

Antecedents of purchase intention in the use of online travel agents

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ABSTRACT

The purpose of this study is to analyze whether there is a positive impact of information credibility, information quality, reviewer expertise, information quantity, product rating on the adoption of e-wom information, analyze whether there is a positive impact of e-wom information adoption on purchase intention, information from e-wom on attitude, information from e-wom on subjective norms, attitude on purchase intention, subjective norms on purchase intention. This research involves the use of the structural analysis method Equation Modeling (SEM) as a statistical tool to process research data, while data processing uses software tools, namely SPSS 21 and AMOS 23. The sampling technique used is purposive sampling. The expected results in this study can be concluded that there is a positive influence of information credibility on information adoption, information quality on information adoption, reviewer expertise on information adoption, information quantity on information adoption, product rating on information adoption, information adoption on purchase intention, information adoption on attitude, information adoption on subjective norms.

Keyword: *Information Credibility, Information Quality, Reviewer Expertise, Information Quantity, Product Rating, E-Wom Information, Purchase Intention, Attitude, Subjective Norm, Attitude, Purchase Intention.*

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis apakah ada dampak positif kredibilitas informasi, kualitas informasi, keahlian *reviewer*, kuantitas informasi, peringkat produk terhadap adopsi informasi e-wom, menganalisis apakah ada dampak positif adopsi informasi e-wom terhadap niat pembelian, informasi dari e-wom terhadap sikap, informasi dari e-wom tentang norma subjektif, sikap pada niat pembelian, norma subjektif pada niat pembelian. Penelitian ini melibatkan penggunaan metode analisis struktural Equation Modeling (SEM) sebagai alat statistik untuk mengolah data penelitian, sedangkan pengolahan data menggunakan perangkat lunak yaitu SPSS 21 dan AMOS 23. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Hasil yang diharapkan dalam penelitian ini dapat disimpulkan bahwa terdapat pengaruh positif kredibilitas informasi terhadap adopsi informasi, kualitas informasi adopsi informasi, keahlian *reviewer* tentang adopsi informasi, kuantitas informasi tentang adopsi informasi, peringkat produk pada adopsi informasi, adopsi informasi tentang niat pembelian, adopsi informasi tentang sikap, adopsi informasi tentang norma subjektif.

Kata kunci: kredibilitas informasi, kualitas informasi, keahlian *reviewer*, kuantitas informasi, peringkat produk, informasi e-wom, niat pembelian, sikap, norma subjektif, sikap, niat pembelian.

INTRODUCTION

The utilization of e-commerce is increasingly widespread, particularly in the tourism sector. Nowadays, many travelers, especially the younger generation rely on internet search engines, social media, and travel booking applications to plan their travel activities. The presence of e-commerce in the tourism industry, particularly through online travel agency (OTA) platforms, continues to influence consumer behavior and the way travelers make purchases (Cham et al., 2020). People now tend to prefer online booking services for various travel needs, such as accommodation and transportation (Zahratu & Hurriyati, 2018). Therefore, it is essential for online travel agencies to identify the factors that influence traveler satisfaction in order to develop strategies that strengthen traveler engagement with their brand (Nguyen, 2024).

Online travel agent (OTA) are digital platforms that facilitate the booking of travel and tourism services. The primary role of online travel agents is to act as intermediaries between tourism service providers such as hotels, airlines, or tour operators and travelers (Satuvision.com, 2023). The COVID-19 pandemic posed significant challenges to the tourism industry. Nevertheless, online travel agents experienced positive impacts, as they gained opportunities for growth amid the changing consumer shopping behaviors. Traditional methods of travel planning, such as booking through tour operators, have gradually been abandoned, with travelers shifting toward online service reservations. Today, online travel agents play a crucial role in connecting travelers with travel services, as well as simplifying information search, price comparison, and online booking (Nguyen, 2024).

