

# The Influence of Social Media Innovation on Decision to Use Online Travel Services

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## ABSTRACT

Abstract—This research aimed to study the influence of social media innovation on decision to use online travel services. The sample group consisted of 400 tourists who are interested or intent to use online travel services through social media and live in Bangkok, selected from the population using multi-stage sampling method. Data was collected using the generated questionnaires with the validity and reliability tested. The statistics used in the analysis were mean, standard deviation, Pearson correlation coefficient and Multiple regression analysis. The results of the research revealed that the respondents emphasized on Subjective norm, Perceived usefulness, Perceived ease of use, Perceived trust, Attitude towards using and Intention to use be able to jointly predict the decision to use online travel services, which all variables were able to explain the variance of decision to use online travel services 67.40 percent. The multiple regression coefficients as standard scores, it was found that the highest multiple regression coefficients were perceived usefulness ( $\beta=0.257$ ), followed by perceived ease of use ( $\beta=0.226$ ), attitude towards using ( $\beta=0.187$ ), intention to use ( $\beta=0.159$ ), and subjective norm ( $\beta=0.124$ ) respectively.

Keywords—Decision, Online travel services, Social media innovation, TAM

## INTRODUCTION

Tourism is an industry that is very important to the economy because it is an industry that various production factors related to create services in tourism both directly and indirectly due to the spending behavior of tourists in purchasing goods and services. The spending behavior of tourists can create growth in the economy, resulting in investment, employment, creating jobs and resulting in the circulation of the current economic system. Thai people like to travel according to social media trends such as want to travel to places where friends or celebrities have photographed and shared via social media.

The current tourism business in Thailand has adapted to the Tourism Thailand 4.0 with the concept of technology, innovation and creativity resulting in a travel business model. In addition, the tourism industry has changed from small entrepreneurs (SMEs) to startups with creative ideas in the new tourism industry, including transportation, accommodation, travel agency, tour leader, navigation and service facilities relying on large amounts of data from online big data, as well as all devices connected to the Internet of thing to access information in two-way communication. In online travel business, the businesses need to make customers aware of the product, remember it, ask for information, make a purchase decision and have word of mouth to make online business successful.

A survey of Internet users in Thailand in 2020 revealed that Thailand has a population of 69.11 million people, 57 million are Internet users, and 51 million are social media users by accessing via mobile devices. Facebook, which is the number one social media popular among Thai people. In second place is YouTube, third place is LINE, 4th place is Facebook Messenger, and 5th place is Instagram and Twitter, about 12 million (Electronic Transactions Development Agency, 2022) which is likely to continue to increase in volume. This is because social networks are interpersonal communication connections in the Internet world where users can exchange, share information or specific interests and thus become part of the culture of internet users. Moreover, online media play a role as a tool to aid in travel decision making, thus social media is a source of more information and awareness of tourism before making decision. It presents tourism information that will be able to help you plan and make good travel decisions (Huang, et al., 2017; Lin, et al., 2020).

The use of social media has become a trend and has been a huge influence in daily life including travel, and most of them have used social media to express their way of life and communication through social media has

made it more aware of information from society. If information is shared, such as a travel experience, whether in the form of stories or reviews from other travelers as an aid in decision-making for groups using Internet services. This is because tourism-related products are intangible products that buyers or tourists cannot try. Therefore, the purchase decision is based on the information that the traveler receives. As a result of the popularity of online travel has developed rapidly.

Concerning the previous studies, Technology Acceptance Model presented by Davis (1989) has received extensive empirical support through validations, applications and replications for its power to predict the use of information technology. TAM was used to describe the innovative adoption behavior of social media technologies that affect the intention of using online travel services in Thailand. The elements of technology adoption in this study consisted of subjective norm, perceive usefulness, perceived ease of use, perceived credibility, behavioral attitudes, and intention to use. The Technology Acceptance Model (TAM) can explain the behavior and relationship of factors in adopting innovative social media technologies in the context of tourism (Guler, 2019; Huang, 2017; Kaushik et al., 2015; Kim et al., 2008; Kulkrisada, 2017)

Therefore, the researchers realized that the study of the influence of social media innovation on decision to use online travel services will provide useful information to support the decision of tourists to visit Bangkok. The Technology Acceptance Model (TAM) describes the behavioral and correlation of factors in social media adoption that affect intent to use online travel services in Thailand. Including entrepreneurs in the tourism industry will gain innovative forms of communication via social media that affect the decision to use travel services in Thailand. As well as, the data from the study can be used to formulate appropriate strategic approaches to create innovations in online communication with quality that meets the needs of more tourists. The researcher had two main objectives in the study which were to study the degree of the acceptance of online media innovations to use online travel services, and to study the influence of acceptance of online media innovations on the decision-making to use online travel services in Thailand.

