Consumers Intention to Use Smartphone While Travelling and its Impact on Loyalty

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Article Information	Abstract
Keywords Smartphone Mobile technology Tourist experience Adaptive structuration theory	The smartphone invade many aspects in everyday life, including travel. In this article demand that since the technology is considered in travel, understanding of using smartphone in daily life cannot be separated. Based on study of American travelers, this study uses adaptive structuration theory as a lens to discover a number of loaded impacts from smartphone use in everyday life into travel. The implications of this research propose several important effect for both practice and research as well as future directions for the research of mobile technology in tourism.

INTRODUCTION

The integration of smartphone into our life affects our decision to travel. Recent studies have inspect the reform brought by the utilization of mobile devices such as the smartphone in tourist behavior including the tourist experience (Kramer et al. 2007; Kim et al., 2008; Paris, 2012; Rasinger et al., 2009; Tussyadiah and Zach, 2012; Wang et al., 2012). That has caused extensive connectivity into the internet, experience by the tourist with mobile devices such as they are often familiar (Larsen et al., 2007). In addition, companies are now more proactive and innovative as they launch many new product and alert towards the demand of consumers and users (Kamal et al., 2016). The crucial aspect of the mediation process is the outcome from the flood result of daily life whereby people manage the routines, skills and habits set up their daily lives into travel (Currie, 1997; MacKay and Vogt, 2012; White and White 2007). MacKay and Vogt (2012) found that the skills and knowledge of using smartphone will be gained depends on the person attitude toward the technology in everyday use and can be apply during travel. As been discussing in this paper that travel and everyday life should not be seen as completely separated existence in fact it is related to each other. Therefore, to gain better understanding of the connection between smartphones in one's essential life and in leisure travel is important. The goal of this study is to investigate how the use of smartphones can influence travelers' intention and how these practices affect the tourist experience.

These studies have reported the effect of the smartphone on dissimilar feature of tourist experience inclusive searching engine, travellers' use of unoccupied times such as on-site decision making, experience documentary, waiting for bus and sharing. Using the smartphones in term of travel leads to a 're-articulation of tourism' is the important research that can be indicate " (Hannam et al., 2013, p. 8) because the number of crucial 'binaries' has been unfocus to characterize the travel experience, including authentic or inauthentic, home or away, work or leisure, extraordinary or mundane (Hannam et al., 2006). Moreover, recent studies shows that the link tourist to their 'home world' with the consume of information technology leads to a new blurring space which Pearce and Gretzel (2012) name it as "digital elasticity".

Despite the prominent role smartphone is becoming towards travel and leisure activities, there is little information about underlying process that form (and/or reform) tourist experiences and smartphone (Wang et al., 2016). More studies on the effect of smartphone on tourist experience are required as the utilization of smartphone within the tourism and travel perspective is still considered a new phenomenon (Wang et al., 2014). Research on the relationship between travel activities and the value of technology is very much lacking (Lee et al., 2014). Many past researches concentrated on the aspect of supply-side issues (MacKay and Vogt, 2012) and the impact of human-computer interaction on the design of applications or devices (Wang et al., 2014). Thus more studies are needed within the aspect of assessing the factors that influence the adoption of information services within smartphone (Wang et al., 2014). How smartphone have an effect on tourist experience is a recurrent but needed subject of analysis (Tussyadiah and Zach, 2012; Wang et al., 2012, 2014). Study on the integration of technology into experiences is still a major gap that needs to be made for better understanding (Neuhofer et al., 2014). Looking into this matter we decided to fill in the current gap and acknowledge the relationship between travel and the value of smartphone.

The objective of this conceptual paper is to develop and apply the theoretical model that studies the influence users' loyalty and intention to use the smartphone application when travel. Nevertheless, this study proposes the addition of 'spirit of smartphone' as one of the suggested factor that influence users' perceived ease of use and the prolong usage of smartphone for travel purpose. Literature review is presented in next section of this paper; and this will be followed by the presentation of the conceptual research model. Finally, conclusion and recommendation will be discussed to summarize the statement of this study in general.

LITERATURE REVIEW

Compatibility
Compatibility refers to the phase to which mobile innovation is recognized to be constant with users' self values, experiences, and needs. More often the adoption of mobile system has been cause by high compatibility (Wu and Wang, 2005). Compatibility has result on both behavioral intention to use through actual use and behavioral intention to use through discern usefulness (Wu and Wang, 2005). Compatibility has the most important impact on behavioral intention in a mobile shopping context which is highlighted by Wu and Wang (2005) which be the key factor in shopper attitude towards online purchase (Chen et al., 2002).

Compatibility is also more often the prime design in users' mobile device activities (Koenig-Lewis et al., 2010). In order to expand the usage of mobile banking, the system should design an impersonate mobile banking that is easy to use and is compatible with users' lifestyles (Ewe et al., 2015). As a result, compatibility has more often been used in recent TAM studies and found to be a key precursor to conclude ease of use (Akturan & Tezcan, 2012). Therefore, the insertion of compatibility construct in this research is reasonable as greater compatibility outcomes in a faster rate of technology adoption.

