YANGON UNIVERSITY OF ECONOMICS
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LOCAL TRAVELER INTENTION TO USE SOCIAL
MEDIA FOR TRAVEL RESERVATION

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ABSTRACT

This paper aims to examine factors that influence upon attitude of local traveler towards using social media for travel reservation and to analyze the relationship between attitude and intention to use it. Primary data were collected through a survey of 385 respondents who are using Facebook application. Data was analyzed by using descriptive measurement and multiple linear regression analysis. This study assumed perceived usefulness, perceived ease of use, perceived risk and electronic word of mouth as independent variables and intention to use social media as dependent variable with the presence of attitude. The result of multiple regression indicated that perceived ease of use, perceived risk and electronic word of mouth have significant influence on attitude of using social media and in turn attitude also has positive impact on traveler intention to use. Perceived risk has negative effect on traveler attitude toward using social media. According to the findings, this study recommends that local travel and tour companies should increase their abilities in online communications and transferring information concerning with their services user- friendly and securely.

ACKNOWLEDGEMENTS

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CHAPTER I
INTRODUCTION

In social media, the Internet and online connectivity play a significant role. Social media has different types and internet users can be used them daily in any devices such as mobile phone, tablet, notebook. Searching variety of locations, new scenes, way to take reservation, price or services of several travel and tour agencies is now become a kind of trend on social media pages. (Minazzi, 2015). In the past years, on social media, user-generated travel and tourism content has enlarged: from people who are posting their holiday photographs to rating the services they used on the review websites during the journey, and this has led to the concept of Travel 2.0. Travel 2.0 contributes to travelers using the Internet, acquiring information about a specific trip, comparing relevant services and sharing opinions and suggestions through customer feedbacks and review systems (Adam, 2007).

In travel and tourism industry, most businesses start to use social media as a chance to find competitive advantages which could expand their field and scope. According to the highly influence of social media on industry, there will be difficulties to control it fluently and this could be an attractive challenge for industry participants. (Walden et al. 2011). The impact of social media in tourism has been make significant contributions and investigated as an emerging topic. In different views of tourism, social media plays an increasingly important role, particularly in the quest for information and consumer decision-making (Fotis, 2015), which goes hand in hand with tourism promotion. All actors in travel industry are trying to get on the best benefits by communicating with consumers via social media channels.

Tourism becomes one of the biggest and most important sectors in every country since several years ago, it can bring the greatest amount of country's income during globalization businesses. Especially, developing countries are depending more on this industry nowadays and they become to realize this sector can make higher their GDP levels. Competition in this industry is very high, with many governments and institutions spending large amount of funds to promote their tourism objects in foreign media and events. Policies have also been amended to ensure they become more competitive, and some governments even go for deregulation on the visa in order to attract more tourists. Although Myanmar business sector and government start to notice

the capability of tourism sector, it is still slow for developing because it still needs some support and to improve the county's good image. In the last decades, the significant increased use of social media started happen in most countries including Myanmar as Myanmar's economic opportunities had been opened more than before. Citizens have gradually known its variety of functions and active to use for different kind of reasons in their daily life with the development of technology.

Today's managers have to make a lot of decision based on how consumers used advance technological systems and how is their familiarity with these tools. Internet is one of the useful help of both consumers and managers. (Gursoy et al. 2004). Most consumers use popular technology which have different kinds of functions in their daily life for confirming information about traveling. nowadays, there are a number of travelers already use online techniques to take reservation and their intention can be said to be continuously high (Kim et al, 2007).

Social media development which has significant growth has become the idea of research based on concept or technology-oriented theory. The Technology Acceptance Model is one of the theories used to clarify this phenomenon (Holden et al. 2010). The Technology Acceptance Model (TAM) is defined for the purpose of evaluating user behavior while using technology or information systems. This model has two major constructs; Perceived Usefulness (PU) and Perceived Ease-of Use (PEOU). One research about the use of e-Travel showed that perceived usefulness or perceived ease of use influences interest of e-Travel users (Haryani, Septia, & Pujani , 2014). However, for local travelers using social media in Myanmar, there is only minimal study.

1.1   Rationale of the Study

The tourism industry is a major contributor to employment, foreign exchange earnings, and tax revenues for developing countries. Hotels and tourism generate economic activity for small- and medium-sized businesses which supply goods and services both during construction and operations. According to the World Tourism Organization, tourism is the only service industry to show a positive balance of trade with flows from first world countries to developing countries exceeding those in the opposite flow by US$ 66 million. Yet tourism has only very recently been recognized by some aid donors, some international funding agencies, and some segments of the industry as an appropriate instrument for poverty reduction. (Muhanna, 2007)

Although Myanmar is still a developing country, it has a lot of tourist attractions to be visited for both foreign and local travelers. Especially, Myanmar's geographical factors are unique among ASEAN countries. In addition, new flight paths have also been coming in and out of Myanmar and neighboring countries over the past year, including India, China, Cambodia, and Thailand (The ASEAN Post Team, 2021). Tourism in Myanmar is a developing sector but much of the industry remains to be developed. Travel and tour companies still need to open their own ways based on assuredly and systematic strategies.

Since the mobile market opened up six years ago, most Myanmar citizens are to use mobile phone although they need few knowledge of how to prevent from publishing personal data and how to pre-protect from online risks. Social media as one of effective and significant strategies can take advantages to Myanmar tourism sectors. Successful Travel and tour companies nowadays try to persuade consumers by using online marketing strategies and increase their travel decisions easily as social media exists as a helpful search engine. As Facebook, Messenger, Instagram, Twitter, Pinterest, YouTube, are the most consumer-generated media applications used by Myanmar citizens, they can create their own travel blogs that can allow other users some special information about destinations they have never been. In 2020, nearly 39% of Myanmar's citizens are active social media users. This was more than double the value of 2016 in which 20 percent of the population in Myanmar were active social media users (Moore, 2020).

Gretzel et al. (2008) estimated that the future effect of social media on travel by individuals will increase dramatically. They stated that social media primarily acts as a forum and medium for communication, promotes user-generated content, and generates travel-related information that can guide the buying behavior of consumers. Travelers are currently turning to social media tools to browse, coordinate, and voice their insights and travel stories. According to UNWTO (2012), the travel industry has continued to develop and spread over the last 60 years, making it one of the world's most relevant and highest growth markets, irrespective of financial ruin, and social networks are one of the fastest growing sectors.

Therefore, it implies that social media channels can be the most helpful tools for Myanmar travel industry development. Hence, the critical objective of this study is to understand how local travelers use social media for traveling and to know what factors influence travelers' attitude towards using social media. The goal is to build up

a useful framework for predicting and understanding the intention of local travelers towards using social media for travel reservations. Thus, by improving their intention, this study aims to get mutual benefits both for travelers and tour companies in Myanmar through usage of social media.

1.2   Objectives of the study

Two main objectives are explored in this study. They are

1. To examine the factors affecting on attitude of local travelers towards using social media.
2. To analyze the effect of local traveler attitude on intention to use social media for travel reservation.

1.3   Scope and Methods of study

This study focuses on influencing factors on attitude of using social media for travel reservation and intention to use it. This research is designed to collect data from the sample size of 385 Facebook users in Myanmar which is calculated by using Cochran (1963) formula because Facebook users' population is uncertain and unknown. This study used descriptive and quantitative research method to testify the result. Multiple regression analysis is used to analyze factors affecting on attitude towards using social media and its relationship with intention to use. To identify the demographic profile of respondents, descriptive statistics are used.