## LITERATURE REVIEWS

### *Social Nextwork*

Social Network is a platform that provides online service focused on exchanging information of mutual interest about activities, events, stories, pictures, to create social relationships between groups of people who provide services social network. Online is a web-based information service allowed to unfold each person creates their own profile, builds a list of group members to create an online community that connects to exchange information within their own system. Online social networking services Internet such as email, Google, Facebook, WebBlog, Twitter, LinkedIn, Instragram, etc. So, today's society has a social network that connects the information. in social networking by using social networking services as a technological tool.

### *Technology Acceptance Model (TAM)*

Technology Acceptance Model, or TAM, presented by Davis (1989) refers to the acceptance of individuals who will make decisions to fully adopt technology through the recognition process and learning until sure that the technology can definitely benefit. The principle of the technology adoption model is to study the factors influencing the adoption or decision to use a new technology, when users will use it and how likely it is to use it. The components of technology acceptance based on the TAM are as follows.

- *Subjective norm* is a factor that reflects individual beliefs about normative beliefs which arise from the influence of references in order to change behaviors, thoughts, and feelings which is one of the factors in predicting intention to act (Ajzen & Fishvien, 1980). Each person has different norms thus resulting in conformity with different reference groups. The reference group is the person who is important to that person, such as family, friends, or the media. It can be said that reference group conformity is the person's perception that the person who is important to them supports the behavior that causes the intention to do that behavior.

- *Perceived usefulness* refers to the awareness of the benefits arising from the use of the service which affects the benefits of using it, improve efficiency and performance. If the benefits of technology match the needs of individuals, it will lead to further adoption and use of that technology. Including if using this new technology will make the work done better or finish faster which resulted in increased income. It is considered an extrinsic motivation.

- *Perceived ease of use* refers to the level of belief and expectation of people who use information systems that can be learned easily without any effort much to learn or understand the system. Perceived ease-of-use is a key factor that users expect of the targeted technology to be simple and independent of effort. Perceived ease of use directly influenced attitude towards using and the intention to use. It was also found that perceived ease of use influenced perceived benefit.

- *Attitude toward using* are the feelings, beliefs, and tendencies of a person's behavior towards any person or thing or idea as a way of evaluating feelings, beliefs, and behavioral tendencies. In addition, attitude toward using refers to how users perceive a technology based on perceived usability and perceived ease of use. This will directly affect the intention of use.

- *Intention to use* refers to the possibility that the user will accept the technology and the user's intention to use the technology. This depends on the behavior of the individual's interest in using technology. They will be ready to use the technology as soon as there is an opportunity or attitude to use it in the future. Perceived usefulness and subject norm had a significant effect on intention to work. As well as attitude towards using and intention to use had a significant effect on actual using.

Applications of social networks are primarily intent to focus on the interaction or joint activities between group members to make group collaboration more efficient. Attitudes towards social networking using are assessed by positive opinions on their use, satisfaction, trust, and commitment to using social networks. Therefore, perceived benefits and perceived ease of use are related to technology acceptance behavior and are associated with attitudes towards using technology. A person's attitude towards the use of technology influences their intention to use that technology. The perception of ease of use had a direct influence on attitudes towards the use of technology. and has an indirect influence on attitudes towards the use of information systems through its perceived benefit.