In Indonesia, online travel agents have experienced rapid growth over the past decade. This growth has been driven by easier internet access, increased smartphone usage, and a shift in consumer behavior that now leans more heavily on digital services for travel needs (Badan Pusat Statistik RI, 2025). Data from Statistics Indonesia (Badan Pusat Statistik) illustrate trends in domestic tourist travel in recent years as follows:

Table 1. Data on the Number of Domestic Tourist Trips for the Period 2022–2024

Year	Number of Trips
2022	3.540.542
2023	7.518.895
2024	8.946.794

Resource: Badan Pusat Statistik Republik Indonesia, (2025)

Table 1.1 presents data on domestic tourist trips in Indonesia for the period 2022–2024, compiled by Statistics Indonesia (Badan Pusat Statistik), 2025. The number of domestic tourist trips has shown a significant increase, from 3,540,542 trips in 2022 to a dramatic rise of 8,946,794 trips in 2024. The most recent data highlight the important role played by online travel agent (OTA) companies in

assisting domestic travelers in planning their trips and managing travel accommodations.

In Indonesia, several online travel agent companies actively operate to facilitate the public in arranging accommodations and other travel-related needs. Among the well-known online travel agent brands are Traveloka, Tiket.com, Shopee (Travel/Hotel), Nusatrip, and Travello. According to an article by Goodstats.id (2025), the following is a list of the most popular online travel agent brands used by Indonesian consumers, ranked based on customer satisfaction levels:



Figure 1. Most Popular Online Travel Agent Brands According to the Public in 2025

Resource: Goodstats.id, (2025)

Figure 1.1 illustrates the results of a survey published in *Goodstats.id* (2025), highlighting the five most popular and most preferred online travel agent (OTA) brands among the Indonesian public in 2025. Traveloka ranks first with the highest customer satisfaction score of 80.0. In second place is Tiket.com with a score of 62.0, followed by Shopee (Travel/Hotel) in third place with a score of 60.8. Other platforms, such as Nusatrip and Travello, follow in fourth and fifth places with scores of 56.3 and 56.2, respectively.

However, to effectively reach the market, online travel service providers must understand the diverse behaviors and characteristics of travelers in order to design websites that are relevant and aligned with user needs (Huang & Lan, 2021). One of the main challenges faced by businesses in the online travel sector is how to encourage purchase decisions by increasing travelers' intention to continuously use online travel agent services (Nguyen, 2024). According to (Sardar et al., 2021), from the traveler's perspective, booking through an online travel agent offers several

advantages such as ease of access, cost efficiency, speed, a pleasant experience, and a wide range of product or service choices.

In the increasingly competitive tourism industry particularly with the growth of online travel systems it is crucial for companies to focus on quality in order to attract traveler interest. On the other hand, since online travel agent products are intangible, this presents a challenge in assessing the quality of the services offered (Nguyen, 2024). Typically, travelers rely on word-of-mouth (WOM) information from family or acquaintances to understand the characteristics and quality of a product (Kamalasena & Sirisena, 2021). However, in the current digital era, word-of-mouth is increasingly conveyed through social media in the form of electronic word of mouth (e-WOM) (Nguyen, 2024). (Pinto & Castro, 2019) examined the influence of both positive and negative reviews on purchasing decisions. They also began to focus on travelers' online posts on social media as a different form of e-WOM. In Nguyen's (2024) study, an effort was made to observe the factors that drive the adoption of e-WOM among travelers. With the increasing use of platforms such as Facebook, TikTok, Instagram, and YouTube, previous studies have examined how e-WOM on social media influences tourists' decisions—both in choosing destinations and in using travel products and services—since social media has become an essential part of daily internet use.

The study by (Sinambela et al., 2025) explains that information credibility, information quality, and information quantity significantly affect the adoption of e-WOM. Nguyen (2024) also adds reviewer expertise and product ranking as influential factors in e-WOM adoption.