Both primary and secondary data are used. Primary data is obtained through questionnaires that are prepared using the five-point Likert Scale. The questionnaire of the survey was sent from Google Drive to Facebook page to get answers from respondents. Secondary data is collected from credible websites, scholarly journal databases such as Elton B. Stephens Company(EBSCO), as well as books mainly from Google, worldwide and Myanmar tourism articles, research papers, journals and newspapers.

1.4   Organization of the Study

This study is structured into five parts. Chapter (1) is the introduction of the study including rationale of the study, objectives of the study, scope and method of study and organization of the study. Chapter (2) is theoretical background of the study.

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Chapter (3) consists an overview on the role of social media in travel and tourism. Chapter (4) contains analysis of local traveler attitudes and their intention to use social media for travel reservations and finally chapter (5) presents findings and discussion, suggestion and recommendation, need for further research.

CHAPTER II
THEORETICAL BACKGROUND OF THE STUDY

This chapter mainly contains theoretical model applied in this study. This chapter consists into four main parts. The first part is benefits of social media in travel industry and the second part is an explanation about technology acceptance model (TAM). The third part is the briefly explanation of previous studies and the final part is conceptual framework of the study.

2.1   Benefits of Social Media in Travel Industry

Social networking refers to conversational, flexible and participatory online communities. These kinds of communities give the member an opportunity to publish, control, rank, critique, produce and interact with the online contact. Actually, social media is a phrase for virtual worlds, social news, book marketing sites, virtual world, forums and the opinion sites (Tuten, 2008).

The value chain of the travel industry from nations Tourism boards, tourism agents, tour operators, transport and airline firms, hotel and restaurant operators, destination management companies and local tourism management organizations all use social media platforms to attract potential customers (Ernestad, 2010). Anyone who includes in tourism industry tries use social media tools to reach potential customers in more attractive ways. In light of the extensive social media usage in the tourism industry, social media helps travel and tour companies to plan their travel packages unique from others' and to spread more information and good reputation. Their intensive competitions in this industry in some way influences the behavior and decision making of tourists. Websites and social media in the tourism industry offer a wealth of information about impressions and feedback of destinations, properties, facilities and restaurants. (Manap KhairulHilmi, 2013). Four key benefits are considered important in order for tourists to have favorable prospects for using social media: functional, social, psychological and hedonic benefits (Wang, 2002; Wang & Fesenmaier 2004b).

Functional Benefits

When Online group members go online to fulfill particular needs and responsibilities, they pursue practical advantages, such as finding knowledge for their trips, so the interaction between these types of benefits and the use of social media is important when preparing and taking trips to define the use of social media (Parra-López, 2010). These provide support for the collection of relevant information with a purpose to modifying the decision-making process.

Social Benefits

Online travel communities are structured socially and provide social benefits. Such benefits include interaction with other tourists, exchange of opinions, forming relationships with other tourists, participation of the user in the exchange of knowledge and confidence in the community (Walther, 1996).

Psychological Benefits

Participants in online travel societies get major psychological advantages by making any social activities as a part of their lives. These advantages include a sense of belonging to a certain community (Parra-López et al. 2011).

Hedonic Benefits

For amusement and for their own pleasure, people often join online travel groups.

Such advantages include being amused, relaxed and amused, having fun, finding pleasure, and other good feelings.

2.2 Technology Acceptance Model (TAM)

In 1970s with the innovation of new technology systems, and a number of failures facing in system adaptation of organizations, several researchers have interested in forecasting system. However, a lot of researches have failed to deliver accurate measurements that could justify the acceptance or rejection of the method. In 1985, Fred David proposed the Technology Acceptance Model in his doctoral thesis (TAM). He figured out that the user motivation can clarify or estimate the response of the system, which is directly affected by an external stimulation consisting of the features and capabilities of the actual system. (Figure 2.1).

Figure (2.1)   Conceptual Model for Technology Acceptance
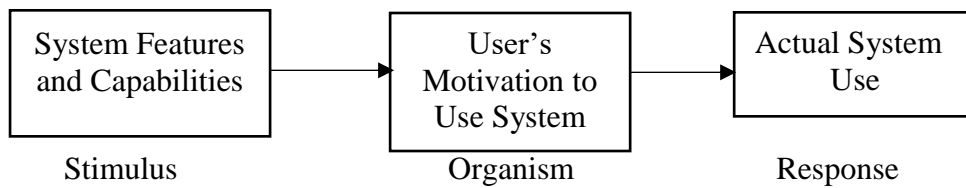
Source: Davis (1985)

Davis further developed his conceptual model in order to formulate the Technology Acceptance Model by building on early studies by Fishbein, & Ajzen, (1975) who formulated the Theory of Reasoned Action (TRA) and other similar research studies as shown in Figure (2.2)

Figure (2.2)   Original TAM Proposed by Fred Davis
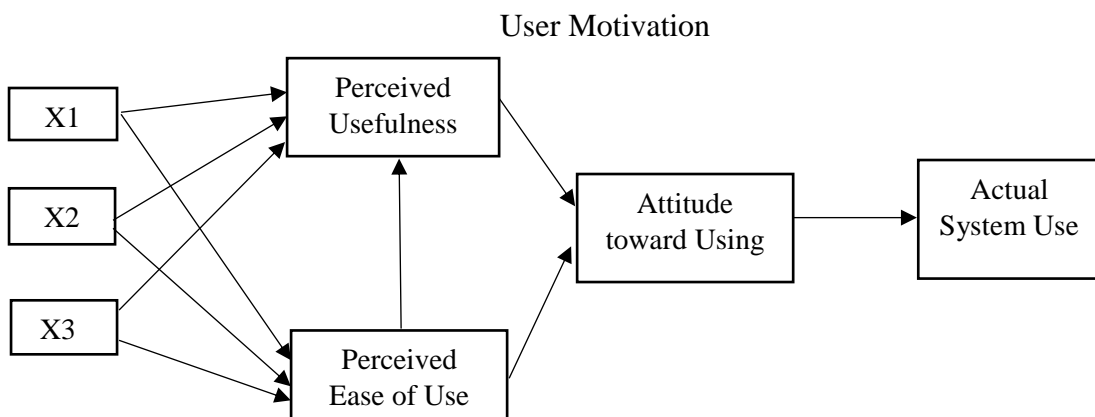
Source: Davis (1986)

Davis (1985) proposed that the motivation of users could be explained by three variables: perceived ease of use, perceived usefulness and attitude towards using the system in this proposal A user's attitude towards a system was speculated as a significant determinant of whether the user will eventually use the system or reject it. Two key beliefs, in turn, were considered to affect the user's attitude; with ease of use having a direct effect on usefulness. Finally, both these beliefs were hypothesized to be directly influenced by the system design characteristics, represented by X1, X2, and X3 in Figure (2.2)

During later experimentation stages, Davis (1985) refined the model to include other variables and modify the relationships that was initially formulated. Similarly,

numerous additions to the TAM were added and suggested by other researchers, so that over time, TAM developed into a leading model in the description and prediction of device use. Today, research on technology acceptance is still ongoing, and thus an understanding of the assumptions, strengths, and limitations of the TAM is essential for anyone willing to study user acceptance of technology.

Later development of TAM included behavioral intention as new variable that would be directly influenced by the perceived usefulness of a system (Davis et al. 1989). David (1989) suggested that there would be cases, when given in a system which was perceived usefulness, an individual might form a strong behavioral intention to use the system without forming any attitude, thus giving rise to a modified version of TAM model as illustrated in Figure (2.3).