#### ***Related Works***

Related research was used to define the conceptual framework and research hypothesis. Concerning studies within the TAM framework, prior research has empirically demonstrated a positive relationship between the variable in the TAM. Kaushik et al (2015) indicate that trust has a more significant impact on tourists' attitude, though both trust and subjective norm considerably affect tourist intention towards adopting new technologies. As well as, Mohamed et al. (2018) study the antecedents and consequences of social media adoption in travel and tourism: evidence from customers and industry, the findings revealed that the majority of tourists and travel agents involved in the study believe in the usefulness of social media adoption for travel planning and marketing purposes. The research of Singh et al. (2019) shown the results of a confirmatory factor analysis and structural equation modelling that trip experience and technology experience positively influenced perceived performance and perceived ease of use, and the factors positively related to attitudes towards using mobile devices and intention to use them within the tourism context. The study of Lin et al. (2020) amends the technology acceptance model (TAM) and employs it to discuss the relationship between perceived usefulness, perceived ease of use, usage attitude, usage intentions, and information search behavior. The results reveal that foreign independent travelers have a positive usage attitude toward the application and this produces positive usage intention. Moreover, Thaikerd (2015) study on the characteristics of innovation acceptance influencing online booking decisions. service user satisfaction and loyalty of users who book online accommodation in Bangkok and its vicinity, it was found that innovation acceptance characteristics were comparative benefit characteristics and compatible features have a positive influence on online booking decisions and user satisfaction.

## **METHODS**

The target population used in this research is tourists who are interested or intent to use online travel services through social media and live in Bangkok which cannot determine the exact population. Therefore, the number of samples is calculated from cases where the population size is unknown. It was also known that the number of social media users accounted for approximately 60 percent of the population in Bangkok by using the W. G. Cochran formula (1953) at 95 percent confidence level. The sample size consisted of 400 consumers and sampling with using a multi-stage sampling method.

In conducting the study, the researcher used a quantitative method research using a questionnaire with reliability testing and the validity of the questionnaire. The pre-test with a sample that is similar to the population

of 40 sets. The content of the questionnaire consisted of a measure of the variables contained in the conceptual framework, namely, Subjective norm, Perceived benefit, Perceived ease of use, Attitudes towards using, Intention to use and Decision to use online travel services, which the question characteristics were closed-ended questions using a rating scale.

Statistics used in data analysis was descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation. As well as the inferential statistical analysis was used to test research hypotheses by using Pearson correlation coefficient analysis and Multiple regression analysis.

## RESULTS

### *Descriptive results*

The sample group were Thai tourists who used tourism services via social media in Thailand and lived in Bangkok, amounting to 400 samples. Most of them were female, 61.25 percent, between 31-40 years old, 28.50 percent, marital status, 41.25 percent, had the highest level of education at the bachelor's degree, 62.5 percent, were employed in private companies the most, 28.5 percent, had their monthly personal income level between 30,001- 45,000 Baht, 25.25 percent and domiciled in Bangkok and its vicinities at most 75.00 percent.

The acceptance of social media that affect the decision to use travel services through social media, the overall level is at a high level. If considering each aspect, the first is perceived usefulness at a high level, followed by perceived ease of use, attitude toward using, intention to use, and subjective norm, respectively, at a high level in all items. As for the decision to use the service through social media is at the same high level.

The results of the analysis of social media innovation acceptance models affecting the decision to use online travel services in Thailand. It was found that conformity with references perceived benefit, perceived ease of use, attitude towards using, and intention to use can jointly predict the decision to use online travel services. There were statistically significant at  $F = 256.26$ . All variables could explain the variance of decision to use online travel services accounting of 67.40 percent. The statistics value as shown in Table 1.

**Table 1**  
**Multiple regression analysis of the Influence of Social Media Innovation on Decision to Use Online Travel Services**

Variables	b	$\beta$	t	p-value	Tolerance	VIF
Constant	1.653	-	10.345	.000**	-	-
Subjective norm	.131	.124	2.147	.046*	.345	2.898
Perceived usefulness	.263	.257	4.847	.000**	.401	2.493
Perceived ease of use	.230	.226	3.243	.000**	.368	2.717
Perceived trust	.072	.068	1.312	.082	.305	3.279
Attitude towards using	.091	.187	2.803	.000**	.358	2.793
Intention to use	.177	.159	2.459	.041*	.335	2.985
R = .821, R <sup>2</sup> = .6740, S.E.=.324, F=256.26, a maximum Eigen value=5.25						

\*\* Significant level at .01, \* Significant level at .05

The analysis of the influence of social media innovation on decision to use online travel services revealed that the forecaster with the highest multiple regression coefficient were perceived usefulness ( $\beta= 0.257$ ), followed by perceived ease of use ( $\beta= 0.226$ ), attitude towards using ( $\beta= 0.087$ ), intention to use ( $\beta= 0.159$ ), and subjective norm ( $\beta= 0.124$ ).