P1: Compatibility will positive influence perceived ease of use when using smartphone for travel.
P2: Compatibility will positive influence convenience when using smartphone for travel.
P3: Compatibility will positive influence loyalty when using smartphone for travel.

Spirit of Smartphones
Spirit of smartphone refers to the positive feelings of using the smartphones in everyday life (Wang et al., 2014). The peculiar uses of smartphones differ in people usual life, and it depends on people characteristic surrounding (e.g., age, profession, and marriage status). Nonetheless, smartphones can make people feel 'more informed', 'more connected', 'more entertained', and 'more productive'. This diversity of recent 'enhanced role' of smartphones have effect the positive respond and boost people up emotionally. People now depends on smartphones and make smartphones as their 'companion', 'friends', 'secretary', and 'safe guards'. Smartphones are used especially for communicating, online social networking, entertainment, facilitation, information search and acquisition based on study done by Wang et al. (2014). The features of smartphone have been upgraded within people daily routines and social practices where people now more rely on smartphone for problem solving and decision making. The interactivity of the websites within the smartphone and the smartphone itself has enhanced the perceived value of smartphone among users (Abdullah, 2016). The use of information technology can spill over to the travel context in daily life based on recent research by MacKay and Vogt (2012). However Jansson (2007) claim that mobile technology changes the essence of travel by "decapsulating" the tourist event wherein the sense of adventure and escape blunt because of better knowledge about the place and the reconnection with the tourist's environment. Smartphones and loyalty application have begun offering small business and build program quality also automated administration capabilities once affordable to large

companies like hotel chains and airlines. These potential offer the equal of a real-world psychology lab for easily estimate the impact of offerings and incentives on customer loyalty (The New York Times, 2015).

P4: 'Spirit of smartphone' will positive influence PEOU when using smartphone for travel.
P5: 'Spirit of smartphone' will positive influence convenience when using smartphone for travel.
P6: 'Spirit of smartphone' will positive influence loyalty when using smartphones for travel.

Perceived ease of use (PEOU)
PEOU is a vital element of technology implementation and practice behavior. According to Davis (1989) perceived ease of use is the phase that an individual believes no effort needed in using of the particular system for example the system which are easy to understandable or practice by the people. (Jen and Hung, 2010). The perceived ease of use has been highlighted as a prominent theory in the tourism information study. (Bilgihan et al., 2016). The users' appraisal of the determination in the progression of utilizing a technology is contaminant with the perceived ease of use. (Venkatesh, 2000) As the pervasive of the internet access, portability and ease of use, the user used smartphone to complete their tasks which in the past few years only can be done by using platform of personal computers. (Wang et al., 2014) According to Okumus and Bilgihan (2014), PEOU has a direct relationship with the intention to use smartphone apps. The research that been conducted by Wang et al. (2014) found that some of the interviewee mentioned "changes of planning" as the ease of use of the smartphones other than substitute ways of planning. The respondent 1 and 2 mentioned that smartphones is "the most convenient" devices for seeking information for them to know the topographical of the particular destination while planning the itinerary, the respondent 3,8 and 9 highlight that they can schedule things to do during their trip using smartphones, the informant 6 and 17 said they can manage unpredicted situation using smartphones. Next, respondent 5 stated that her travel regularity is rising as the itinerary planning is much easier with and aid of smartphones. In this research, we adopt David's definition and define PEOU as the point to which an individual cogitates that the advancement of smartphones application is easy to use.

P7: PEOU will positive influence convenience when using smartphone for travel.
P8: PEOU will positive influence loyalty when using smartphone for travel.

Convenience
Convenience is one of the significant common reasons for users to use smartphone for travel (Chen et al., 2012). The advance in technology has a good impact to the consumer as they can book their hotels, flight tickets and entrance tickets using online applications on the smartphones. The customers proposed that the convenience aspect is one of the important factor of success of online business (Jiang et al., 2013). Basically, the mobile convenience aspect is a stimulus of perceived mobile value (Lin and Lu, 2015). There are different scopes of concept of convenience containing time (i.e. the smartphone application was introduced at suitable time to the consumer), place (i.e. the product has been introduced at strategic place that convenient to use), acquisition (i.e. the firm make customer feels easy to purchased their product), use (i.e. the consumer feels convenient to use the smartphone) and execution (i.e. the manufacturer made the suitable product to consumer). Convenient possibly will affect the brand repetition and preference (Rowley, 2005).

P9: Convenience will positive influence loyalty when using smartphone for travel.