Figure (2.3)   First Modified Version of TAM
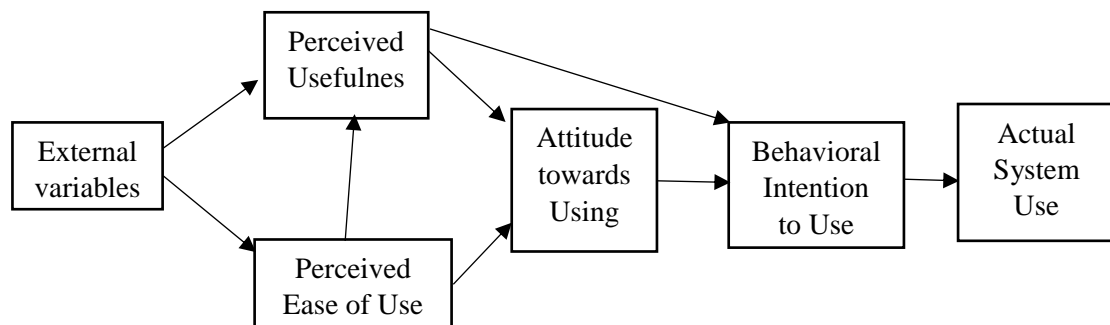
Source: Davis, Bagozzi, & Warshaw, (1989)

They used the above model to conduct a longitudinal study to measure users' intention to use a system after a one-hour introduction to the system, and again 14 weeks later. In both cases, their results indicated a strong correlation between reported intention and self-reported system usage with perceived usefulness responsible for greatest influence on people's intention. Perceived ease of use, however, was found to have a slight significant impact on behavioral intention, which subsequently subsided over time. However, the main finding was that both perceived usefulness and perceived ease of use were found to have a direct impact on behavior intention, thus removing the need for attitude building from the model shown in Figure (2.3). The resultant model is shown in Figure (2.4)

Figure (2.4)   Final Version of TAM
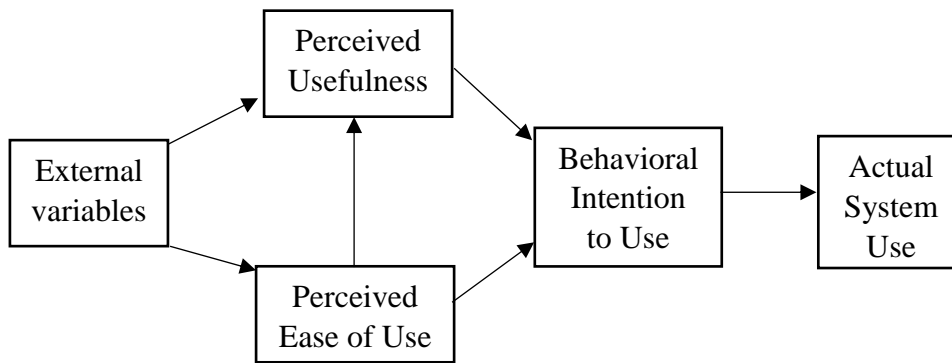
Source: David & Venkatesh (1996)

An additional change brought to the original TAM model was the consideration of other factors, referred to as external variables, that might influence the belief of a person towards a system. External variables typically included system characteristics, user training, user participation in design and the nature of the implementation process.

2.3   Previous Studies

There are several research papers which are using TAM to examine the intention of consumers. The first study is developed by Al-Rahimi, Othman & Musa (2013). The goal of this study is to provide a better understanding of how students invest their skills in collaborative learning using their social media and to analyze factors affecting their use through model acceptance of technology theory (TAM) to enhance collaborative learning that will boost the academic performance of students among University Technology Malaysia students. This study shows that three concepts can describe the motivation of a consumer to implement a new technology: perceived ease of use (PEU), perceived usefulness (PU) and the intention to use social media for collaborative learning. The outcome of this study was that in creating a collaborative learning atmosphere and building "communities of practice" among students with peers and faculty, university students need to take a more engaging role rather than wasting time.

The second study is analyzed by Lan & Hoa (2017). This research aims to study the intention behavior of customers using the TAM model for the use of the Bank for Investment and Development of Vietnam (BIDV) internet banking service. This study examined the six variable factors which are perceived usefulness, perceived ease of use, risk awareness, cost, subjective norms and perceived behavioral control that affect

electronic banking service behavior intention of customers. The result indicate that perceived ease of use and cost factors are not significance affected on intention behavior to electronic banking. The four remaining factors have impacted on intention behavior to electronic banking. Besides, there are no different intention behavior in using electronic banking service among customer demographic.

The third research study is the analysis of the use of social media as a tool to select tourism destinations by Lim Yan Hua, Ramayah, Ping Teoh Ai & Cheah Jun-Hwa, (2017). This study investigated the factors influencing users' behavior to use social media as a tool to select tourism destinations among Malaysians. (Figure 2.5)

Figure (2.5)   Conceptual Framework Using TAM to Select Tourism Destination

Independent variables

| Perceived usefulness of social media as a tool to select tourist destinations |

| Perceived ease of use of social media as a tool to select tourism destinations |

Dependent variable

| Attitude towards using social media as a tool to select tourism destinations |

| Intention to use social media as a tool to select tourism destinations |

| Perceived risk of social media as a tool to select tourism destinations |

| Electronic word of mouth |

| Habit of using social media as a tool to select tourism destinations |

Source: Lom Yan Hua, Ramayah Teoh, Ping, Teoh Ai Ping & Cheah Jun-Hwa, (2017)

According to the above framework, perceived usefulness, perceived ease of use, perceived risk of social media as a tool to select tourism destinations and electronic word of mouth are independent variables and intention to use is dependent variable. Attitude is the mediator in the correlation between independent variables and intentional actions. Habit is as a moderator to test the relationship between attitude and intention to use social media. The findings revealed that perceived usefulness,

perceived ease of use and electronic word-of mouth(e-WOM) directly influenced the attitude and has an indirect effect on intention with the presence of attitude. Perceived risk has a negative relationship with attitude as well as having indirect influence to behavioral intention. Attitude has positively relationship with behavioral intention in utilizing social media as a tool to select tourism destinations. The moderator effect of habit has no influence on the relationship between attitude and behavioral intention. Therefore, this shows that individuals with attitudes could act on such intentions.

2.4   Conceptual Framework of the Study

Conceptual framework of the study is adapted from third previous study which is developed by Lim Yan Hua, Ramayah, Teoh Ai Ping, & Cheah Jun-Hwa, (2017) to explain the intention of local travelers in using social media for travel reservation.

Not like the previous study, habit is not added to the framework. Because in the previous study, the study results showed that habit has no influence on the relationship between attitude and intention to use. In a constant context and over a long period of time, repetition of actions will gradually become natural activity that weakens the willpower of users' intentions (Limayem et al, 2007). There are argues that the post-adoptive IT usage decision-making process is a rational process that relies on users' beliefs and expectations of the system that are influenced by their past experiences.