## CONCLUSION AND FUTURE WORK

### *Conclusion and discussion*

From the findings of the research results, the researcher brought important issues to discuss the results according to the following details.

The acceptance of social media that affect the decision to use travel services through social media, the overall level is at a high level. If considering each aspect, the first is perceived usefulness at a high level, followed by perceived ease of use, attitude toward using, intention to use, and subjective norm, respectively, at a high level in all items. As for the decision to use the service through social media is at the same high level. It has been shown that social media is a form of technology application that can present information in a wide range. Through social media such as Facebook, Blog, Twitter, Youtube and Instagram, etc., each of which has many different features that will be convenient channels for finding information and managing information for traveling. Additionally, tourism-related products are intangible products, where buyers or tourists cannot try the products. Therefore, the decision is based on the information travelers receive via social media which social interaction is a key motivator for building relationships and can create a form of social media to reach consumers by creating ideas, reactions and discussions about the product and the brand (Techarattanased, 2022). This was consistent with the part of research results of Mohamed et al. (2018), Singh et al. (2019), and Lin et al. (2020), which discuss the relationship between perceived usefulness, perceived ease of use, usage attitude, usage intentions, and decision behavior.

The hypothesis test results revealed that the acceptance of social media in the aspect of subjective norm, perceived usefulness, perceived ease of use, attitude towards using, and intention to use affected the decision to use online travel service with statistical significance at the 0.05 level. This is consistent with the research of Lin et al. (2020) amends the technology acceptance model (TAM) and the relationship between perceived usefulness, perceived ease of use, usage attitude, usage intentions, and information search behavior have a positive usage attitude toward the application and this produces positive usage intention. This is consistent with Davis's (1989) concept of technology adoption model which can explain behavior and relationship of factors in adoption of technological innovation. The perceived ease of use results in the perception of the benefits of technology, that is being able to learn how to use the technology easy, motivating the need to experiment with the technology. When experiencing the use of technology in various dimensions, it is evident that the benefits of using the technology and the perception of the benefits of technology affect the behavior of adopting and using that technology. In addition, there are many researches revealed that the perception of ease of use directly influenced attitudes towards the use of information systems and has an indirect influence on attitudes towards the use of information systems through perceived benefits in the context of tourism such as Guler, (2019), Huang et al. (2017), Kaushik et al. (2015), Kulkrisada (2017), Lin et al. (2020), Singh & Srivastava (2019). Moreover, the results showed that perceived usefulness had more influence on travellers' intentions to use social media than perceived ease of use. This implied that the needs for social media for tourism is associated with more benefits than social media usage characteristics such as convenience, efficiency and effectiveness, including also than hedonic aspects such as interaction with the devices and ease of use.

The results of the analysis of the social media innovation acceptance model affecting the decision to use the online travel service found that perceived credibility did not influence the decision to use the online travel service. It may be due to perceived credibility is the degree to which an individual believes that the use of technology will not cause personal harm or will be secured. Security threats related to the protection of user data and systems from unauthorized access, it is imperative that relevant departments establish a policy of protection. Credibility is the trust of customers that come from providing consistent, safe and accurate service. from the business that has a very positive effect on behavioral trust and intention.

#### ***Recommendations and future work***

Recommendations obtained from applying the research results tourism businesses should focus on the security of privacy and the security threats posed by new system technologies or applications that can negatively affect and cause damage. Whether it is the loss of sensitive personal data of customers as well as tourism businesses should pay attention to the impact of social influence. In the case of using social networks which is a belief that is influenced by a group of people in social networks. There should be an organized traveler's social networking group by creating interactions to be able to classify users that are consistent with the brand and it can create a form of social media to reach consumers, generate ideas, react and talk about products and brands.

Suggestions for future research, it may be studied in conjunction with other factors that are relevant or expected to influence the decision to use social media tourism services to gain insights covering all dimensions and all relevant concepts. Addition, it should also be studied in the scope of other population groups or another area apart from Bangkok or may be studied as a specific case group, such as the elderly group or various generation groups.

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