Information credibility helps travelers to feel more confident in selecting the information they need, as it indicates that the information is accurate and aligns with factual conditions on the ground, ultimately influencing travelers' attitudes toward adopting that information (Sinambela et al., 2025) On the other hand, higher information quality is perceived as more relevant, complete, secure, and important enabling travelers to better receive and assimilate the provided information, thereby forming positive attitudes that encourage information adoption (Herawaty et al., 2022). Nguyen (2024) further explains that travelers need to evaluate the expertise and credibility of the reviewer before deciding whether to accept or reject the information. If travelers believe that the opinion comes from someone with high expertise, they tend to perceive the opinion or comment as more useful, which in turn drives them to adopt the information. Apart from information quality, the quantity of information which refers to the completeness of the information presented to travelers on online media is also considered important in influencing travelers' intentions to adopt and accept the information (Hendijani Fard & Marvi, 2020). Product ranking, meanwhile, provides a summary of evaluations regarding accommodations and services, reflecting either positive or negative feedback. It serves as a common attribute of e-WOM that supports the enhancement of information adoption on online travel agent platforms (Nguyen, 2024).

As electronic media continue to evolve as the main and easily accessible source of information (information adoption), positive reviews in online media have proven effective in shaping individuals' attitudes toward assessing services (Ilmiyah & Krishernawan, 2020). Positive reviews indicate favorable attitudes toward the available information compared to reviews with negative opinions. Thus, positive traveler reviews shared through company platforms have a significant impact on travelers' perceptions (Ernawati, 2021). In the context of e-commerce, such as online travel agents, information in the form of opinions and perspectives shared by peers or fellow users of the same platform is known as peer influence, which plays a role in determining whether travelers will take a particular action (Nguyen, 2024). This aligns with the view of (Sulthana & Vasantha, 2019) who state that e-WOM fosters stronger subjective norms in the context of technology and online review adoption. Moreover, information obtained and adopted through online media is a key factor influencing purchase intention (Putri & Handayani, 2023). The more positive the reviews shared by other travelers using the same platform, the greater their influence on a traveler's intention to use the service (Sadewa & Setyawan, 2024).

This study aims to incorporate several variables influencing purchase intention, as referenced in Nguyen's (2024) research, which is then modified according to the specific context of this study. Observations are conducted on domestic travelers who use online travel agent platforms operating and available in Indonesia. Based on the background presented, this study proposes the title: "Antecedents of Purchase Intention in Using Online Travel Agents"

RESEARCH METHODOLOGY

This research design is based on and developed from a previous study by Nguyen (2024), which has been adapted to a different research context and object. This study employs a hypothesis-testing approach to evaluate various factors influencing the purchase intention of tourists using online travel agent (OTA) services available in Indonesia. Regarding the time dimension, this research adopts a cross-sectional design, meaning that data collection is conducted only once within a specific period to address the research questions (Sekaran & Bougie, 2016). The unit of analysis in this study consists of individuals who are consumers and users of online travel agent services operating in Indonesia.

This study involves nine variables to be examined, namely information credibility, information quality, reviewer expertise, information quantity, and product ranking as predictors influencing information adoption. In addition, the variables attitude, subjective norm, and information adoption are considered predictors influencing purchase intention. The research employs measurement tools in the form of Likert-scaled items, which are adapted from previous studies and primarily sourced from Nguyen (2024).

RESULT AND DISCUSSION

Validity Test

Table 2. Results of the Validity Test for Information Credibility

Information Credibility	Factor Loading	Result
Information evaluated/commented on by customers online is persuasive and can be referenced	0.810	Valid
Information evaluated/commented on by customers online is authentic	0.890	Valid
Information evaluated/commented on by customers online is reliable	0.851	Valid
Information evaluated/commented on by customers online is accurate	0.802	Valid

Resource: *Output SPSS 21*

Based on Table 2, the validity test results for the information credibility variable show that all statement items have factor loading values ≥ 0.40 . The factor loading values range from 0.802 to 0.890, indicating that all items measuring the information credibility variable are considered valid.