Figure (2.6)   Conceptual Framework of the Study

Independent Variables
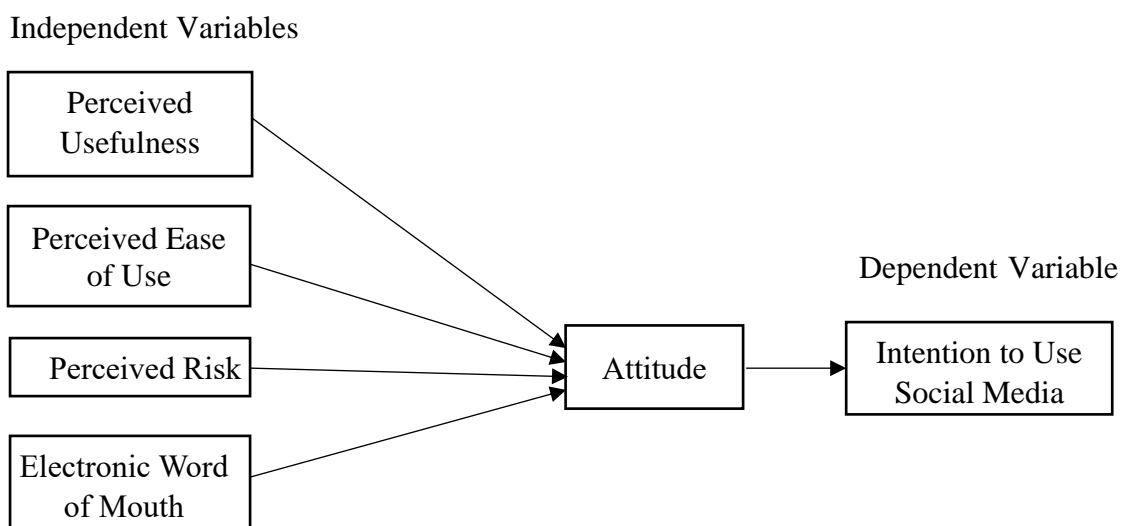
Source: Adapted from Lim Yan Hua, Ramayah, Teoh Ai Ping & Cheah Jun-Hwa (2017)

In its attempt to explore the user's intention to use social media as a tool in decision making, this study focuses on the application of TAM. Perceived usefulness, perceived ease of use, perceived risk and electronic word-of-mouth (e-WOM) are recognized as independent variables to examine the attitude on the use of social media and in turn it analyzes the effect of attitude on intention to use social media.

Working Definitions of the Study
Perceived Usefulness

According to Lin (2007), perceived usefulness for social media sites are characterized as users have faith in the role and ability of social media to capture the desired information that fulfills their requirements, produce desired information for sharing and enrichment, while improving their decision-making.

Perceived Ease of Use

Ease of use, consisting of functionality, layout and user-friendly interaction between users and service providers that meet the expectations and demands of users, particularly in the search for knowledge (Leiva et al., 2012). Perceived ease of use can reflect the user's experience of social media sites, which can enable them to achieve their target efficiently.

Perceived Risk

Perceived risk represents the perception of customers of the insecurity they may face when sharing their personal data in data seeking to purchase decisions. (Cox, 1967).

Electronic Word of Mouth

Word of mouth is a casual contact between people who have benefited from similar products or services about products and services (Jalilvand, 2012E-WOM is borderless contact that takes place in different applications for social media that are also available as communication on portable device.

Attitude

With regard to TAM, Davis (1989b) argued that attitude was a form of affective decision made by people about the use of certain instruments in order to achieve an objective. Attitude occurs within the context of the positive or negative feelings of individuals about an event or object (Teo & Noyes, 2011).

CHAPTER III
OVERVIEW ON ROLE OF SOCIAL MEDIA RELATING IN TRAVEL AND TOURISM

An overview of the role of social media in travel and tourism is described in this chapter. It can be classified into five key components. Social media in Myanmar is the first component. The second is social media styles and the third part deals with social media and online tourism search engines. The fourth part is the use of social media marketing in traveling stages and the final part is travel reservation.

3.1   Social Media in Myanmar

Even though there was a penetration of internet infrastructure and mobile phones to Myanmar before 2013, the rate of access in a nationwide was too low at that time. However, the declination access rate has been accelerated again in 2018. There are recent revolutionary changes in media sector in terms of operation and investments due to extinguishing prepublication censorship. The reachability to public with media has been booming with various means of touch points among users. In particular, social media internet users are currently rising, from 26 percent in 2017 to 34 percent altogether. Major usage social platform in Myanmar is Facebook as a daily basis, applying alike search engine of Myanmar. Due to the significant availability of Facebook users, enterprises nowadays are exploiting with advertising and marketing efforts in social media to reach potential consumers effectively. However, users become less awareness of media education about trust issues in social media with few emphasizing about the flows of information and data.

Nevertheless, social media has the influential power among Myanmar people to some extent. Speed of information flow is heavily relying on social media platforms through various forms of contents sharing. Thus, media today has been targeted on social media as a dramatic change from printing based to Facebook pages to attract more people in current trend of today. One significant example is acquiring over 16m followers on Eleven Media group Facebook page. Therefore, there is a strong effect of social media among Myanmar these days though media market is still weakening with trust issues to be reliable for public.

3.2   Types of Social Media

Various kinds of social media today are differentiated by functions and scope (Kietzmann, 2011).

Social Networking Sites

This platform allows users to upload and build profiles and connect with friends (Kaplan, & Haenlein 2010). In addition to linking videos or images, from factual details such as name, age, sex and occupation to subjective information, users can choose what to share on their personal profiles. such as feelings, views, likes and dislikes. The increased popularity of networking through social media enables users to disperse news and data or knowledge easily without interference of location and time in person. Thus, enterprises nowadays are changing the means of advertising to social media platforms to deliver news and information about goods and service efficiently.

Content Communities or Media Sharing Sites

Users can share easily any kind of media content in this type of sites. Many companies have begun to consider them an appealing communication mechanism due to the high popularity of content communities.

Blogs

They are close to a research article where the posts are marked with the date and first presented with the most recent entry (Mayfield, 2008). There are numerous features that differentiate blogs from other websites: tone, subject, links, comments, and subscription. Blogs are usually written in a casual and conversational style and the author aims to explain the topic they are writing about, which may be detailed or general in nature. Creators of blogs generally make reference to other websites or blog posts to provide further information they have to use in several types of contents. There is also a comment section in blogs that can be called a small message board or portal, allowing the potential of user interaction. All sorts of blogs are available, including historical documents, liberal blogs, blogs for mass media, blogs for fashion and lifestyle, business blogs, and so on.

Micro-blogging

It incorporates instant messaging and social networking with certain blogging elements. The founder of this type of social networking is Twitter, which has over one million users and occupies the eighth position in the worldwide Alexa traffic ranking. Users of Twitter can automatically send 'tweets' to various sites, which are 140-character-limited posts, and the majority of 90 Twitter conversations are made via text or instant messaging and not via the original site.

Collaborative Projects

These allow the collective creation and contribution of multiple users of content and can be considered the most democratic type of user-generated content. There are two main forms of collaborative projects: wikis, which allow users to add, edit and delete content, and websites with social bookmarks, such as del.icio.u.

3.3   Social Media and Search Engine in Online Tourism

Social media become an essential tool of travelers in using for the quest of information. In addition, there is a lack of awareness of the degree to which an online traveler actually uses social media accounts when looking for information relevant to travel. The use of social media gap mainly places emphasis on such topics as defining the role of social media in holiday planning process (Fotis et al., 2012) destination marketing (Lange-Faria et al., 2012).

Travelers mostly used to search certain information about travel in the official websites and blogs; second place is photo sharing sites; and thirdly Facebook is viewed as a significant source of travel information (Kavoura & Stavrianeas, 2015). The segmentation of input from social users should be classified for companies and organizations to demonstrate their customer interaction (Ntalianis et al., 2015). Social media is considered central to research for the better execution of marketing strategies in the search for tourism knowledge, recognizing the important role of social media in the constitution of the online tourism domain. (Fesenmaier, 2007, Gretzel, 2006). This role was activated on their website by many industry operations, usually in the form of testimonials (e.g., Sheraton.com). Advertisers typically refer the posts on social media to the E-WOM (Litvin et al., 2008). The modern trend of online marketing is to optimize the use of social media to improve the credibility and word-of-mouth of the brand to further drive business success.