Loyalty
Keller (1993) define concept loyalty as user positive attitude onwords the particular brand. While (So et al., 2002) explain loyalty as attachment and commitment customers towards the company and they are not interested to consume competitors' product and services. The loyalty are proof to have a significant effect on making a relationship with customers in most studies.(Sirdeshmukh et al., 2002) According to Pan et al. (2012) the long-term mutually advantageous connection with customers are developed by building and retaining the customer loyalty. In this research, the term loyalty is define as the intention of consumer to constantly use smartphones enhances features and recommends it to other users. Nowadays, with the expanding in the technology there are changing in the concept of customer loyalty from traditional marketing towards online loyalty. This is due to the development of virtual transaction that gives positive effect in online customer loyalty (Gommans et al., 2001).

CONCEPTUAL FRAMEWORK AND RESEARCH PROPOSITIONS

Technology acceptance model (TAM) theorized that PEOU will influence users' decision to accept a new technology when they are presented with such technology (Davies, 1989). Applying the TAM standpoint to the framework, spirit of smartphone has a significant potential to generate PEOU and eventually convenience of smartphone usage and loyalty. According to Technology Task Fit Theory, foregoing beginning ideas and needs

are important for the technology's compatibility with users' existing values and beliefs (Chen et al., 2002; Goodhue, 1995). Thus compatibility usage of smartphone will most likely make smartphone users feel that the system fit into their lifestyle and become prolong their smartphone usage (loyalty). On the other hand, the self-determination represent convenience as related to users' perceived belief that a system/technology is supportive to their task completion (Chang et al.,2012). Applying the theory to the proposed framework, users that feel convenience using smartphone will eventually stay loyal using smartphone. With the overall context, the study put together theories mentioned previously to merge social-related, self-related, and technology-related construct to build a foundation of a theoretical model that analyzes the role of compatibility, spirit of smartphone, PEOU, and convenience to further explain smartphone users' loyalty intention towards using smartphone for travel.
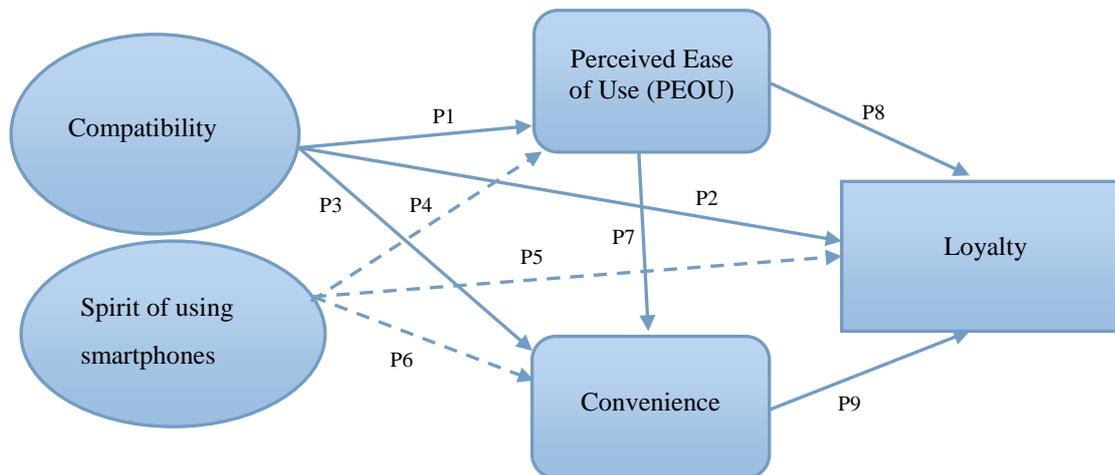

Fig. 1.
Conceptual Framework

METHODOLOGY

A web based data collection will be conducted in order to collect the empirical data for this study. A pilot test distributed towards 30 respondents will be carried out to ensure questionnaires' clarity and comprehensiveness. The target population will be travelers who have experience booking a hotel or making a flight reservation via mobile devices for duration of one year prior from being approached. A screening question will be used to make certain that only qualified respondents are selected to participate in the survey. The study will target between 250 – 350 respondents as this figure is considered big sample and good enough for data analysis.

CONCLUSION

The objective of our study is to develop and apply the theoretical model which examined the determinants of users, loyalty intention in using the smartphones application. In this research, we want to investigate the effect of compatibility, perceived ease of use, convenience and spirit of the smartphones towards the loyalty of the users. In addition, we also want to explore the effect of spirit of the smartphone and compatibility towards perceived ease of use and convenience. The research contribute to the user by examined the new factor that effect the loyalty of user to use smartphones application which is the spirit of the smartphone. Spirit of the smartphone refer to the feeling and emotion to feel living up while using it, enhanced features and capability of the smartphones to complete variety of commands. The new research will develop and test on the theoretical acceptance model (Davis, 1989) and related significant factor of spirit of the smartphone, compatibility, perceived ease of use and convenience towards the loyalty of users intention to use the smartphone. We would suggest that future research might be investigated on the psychological determinants that affect the loyalty of the users in using smartphones.

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