [6].

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