Active interactions between online customers, such as mining and tagging, automatically create a constantly growing structure of contacts on the Internet. In conclusion, social media can be viewed as a helpful, excellent search engine. As a result, social media has been seen as one of the online tourism operators' main rivals because the search engine inevitably aims to attract millions of new online buyers to social media sites, attracting substantial interest from them as well as trial and loyalty. (Blackshaw & Nazzaro 2006). The presence of social media pages tends to weaken the user pool and the reach of other information pages relevant to tourism that can influence the efforts of tourism marketers to build brand awareness (Xiang, & Gretzel 2010). Even so, because of the existence of social media sites that allow the audience to openly share, comment and rate the service or product without any strict legislation, it is particularly important for companies to develop their own methods of maintaining the credit of information or feedback generated by a wide range of online travelers.

3.4   The Use of Social Media in Traveling Stages

Many social networks enable consumers to publish and share their opinions, write comments, and describe their personal traveling experiences, which then act as information sources for others (Buhalis & Law 2008). Although the use and the impact of social media at different, stages of traveling have been widely investigated in prior research approaches, the relative impact of each type of social media on travelers' decisions is not examined in the current literature. It seems that social media webpages are increasingly used by customers in order to obtain information about their journey. These sites could be used by visitors on a journey, i.e. before, during, and after the trip. Consumers cannot only collect travel information from friends or relatives who directly belong to their social network, but also acquire more detailed information from online users worldwide. Moreover, social media is more effective in equipping travelers with comprehensive knowledge on a tourism destination than other information sources (Yoo & Gretzel 2011, 2012).

As argued by Huang, et al., (2010), obtaining travel information appeared to be the primary motivation driving the travelers' use of User Generated Content (UGC) and social media. Trip features appear to affect the interaction of travelers with UGC for travel planning. Simms (2012) found that a higher percentage of travelers shifted to UGC makers when visiting a destination for the first time, as well as when visiting a global venue. The content shared on online communities or blogs constitutes travel

stories and experiences, which encourage audiences to visualize the consumption of tourist products and services. (Tussyadiah et al., 2011) (Leung, et al., 2013) suggested that researchers and practitioners have to continually explore the antecedents and impact of social media on travelers, due to the rising popularity of social media in tourism and hospitality.

3.5   Travel Reservation

A reservation is a confirmation of a passenger's form of accommodation on a trip. The ticket would have to be purchased and checked in in time to guarantee a location on board the flight after choosing when and where to go and with which air carrier. These interventions would not, however, prohibit the refusal of boarding due to overbooking (bumped). Nowadays, most travel and tour companies provide online reservation which are fast, secure and easy for travelers. For travelers who want knowledge at their fingertips, the ideal option is online. The user-friendly, self-service corporate travel booking system allows travelers and travel arrangers to build air, car, and hotel reservations that comply with policies. Scan, book and travel with the certainty of knowing their qualified team provides 24/7 support. Some fares provided by carriers will require a reservation to be made and a space to be kept on board for a defined time without payment in order to allow a decision to travel or not to be made. If the carrier has not provided with an indication of your intention to fly within a defined time, the air carrier may cancel the reservation. After the fare has been paid in full and released, a carrier is not legally required to transport it. The travel agent or carrier may, once the ticket has been paid in full and released, provide an itinerary and receipt confirming the basic details of the journey, including the ticket number and certain references to certain travel-related information contained in the carrier's tariff. (Canadian Transportation Agency, 2015).

Not only for seat sales, travel agents are an excellent source of knowledge, but they can also assist in arranging hotel and resort accommodation, ground transportation and tour packages. They may also have some insurance assistance, passport and visa applications, and immunization records and other requirements for international travel. When making a reservation, make sure to include contact points for the carrier, e-mail address and/or telephone numbers at home and at destination, in case any delays or schedule adjustments need to be informed before departure or at any point during travel. In Myanmar, there are a lot of tour operators and travel companies which serves several

online reservations, not only inbound but also outbound travel packages for travelers. For example, Intrepid Travel, EMH Tours and Travel Group, G Adventures, Indus Travels, Tucan Travel, Good Life Myanmar Travel, Travel Talk, Sayang Holidays are famous and have excellent and good reviews from travelers. The travel styles they emphasizes are cultural, nature and adventure, activities, independent, marine, festival and event and special interest. Travelers can make online payment system through credit card such as Visa card, PayPal and Maestro card etc., Travelers can contact and ask any information from their social pages on Facebook, Instagram, Pinterest, Twitter and YouTube(www.tourrador.com).

CHAPTER IV
ANALYSIS OF FACTORS AFFECTING ON LOCAL TRAVELER ATTITUDE AND INTENTION TO USE SOCIAL MEDIA FOR TRAVEL RESERVATION

This chapter aims to analyze the factors affecting on local traveler attitude and intention towards using social media for travel reservation. This section is organized by five sections. Research design is the first section. Second section is occupied by demographics characteristics and experience of respondents using social media for travel reservation. Third section is testing data reliability for internal consistency. The descriptive results of the independent and dependent variables of the study are discussed in fourth section. Final sections include the regression analysis to measure the effects on usage of social media.

4.1   Research Design

Quantitative method is applied in this study by conducting traveler survey. The factors which include perceived usefulness, perceived ease of use, electronic word of mouth, perceived risk, attitude of using social media and intention to use are to rate with five-points Likert-scale. In order to minimize the biasness, questions are developed in a simple and understandable form for the ease of respondents. The primary data are collected from Facebook users by sending questionnaires through Google Drive. The size of Facebook user population cannot be available. Thus, the sample is calculated with Cochran (1963) formula,

$$n = \frac{z^2 pq}{e^2}$$

where, n is the sample size, z is the selected critical value of desired confidence level, p is the estimated proportion of an attribute that is present in the population, $q = 1 - p$ and e is the desired level of precision. According to this formula,

$$n = \frac{(1.96)^2 (0.5)(0.5)}{(0.5)^2}$$

$$n = 384.1$$

385 sample of Facebook users are included for the analysis. Questionnaire of this study is divided into two sections. First section includes demographic profile of

respondents followed by respondents' experience of using social media for traveling Second section contains the related questions concerning with using social media for travel reservation.

4.2 Demographic Data of Respondents

The study examined demographic data of all respondents involved in the study. The characteristics of respondents include gender, age, education level, income and their marital status for all 385 sampled respondents.

Table (4.1)   Demographics Data of Respondent (n=385)

Demographics Factors	No of Respondents	Percentage(%)
Gender		
Male	102	26.5
Female	283	73.5
Age(years)		
15-25	194	50.4
26-35	111	28.8
36-45	48	12.5
Over 45	32	8.3
Education		
High School Student	6	1.6
University Student	33	8.6
Graduated	165	42.9
Post-graduated	181	47.0
Monthly Income (MMK)		13.5
Under 100,000	52	29.6
100,001-250,000	114	29.6
250,001-400,000	114	27.3
Over 400,000	105	
Marital Status		
Single	294	76.4
Married	91	23.6

Source: Survey data (2020)

According to Table (4.1), the majority of respondents are females in survey with 73.5%. Respondents with age group between 15-25 have 50.4% which is higher than other age level. Respondents who have already got master degree or higher have highest participation percentage of 47. Most respondents' Monthly incomes are between 100,001 to 250,000 and between 250,001 to 400,000 and have same ratio among other income levels. The marital status results show that most respondents are single with 76.4% and the rest are already married.

Traveler Experience on Social Media

This survey analyzed whether respondents have the experience of using social media for traveling and also frequencies of respondents using social media.

Table (4.2)   Experience of Using Social Media for Traveling

Experience	Number of Respondents	Percentage
Yes	356	92.5
No	29	7.5
Total	385	100

Source: Survey data (2020)

According to the Table (4.2), more than 90% of respondents have experience in using social media for traveling and the remaining have no experience.