Table 3. Results of the Validity Test for Information Quality

Information Quality	Factor Loading	Result
Online reviews/comments are easy to understand.	0.847	Valid
Online reviews/comments are clear.	0.860	Valid
Online reviews/comments are of high quality and provide complete information.	0.835	Valid

Resource: *Output SPSS 21*

Based on Table 3, the validity test results for the information quality variable show that all statement items have factor loading values ≥ 0.40 . The factor loading values range from 0.835 to 0.860, indicating that all items measuring the information quality variable are considered valid.

Table 4. Results of the Validity Test for Reviewer Expertise

Reviewer Expertise	Factor Loading	Result
I think the people providing online reviews/comments are experienced.	0.803	Valid
I think the people providing online reviews/comments have extensive knowledge about the product.	0.789	Valid

I think the people providing online reviews/comments have the ability to make judgments.	0.797	Valid
This person provides some ideas different from other sources.	0.759	Valid
This person mentions some things that I haven't considered	0.738	Valid

Resource: *Output SPSS 21*

Based on Table 4, the validity test results for the reviewer expertise variable show that all statement items have factor loading values ≥ 0.40 . The factor loading values range from 0.738 to 0.803, indicating that all items measuring the reviewer expertise variable are considered valid.

Table 5. Results of the Validity Test for Information Quantity

Information Quantity	Factor Loading	Result
A large number of online reviews/comments indicate that the accommodation facility is popular.	0.828	Valid
A large volume of online review/comment information suggests that the accommodation facility has good sales performance.	0.877	Valid
High ratings and recommendations indicate that the accommodation facility has a good reputation.	0.884	Valid

Resource: *Output SPSS 21*

Based on Table 5, the validity test results for the information quantity variable show that all statement items have factor loading values ≥ 0.40 . The factor loading values range from 0.828 to 0.884, indicating that all items measuring the information quantity variable are considered valid.

Table 6. Results of the Validity Test for Product Ranking

Product Ranking	Factor Loading	Result
The overall rankings of different accommodation facilities help me easily evaluate/compare the available choices.	0.874	Valid
The overall rankings help me quickly choose the best accommodation among many alternative options.	0.874	Valid

Resource: *Output SPSS 21*

Based on Table 6, the validity test results for the product ranking variable show that all statement items have factor loading values ≥ 0.40 . The factor loading values for both items are 0.874, indicating that all items measuring the product ranking variable are considered valid.

Reliability Test

Table 7. Results of the Reliability Test

No	Variable	N of Item	Cronbach's Alpha	Result
1	<i>Information Credibility</i>	4	0.859	<i>Reliable</i>
2	<i>Information Quality</i>	3	0.803	<i>Reliable</i>
3	<i>Reviewer Expertise</i>	5	0.836	<i>Reliable</i>
4	<i>Information Quantity</i>	3	0.829	<i>Reliable</i>
5	<i>Product Ranking</i>	2	0.691	<i>Reliable</i>
6	<i>Information Adoption</i>	4	0.859	<i>Reliable</i>
7	<i>Attitude</i>	3	0.844	<i>Reliable</i>
8	<i>Subjective Norm</i>	3	0.761	<i>Reliable</i>
9	<i>Purchase Intention</i>	5	0.893	<i>Reliable</i>

Resource: Output SPSS 21

Based on Table 7, the reliability test results show that the *information credibility* variable, measured using four statement items, has a Cronbach's alpha value of 0.859. The *information quality* variable, measured with three items, has a Cronbach's alpha of 0.803. In addition, the *reviewer expertise* variable, measured using five items, has a Cronbach's alpha of 0.836. The *information quantity* variable, measured with three items, has a Cronbach's alpha of 0.829. Meanwhile, the *product ranking* variable, measured with two items, shows a Cronbach's alpha of 0.691. The *information adoption* variable, measured with four items, has a Cronbach's alpha of 0.859. The *attitude* variable, measured using three items, has a Cronbach's alpha of 0.844. The *subjective norm* variable, measured using three items, has a Cronbach's alpha of 0.761. Lastly, the *purchase intention* variable, measured using five items, has a Cronbach's alpha of 0.893. Based on these results, all statement items have a Cronbach's alpha value ≥ 0.6 , indicating that each set of items used to measure their respective variables is considered reliable.