Table (4.3)   Frequency of Respondents Using Social Media for Traveling

Times	No of Respondents	Percentage (%)
0	29	7.5
1-3	127	33
4-6	120	31.2
7-9	32	8.3
10-12	50	13
13-15	24	6.2
15<	3	0.8
Total	385	100

Source: Survey data (2020)

Table (4.3) shows that majority of respondents used social media for traveling from 1 to 3 times. The second most used frequency by respondents is with 4 to 6 times for their travel. This implies that most respondents only use social media for their travels sometimes.

4.3   Reliability Analysis

Cronbach's alpha is considered as acceptable at 0.6 (Hair et al., 2011, Malhotra, 2010). Cronbach's alpha estimates the reliability based on the inter-correlations of the observed indicator variables. Cronbach's alpha reliability coefficient is usually ranges between 0 and 1 (Bajpai, 2011). The closer the Cronbach's alpha value to 1 the greater consistency it is.

Table (4.4)   Results of Reliability Statistics

Factors	Numbers of Items	Cronbach's Alpha
Perceived Usefulness	5	0.69
Perceived Ease of Use	5	0.70
Perceived Risk	5	0.63
Electronic Word of Mouth	4	0.66
Attitude	5	0.63
Intention to Use	5	0.59

Source: Survey data (2020)

The Table (4.4) presents the number of items that were used to measure each variable and the alphas for each variable. The Cronbach alpha of all variables is between 0.60 and 0.70, which indicates that the variables are reliable.

4.4   Descriptive Analysis

In this section, the mean values and standard deviations for each items of all variables in the conceptual framework of the study. According to Sekaran & Bougie (2010), less than 2.00 was as low level of means value, between 2.59 and less than 3.5 was as moderate level of means value and 3.50 or higher was high level of mean value. Table (4.5) describes mean and standard deviation of perceived usefulness factors which is measured with five statements.

Table (4.5)   Measurement of Perceived Usefulness

No	Statement	Mean	Std. deviation
1.	Getting information from social media about the place want to go	4.14	0.85
2	Improving travel planning through social media	4.03	0.83
3.	Making travel decisions accurately by checking on social media	3.90	0.88
4.	Getting knowledge of certain tourist attractions in the country through social media	4.19	0.85
5.	Being helpful when choosing destinations for travel	4.10	0.86
	Overall mean value	4.07	

Source: Survey (2020)

According to table (4.5), the study found that the highest mean score is 4.19 in which respondents aware of certain tourist attractions in the country from the use of social media. The lowest mean score is 3.9 in which making travel-decision precisely by searching on social media but its score is near 4 and have not high difference with the rest items. The overall mean value is over 4.07. For all statement of perceived usefulness factors, most respondents think social media is useful for traveling. Table (4.6) presents the mean and standard deviation of perceived ease of use factors which is measured by five statements.

Table (4.6)   Measurement of Perceived Ease of Use

No	Statement	Mean	Std. deviation
1.	Making easy to search information needed when taking trips by social media	4.15	0.80
2.	Using posts from social media to quickly schedule trips	3.94	0.89
3.	Considering easily that a trip is enjoyable or not by the traveler's posts	3.71	0.85
4.	Using social media easily when deciding to take trip	3.86	0.85
5.	Using social media easily for travel bookings	3.83	0.98
	Overall mean value	3.90	

Source: Survey data (2020)

According to Table (4.6), the highest mean value is 4.15 that information needed are easy to search when taking a trip with social media. Respondents considering easily that a trip is enjoyable or not by the traveler's posts has the lowest mean value of 3.71. The mean total value is 3.90, which is equivalent to 4. Then, it can be concluded that most respondent think social media is easy to use factors when taking a trip. Table (4.7) contains the mean and standard deviation of perceived risk factors which is measured with five statements.

Table (4.7)   Measurement of Perceived Risk

No	Statement	Mean	Std. deviation
1.	Obtaining risky travel information from social media.	3.28	0.98
2.	Worrying to use social media for travel reservation because other people may be able to access my account	3.05	0.99
3.	Feeling unsafe while using personal accounts for travel reservations	2.80	1.04
4.	Being attacked and threated by hackers using social media	3.33	1.04
5.	Confusing because of so many steps and rules using social media for taking reservations	2.90	0.97
6.	Getting a safe and sound trip by using social media information	3.36	0.85
	Overall mean value	3.12	

Source: Survey data (2020)

Table (4.7) shows that the highest mean value is 3.36 in which respondents get a safe and sound trip by using social media information while the lowest is 2.8 in which travelers feel unsafe while using their personal accounts for travel reservations. Since, the overall mean value of perceived risk factors is 3.12, it can be concluded that for most respondents, risk is not a problem in using social media for travel reservation. Table (4.8) includes the means and standard deviations of electronic word of mouth factors which is measured by four statements.

Table (4.8)   Measurement of Electronic Word of Mouth

No	Statement	Mean	Std. deviation
1.	Having trust to posts about travelers' experience	3.45	0.86
2.	Relying on the information spreading on social media when taking trips	3.46	0.78
3.	Believing the messages shared from the experienced travelers	3.57	0.79
4.	Having useful and reliable comments under travelling blogs	3.67	0.80
	Overall mean value	3.54	

Source: Survey data (2020)

In Table (4.8), highest mean value is 3.67 in which under travelling blogs, there have useful and reliable comments. The rest factors have near 3.5 mean score. Since, overall mean score is 3.54, it can be concluded that most respondents review message and comments for their travel decision. Table (4.9) describes the mean and standard deviation of local travelers' attitude of using social media.

Table (4.9)   Attitude Towards Using Social Media

No	Statement	Mean	Std. deviation
1.	Using information from social media when selecting travel tips	3.79	0.79
2.	Thinking social media usage as a tool to select tourist destination is wise	3.75	0.80
3.v	Making effective and efficient while planning trip	3.78	0.73
4.	Getting travel information fast by using social media	3.92	0.81
5.	Assuming social media as a necessary tool for travel reservation	3.85	0.73
	Overall mean value	3.82	

Source: Survey data (2020)

In the Table (4.9) the overall mean score for attitude is 3.82. Attitude of respondents relating with getting information fast has the highest mean level with 3.92.

The mean scores of the rest factors are over 3.5. It can be assumed that most respondents believe that the use of social media is a suitable method for travel reservation. Then, means and standard deviation of local travelers' intention to use social media are described in the Table (4.10).

Table (4.10)   Intention to Use Social Media

No	Statement	Mean	Std. deviation
1.	Not hesitating to use social media when taking trip	3.62	0.77
2.	Taking certain advice for travel plan from social media blogs	3.71	0.82
3.	Now using and expecting to use social media for choosing travel reservations in the future	3.64	0.71
4.	Using social media for taking trip, Instead of asking friends	3.32	0.93
5.	Using social media to travel because of trustworthy knowledge	3.53	0.72
	Overall mean value	3.56	

Source: Survey data (2020)

Table (4.10) revealed that the overall average value is 3.56. The highest mean value is 3.71 in which respondents like to take certain advice for travel planning from social media blogs. The lowest mean value is 3.32 in which respondents like to use social media for taking trip, instead of asking friends. As the result, local travelers' intention to use social media for travel reservation is high. In Table (4.11), overall mean values of all variables of the study are finally summarized.

Table (4.11)   Overall Mean Value

Variables	Overall Mean Value
Perceived Usefulness	4.07
Perceived Ease of Use	3.90
Perceived Risk	3.12
Electronic Word of Mouth	3.54
Attitude	3.82
Intention to use	3.56

Source: Survey data (2020)

Table (4.9) describes perceived usefulness has highest overall mean value 4.07. The lowest factor is perceived risk with 3.12 overall mean value. Perceived ease of use and electronic word of mouth have high mean value scores since their overall mean score are over 3.5. Respondents have attitude on using social media for travel reservation with 3.82 overall mean value. Intention to use social media of respondents is high with 3.56 overall mean value.

4.5   Analysis of Factors Affecting Traveler Attitude Toward Using Social Media

This section includes analysis of factors affecting traveler attitude toward using social media by using multiple regression analysis. Firstly, correlation analysis is measured to know their relation and how strongly related.

According to the correlation analysis between four factors and attitude of using social media, the correlation coefficient of attitude with perceived usefulness is 0.300 at significant 1% level and with perceived ease of use is 0.391 at significant 1% level. The correlation coefficient between perceived risk and attitude is 0.081 and over significant 1% level. The correlation coefficient between E-WOM factors and attitude is 0.648 at significant 1% level (shown in Appendix A). Except perceived risk, all factors are correlated with attitude towards using social media. Table (4.12) describes the multiple regression results of four factors on attitude of using social media.

Table (4.12)   Factors Affecting on Attitude of Traveler Toward Social Media Usage

Variables	Unstandardized Coefficients		t	Sig.	VIF
	B	**Std. Error**			
Constant	1.479	0.182	8.125	0.000	
Perceived Usefulness	0.007	0.051	0.134	0.893	2.36
Perceived Ease of Use	0.190***	0.052	3.647	0.000	2.50
Perceived risk	-0.237***	0.040	-5.919	0.000	1.23
Electronic Word of Mouth	0.653***	0.040	16.420	0.000	1.31
N	385				
R Square	0.505				
Adjusted R square	0.499				
F value	96.79***				

Source: Survey data (2020)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level.

In Table (4.12), the F-test was 96.79 and the p-value = 0.000 means that the influencing factors are significantly explained local travelers' attitude of using social media. R square is 0.505 which define relationship between these four independent variables and attitude. The adjusted R square was equal to 0.499 which showed that 49.9% of the variation in the local travelers' attitude to use social media was explained by the factors influencing and the rest of 50.1% was explained by other factors.

Based on the results of multiple linear regression analysis, it can be concluded that all the variables except perceived usefulness have significant influence on attitude of using social media. Perceive risk has negative relationship while perceived ease of use and electronic word of mouth have positive relationship with attitude and perceived usefulness shows no impact.

Regression coefficient of perceived ease of use is 0.190 at 1% significant level. This shows that when factors of perceived ease of use risen by one unit, attitude of using social media will increase 0.19 unit. The regression coefficient of perceived risk and attitude is -0.237 at 1% significant level. This shows that when factors of perceived risk risen by one unit, attitude of using social media will decrease 0.237 units. The regression coefficient of electronic word of mouth is 0.653 at 1% significant level. This shows that when factors of electronic word of mouth risen by one unit, attitude of using social media will increase 0.653 units.

4.6 Analysis of The Effect of Traveler Attitude on Intention to Use Social Media for Travel Reservation

Relationship between attitude and dependent variable of intention to use social media is analyzed by using linear regression analysis. According to correlation coefficient results, they are highly correlated with 0.70 at 1% significant level (shown in Appendix A). The results of the study between attitude and intention to use social media are revealed in the table (4.13).

Table (4.13)   The Effect of Traveler Attitude on Intention to Use Social Media

Variables	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	1.081	0.131	8.222	0.000
Attitude	0.650***	0.034	19.159	0.000
N	385			
R Square	0.489			
Adjusted R square	0.488			
F value	367.064***			

Source: Survey data (2020)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level.

The above table shows the F-test was 367.064 and the p-value = 0.000 which means attitude of using social media significantly explains the intention of use. The model explains about the variables of purchase intention because R-Square value is at 48.9%. The adjusted R square value of 0.488 explains about 48.8% of the total variance in purchase intention is accounted by attitude of using social media. According to linear regression analysis between attitude and intention to use in the above Table (4.13), the regression coefficient of attitude and intention is 0.650 at significant 1% level. It means that when factors of attitude risen by one unit, intention to use social media will increase 0.65 units. Thus, attitude of using social media has significant impact and have positive relationship with intention to use.

CHAPTER V
CONCLUSIONS

This chapter describes the findings and discussion in a detailed explanation, suggestion and recommendation, needs for further research.

5.1 Findings and Discussion

This study focused on factors affecting on attitude of using social media and to find out local travelers' intention to use social media. The data were collected with five-point Likert Scale structured questionnaires focusing to 385 Facebook users. In this study, demographic profile of the respondents was described in terms of gender, age, education, monthly income and marital status. There are more female than male respondents in terms of sex. This implies that more female users of social media than male users are present. Most respondents are youths between 15-25 years old. It can be concluded youths are well experienced in using social media than elder people. Regarding to education, most respondents are post graduated. This means welly educated people like to use social media in most of their time. The majority of respondents have average revenue at the income level. It means most respondents who have average income level can give time for social media. In marital status, most respondents are single. This means singles have more time in using social media than married people. The next examination is the experience of respondents using social media for travel and the frequency of social media use. According to the results, most respondents have experienced of using social media for traveling from 1 to 3 times.

This study analyzed factors that were assumed to have effect on attitude of using social media for traveling. According the analysis on perceived usefulness, most respondents agree that social media is useful when taking travel reservation since its overall mean value is 4.09. Especially, respondents believe that social media is useful to get knowledge certain tourist attractions of the country. For perceived ease of use, most respondents agree that social media is easy to use for travel reservation since its overall mean value is 3.9. Respondents mostly agree that social media can make easy to search information needed for taking trips. For perceived risk, respondents' risk acceptance level is normal with the overall mean value of 3.12. Mostly, respondents accept they will get safe and sound trip by using information on social media. Moreover, they normally feel safe while using their accounts for travel reservation. For electronic word of mouth, most

respondents accept that sharing experience of other travelers, comments under their posts and information from them are reliable with the overall mean value of 3.54. For analysis of attitude of using social media for traveling, most respondents have attitude about getting travel information quickly from social media. In analyzing intention to use social media for travel reservation, their intention to use social media is high especially in using social media for taking certain advice for travel planning through blogs.

By analyzing regression, this study explores factors influencing on local travelers' attitude of using social media for travel reservation. The most influencing factor is electronic word of mouth and the least influencing factor is perceived ease of use. Perceived usefulness has no effect on attitude. In case of perceived risk factor, it has negatively influent on attitude of using social media. This means the more risk on using social media for travel reservation, the worse attitude respondents have. In analysis of relationship between attitude of using social media for travel reservation and intention to use, there is positive relationship between them. This can be concluded that if respondents have attitude with the usage of social media, they will have higher intention to use it.

According to the findings, there are only three factors influencing on attitude of using social media for traveling which are perceived ease of use, perceived risk and electronic word of mouth. Especially, because of electronic word of mouth, respondents have an attitude to use social media for travel reservation. Although most people agree factors regarding with the usefulness of social media for traveling purpose, it has no influence on attitude of using social media. Since perceived risk have negative relationship with attitude, reducing risky situations will be a strategic way for travel and tour companies. According to the positive and significant relationship between attitude and intention to use, the more respondents have attitude for using social media the higher their intention to use.

5.2   Suggestion and Recommendation

Although most respondents felt social media is useful, it has no influence on their attitude of using social media which means level of usefulness of social media still need to be increased by travel and tour companies in Myanmar for travelers. Business that do not use or fail to use social features to increase efficiency and lower communication barriers may not survive long. The efficiency available in using social media compared to traditional communications channels prompted this study to conclude that social media is one of the most effective tools in promoting tourism.

Perceived ease of use has significant relationship with attitude. For travelers, social media is easy to use for information search prior to the trip, updating friends about departures, arrivals and destinations during the trip, and sharing experiences after the trip. Travelers, in particular, like to get information easily. Advanced technologies always find users' comfort and easiness to use and travel industry shouldn't lose their traces. Thus, travel companies should support easy search on accurate information about travel reservation for social media in more easy steps.