Hypothesis Discussion

Hypothesis 1

The first hypothesis tested the influence of **information credibility** on **information adoption**. The results indicate that information credibility has a positive effect on information adoption. This finding is consistent with and supports the previous research conducted by Nguyen (2024), which showed that the higher the

level of perceived information credibility, the higher the level of information adoption experienced by consumers.

This means that as consumers' perception of the credibility of reviews or comments increases, it enhances their likelihood of adopting the information on online travel agent platforms. The findings suggest that the more accurate the information provided by other users on the online travel agent application, the more it motivates consumers to take action, such as booking accommodation facilities after reading the available reviews.

Hypothesis 2

The second hypothesis tested the influence of **information quality** on **information adoption**. The results show that information quality positively affects information adoption. This finding aligns with and supports previous research by Nguyen (2024), which revealed that higher perceived information quality leads to higher levels of information adoption among consumers.

This implies that as consumers' perception of the quality of reviews or comments improves, their tendency to adopt information on online travel agent platforms also increases. The findings indicate that the more complete and more high-quality the reviews on the application are, the more they motivate consumers to take actions such as booking accommodation on the platform after reading the reviews.

Hypothesis 3

The third hypothesis examined the effect of **reviewer expertise** on **information adoption**. The results show a positive influence of reviewer expertise on information adoption. This finding supports Nguyen's (2024) research, which found that the more expertise consumers perceive in a reviewer, the more likely they are to adopt the information shared.

This indicates that as consumers perceive reviewers to be knowledgeable and experienced, they are more likely to adopt the information on the platform. The results show that when reviewers suggest new or previously unconsidered ideas, it significantly increases consumers' motivation to take actions such as booking accommodations through the online travel agent after reading reviews.

Hypothesis 4

The fourth hypothesis tested the impact of **information quantity** on **information adoption**. The results demonstrate a positive effect of information quantity on information adoption. This finding aligns with Nguyen (2024), who concluded that the more reviews or comments perceived by consumers, the more likely they are to adopt the information.

This suggests that the more extensive the volume of reviews available on the platform, the more consumers are motivated to adopt the information. The findings from this hypothesis show that a greater number of reviews on the online travel agent application signals strong sales performance of the accommodation, thereby increasing consumer motivation to proceed with bookings.

Hypothesis 5

The fifth hypothesis examined the effect of **product ranking** on **information adoption**. The results show a positive and significant influence of product ranking on information adoption. This supports previous findings by Nguyen (2024), which demonstrated that higher perceived product rankings lead to increased information adoption.

This implies that when consumers perceive the rankings of accommodations to be helpful and trustworthy, it enhances their information adoption. The results of this hypothesis illustrate that useful ranking features can assist consumers in efficiently evaluating and selecting the best accommodation among many alternatives, thereby motivating them to make a booking decision based on the available reviews.

Hypothesis 6

The sixth hypothesis tested the impact of **information adoption** on **purchase intention**. The results reveal that information adoption positively influences purchase intention. This supports Nguyen's (2024) findings that higher levels of information adoption correlate with greater purchase intention.

This suggests that increased information adoption on the online travel agent platform enhances consumers' intention to book accommodations. The findings indicate that the more motivated consumers are to act on the information, the more likely they are to plan future bookings based on reviews from others on the platform.