Most respondents believe that social media can't make them into trouble. Travelers are expected to use social media as long as risk can extremely hurt them. The travel reservation plans from travel and tour companies should be more trustable and more secure to protect traveler's privacy. E-WOM is correlated and have significant relationship with attitude. It can conclude that travel bloggers' post and sharing experience and comments and messages can support respondents when traveling. The travel industry should improve their reputation by the use of electronic word of mouth such as comments, messages, and individuals' reviews. Respondents' intention to use social media for tourism destination is quite high because of attitude on perceived ease of use and E-WOM. Travel and tour companies have to high respondent's intention by offering several services not only focusing on these four factors but by finding more distinct features of social media.

5.3   Needs for Further Research

It is possible to see important limitations as opportunities for future research. It would be worthwhile to know that future research to assess if any of the ideas mentioned in this study are feasible would be carried out in a more convenient manner. A number of tourism-related social networking sites that concentrate on different features can be explored, which is a way of seeing which things are more important for travelers. Finally, since this study is applicable to the entire travel and tourism industry, future studies should pay attention to particular fields, such as the hospitality, education and banking sectors, in order to recognize specific strategic opportunities and competitive advantages by using social media.

To be a more useful marketing tool for users, there are still need to develop more researches. In Myanmar, there is still few detail researches about technology in social media specializing in different fields. Not only TAM model, researches and

studies can use many other models and theories for sending message easily and clearly to readers.

The major limitations about this study is that because of Covid 19 pandemic, reliable data are very difficult to get since a lot of respondents have to stay home for a long time and they are far away from travel planning. Besides, there are the majority of people who participated in this survey were aged between 15 and 25 years, this might not give a clear picture of how older people view the use of social media with regard to traveling. Future research might need to target the older age groups and a comparison can then be drawn.

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APPENDIX A

Questionnaires

I am a student from Master of Commerce at Yangon University of Economics. This survey is or educational research purpose only. All response will be kept strictly confidential. thank you so much for your participation.

Part A: Demographic Information

1. Your Gender:

   ☐ Male   ☐ Female

2. Your age (years old):

   ☐ 15-25 years old   ☐ 26-35 years old

   ☐ 36-45 years old   ☐ over 45 years old

3. Your highest education

   ☐ High School student   ☐ University student

   ☐ Graduated   ☐ Post-graduated

4. Your income per month

   ☐ Under 100,000 kyats   ☐ 100,000-250,000 kyats

   ☐ 250,001-400,000 kyats   ☐ over 400,000 kyats

5. Marital status

   ☐ Single   ☐ Married

Have You ever used social media for traveling?

- Yes
- No

If yes, how many times have you used social media for traveling? (Approximately)

- Answer

Part B: Please read each item carefully and circle the appropriate number that indicates How Much You Agree or Disagree with each of the sections below:

SD- Strongly Disagree, D- Disagree, N- Neutral, A- Agree, SA- Strongly Agree

Statement	SD	D	N	A	SA
Perceived Usefulness	1	2	3	4	5
1. I can get information from social media about the place I want to go					
2. Social media improves my travel planning					
3. By searching on social media, I can make my travel-decision precisely.					
4. I become aware of certain tourist attractions in my country through social media					
5. Social media is useful when choosing tourism destinations					
Perceived Ease of Use	SD 1	D 2	N 3	A 4	SA 5
1. Social media makes easy to search information needed when taking trips					
2. Social media contents can be used to plan my trips easily					
3. I can consider easily that a trip is enjoyable or not by the traveler's posts					
4. Social medial is easy to use when deciding to take trip Nothing is difficult when using social media					
5. Nothing is difficult when using social media for travel reservation					

Perceived Risk	SD 1	D 2	N 3	A 4	SA 5
1. Information about traveling obtained from social media is too risky.					
2. I am worried to use social media for travel reservation because other people may be able to access my account					
3. I feel unsafe while using my personal accounts for travel reservations					
4. There will be hackers who can attack and threat me using social media					
5. I would confuse because there are so many steps and rules using social media when taking reservations.					
6. I can't get a safe and sound trip by using social media information					
EWOM	SD 1	D 2	N 3	A 4	SA 5
1. Posts about traveler's experience is trustful					
2. I can rely on the information spreading on social media when taking trips					
3. I can believe the messages shared from the experienced travelers					
4. Comments under travelling blogs are very useful and reliable					
Attitude	SD 1	D 2	N 3	A 4	SA 5
1. I like to use social media information when choosing travel destinations					
2. It is very wise using social media as a tool to select tourist destination					
3. Social media makes me effective and efficient while planning trip					
4. It is very fast to know travel information by using social media					
5. Overall, social media can be assumed as a necessary tool for travel reservation					

Intention to Use	SD 1	D 2	N 3	A 4	SA 5
1. I will not hesitate to use social media when taking trip					
2. I will take certain advice for my travel plan from social media blogs					
3. I am now using and expect to use social media for choosing travel destinations in the future					
4. Instead of asking friends, I will rather use social media for taking trip					
5. I will use information from social media for taking trip because it is trustful					

APPENDIX B

Correlations

		PU	PE	PR	EOM	ATT
PU	Pearson Correlation	1	.756**	.053	.218**	.300**
	Sig. (2-tailed)		.000	.298	.000	.000
	N	385	385	385	385	385
PE	Pearson Correlation	.756**	1	.163**	.318**	.391**
	Sig. (2-tailed)	.000		.001	.000	.000
	N	385	385	385	385	385
PR	Pearson Correlation	.053	.163**	1	.417**	.081
	Sig. (2-tailed)	.298	.001		.000	.112
	N	385	385	385	385	385
EOM	Pearson Correlation	.218**	.318**	.417**	1	.648**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	385	385	385	385	385
ATT	Pearson Correlation	.300**	.391**	.081	.648**	1
	Sig. (2-tailed)	.000	.000	.112	.000	
	N	385	385	385	385	385

Source: Survey data (2020)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710[a]	.505	.499	.44871
a. Predictors: (Constant), EOM, PU,PR, PE				

Source: Survey data (2020)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.948	4	19.487	96.785	.000[b]
	Residual	76.510	380	.201		
	Total	154.458	384			
a. Dependent Variable: ATT						
b. Predictors: (Constant), EOM, PU, PR,PE						

Source: Survey data (2020)

Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.479	.182		8.125	.000		
	PU	.007	.051	.007	.134	.893	.424	2.359
	PE	.190	.052	.208	3.647	.000	.400	2.498
	PR	-.237	.040	-.237	-5.919	.000	.816	1.225
	EOM	.653	.040	.679	16.420	.000	.762	1.313
a. Dependent Variable: ATT								

Source: Survey data (2020)

Correlations

		ATT	IU
ATT	Pearson Correlation	1	.700[**]
	Sig. (2-tailed)		.000
	N	385	385
IU	Pearson Correlation	.700[**]	1
	Sig. (2-tailed)	.000	
	N	385	385
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Survey data (2020)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.700[a]	.489	.488	.42191
a. Predictors: (Constant), ATT				

Source: Survey data (2020)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.341	1	65.341	367.064	.000[b]
	Residual	68.178	383	.178		
	Total	133.520	384			
a. Dependent Variable: IU						
b. Predictors: (Constant), ATT						

Source: Survey data (2020)

Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			B	Std. Error
1	(Constant)	1.081	.131		8.222	.000	1.081	.131
	ATT	.650	.034	.700	19.159	.000	.650	.034
a. Dependent Variable: IU								

Source: Survey data (2020)