Hypothesis 7

The seventh hypothesis examined the influence of **information adoption** on **attitude**. The results indicate a positive effect of information adoption on consumer attitudes. This is in line with Nguyen's (2024) study, which found that increased information adoption improves consumer attitudes.

This implies that as consumers adopt more information from online travel agent platforms, their overall attitude toward using the platform for booking accommodations improves. The findings suggest that motivated consumers are more likely to develop the habit of reading information and reviews before booking.

Hypothesis 8

The eighth hypothesis tested the effect of **information adoption** on **subjective norm**. The results indicate a positive influence of information adoption on subjective norm. This finding supports Nguyen (2024), who found that increased information adoption strengthens the social expectations perceived by consumers.

This suggests that as consumers adopt more information, they are more likely to consider the opinions and expectations of their social environment. The findings show that consumers are increasingly motivated to follow suggestions from family members or respected individuals regarding reading reviews before making bookings.

Hypothesis 9

Based on the results of the ninth hypothesis testing, **attitude** does not have a positive influence on **purchase intention**. Although consumers may express favorable views of Online Travel Agent (OTA) platforms, such attitudes do not necessarily lead to booking behavior. This indicates that having a positive perception of a platform is not enough to encourage users to make a reservation.

This outcome implies that other factors may play a more critical role in shaping purchase intention, such as trust in the platform, perceived risk, ease of use, price sensitivity, and social influence. In practice, consumers may value the platform's features or be influenced by positive reviews, but they could still choose not to book due to trust concerns, better offers on competing platforms, or simply a lack of current need.

These findings contradict the conclusions of Nguyen (2024), who argued that attitude has a significant effect on purchase intention. However, the results are consistent with Paul and Bhakar (2018), who emphasized that attitude alone may not sufficiently shape behavioral intention. Supporting this, Putra and Pangaribuan (2021) investigated Traveloka users in Indonesia and found that trust plays a mediating role between perceived service quality and booking intention. Their study concluded that while user attitude contributes to intention, trust has a more decisive influence in online booking decisions. Therefore, although consumers frequently read reviews prior to booking, this behavior does not necessarily result in actual reservations of the reviewed accommodations.

Hypothesis 10

Based on the tenth hypothesis test, **subjective norm** does not have a positive influence on **purchase intention**. Although consumers recognize the importance of social norms such as reading reviews or relying on recommendations before booking this awareness does not automatically lead them to reserve accommodations. This suggests that even when consumers acknowledge opinions from family or peers, they do not necessarily translate these influences into an actual booking intention.

These findings contradict from Nguyen (2024), who found that subjective norms significantly affect purchase intention. However, they are consistent with Wiwoho and Riptiono (2022), who argued that in decision-making contexts characterized by personal autonomy such as online accommodation booking consumers rely more on individual evaluations and experiences rather than conforming to social pressures (Wiwoho & Riptiono, 2022). These results are further supported by Gunarso and Riptiono's (2022) study on Jamu purchases in Indonesia, which demonstrated that while subjective norms positively influenced consumer attitude and desire, they did not shape actual purchase intention (Gunarso & Riptiono, 2022). Therefore, even though consumers may understand the role of reviews and social opinions in their decision process, this awareness alone is not sufficient to directly influence their intention to book the accommodations recommended by others.

CONCLUSION

Conclusion

Based on the research findings and the discussion presented in the previous chapters, the following conclusions can be drawn:

1. There is a positive influence of *information credibility* on *information adoption*
2. There is a positive influence of *information quality* on *information adoption*
3. There is a positive influence of *reviewer expertise* on *information adoption*
4. There is a positive influence of *information quantity* on *information adoption*
5. There is a positive influence of *product ranking* on *information adoption*
6. There is a positive influence of *information adoption* on *purchase intention*
7. There is a positive influence of *information adoption* on *attitude*
8. There is a positive influence of *information adoption* on *subjective norm*
9. There is no significant influence of *attitude* on *purchase intention*
10. There is no significant influence of *subjective norm* on *purchase intention*

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