Intention to Use Internet Reservation Systems by Iranian Airline Passengers

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ABSTRACT:

**Purpose** – The purpose of this study is to identify factors affecting intention to use internet reservation systems by Iranian airline passenger.

**Design/Methodology/Approach** - This study uses an adoption model to assess Iranian airline passengers’ intention to use an online reservation system. This study integrates constructs from the United Theory of Acceptance and Use of Technology model, Transaction Cost Saving, Perceived Risk and Perceived Enjoyment. A survey is administered to 186 Iranian airline passengers in Mehrabad airport which were in-experienced with such systems. The data is analyzed using Structural Equation Model.

**Findings** – Results indicate that performance expectancy, effort expectancy, social influences, perceived enjoyment, perceived support and transaction cost saving have a significant affect on Iranian airline passengers’ intention to use online reservation systems, where perceived risk did not have and significant affect on intention. The model explains 77 percent of the variance in Iranian airline passengers’ intention to use an online reservation system.

**Research limitations/implications** - The study only explores in-experienced users, whereas future research can be conducted on experienced users of online reservation systems. Iranian airlines and tour operators can implement more successful Internet based reservation systems by considering findings of this research.

**Keywords** – Reservation Systems, UTAT, Airlines, SEM, Intention, Perceived Risk, Transaction Cost
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Also I would like to thank my father, which has been very supportive of me during the recent years.
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## Appendix A: Abbreviations and Acronyms

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>IS</td>
<td>Information Systems</td>
</tr>
<tr>
<td>IT</td>
<td>Information Technology</td>
</tr>
<tr>
<td>ICT</td>
<td>Information and Communication Technologies</td>
</tr>
<tr>
<td>IATA</td>
<td>International Air Transport Association</td>
</tr>
<tr>
<td>ICAO</td>
<td>International Civil Aviation Organization</td>
</tr>
<tr>
<td>EC</td>
<td>Electronic Commerce</td>
</tr>
<tr>
<td>IP</td>
<td>Internet Protocol</td>
</tr>
<tr>
<td>TRA</td>
<td>Theory of Reasoned Action</td>
</tr>
<tr>
<td>TAM</td>
<td>Technology Acceptance Model</td>
</tr>
<tr>
<td>TAM2</td>
<td>Extension of Technology Acceptance Model</td>
</tr>
<tr>
<td>PEOU</td>
<td>Perceived Ease of Use</td>
</tr>
<tr>
<td>PU</td>
<td>Perceived Usefulness</td>
</tr>
<tr>
<td>MM</td>
<td>Motivational Model</td>
</tr>
<tr>
<td>UTAT</td>
<td>United Theory of Acceptance and Use of Technology</td>
</tr>
<tr>
<td>TPB</td>
<td>Theory of Planned Behavior</td>
</tr>
<tr>
<td>IDT</td>
<td>Innovation Diffusion Theory</td>
</tr>
<tr>
<td>SCT</td>
<td>Social Cognitive Theory</td>
</tr>
<tr>
<td>MPCU</td>
<td>Model of PC Utilization</td>
</tr>
<tr>
<td>B2B</td>
<td>Business to Business</td>
</tr>
<tr>
<td>NIE</td>
<td>New Institutional Economics</td>
</tr>
<tr>
<td>CEO</td>
<td>Chief Executive Officer</td>
</tr>
<tr>
<td>CRS</td>
<td>Computer Reservation System</td>
</tr>
<tr>
<td>GDS</td>
<td>Global Distributing System</td>
</tr>
<tr>
<td>IBM</td>
<td>International Business Machines</td>
</tr>
<tr>
<td>EOU</td>
<td>Ease of Use</td>
</tr>
<tr>
<td>TCA</td>
<td>Transaction Cost Analysis</td>
</tr>
<tr>
<td>PE</td>
<td>Performance Expectancy</td>
</tr>
<tr>
<td>EE</td>
<td>Effort Expectancy</td>
</tr>
<tr>
<td>SI</td>
<td>Social Influence</td>
</tr>
<tr>
<td>FC</td>
<td>Facilitating Conditions</td>
</tr>
<tr>
<td>PS</td>
<td>Perceived Support</td>
</tr>
<tr>
<td>TS</td>
<td>Transaction Cost saving</td>
</tr>
<tr>
<td>PS</td>
<td>Price Saving</td>
</tr>
<tr>
<td>TS</td>
<td>Time Saving</td>
</tr>
<tr>
<td>PEJ</td>
<td>Perceived Enjoyment</td>
</tr>
<tr>
<td>PR</td>
<td>Perceived Risk</td>
</tr>
<tr>
<td>T-Commerce</td>
<td>Television Commerce</td>
</tr>
<tr>
<td>PLS</td>
<td>Partial Least Square</td>
</tr>
<tr>
<td>SEM</td>
<td>Structural Equation Model</td>
</tr>
</tbody>
</table>
## Appendix B: Questioner

### I - General Information

1. City of Residence:  

2. Gender:  
   - Male  
   - Female

3. Age:  
   - Under 20  
   - 20 to 30  
   - 30 to 40  
   - 40 & Above

4. Education:  
   - Diploma  
   - Bachelors  
   - Masters  
   - PHD.

5. How many hours a week do you spend on the internet?  
   - Zero  
   - Less than 5  
   - 5 to 10  
   - More Than 10

6. What is the Purpose of your travel?  
   - Student  
   - Visit Friends & family  
   - Business  
   - Leisure

7. I am traveling to a ............ destination.  
   - Domestic  
   - International

8. I have attempted to purchase an airlines ticket on the internet.  
   - Never  
   - Once  
   - Twice  
   - More
II - Performance Expectancy

1. Using Online reservation system in my travel planning enables me to purchase a ticket more quickly.

2. Using Online reservation system would make it easier to purchase a ticket.

3. Using Online reservation system in my travel planning would increase the productivity of my trip.

4. Using Online reservation system would enhance my effectiveness in purchasing a ticket.

5. I would find the online reservation system useful in purchasing a ticket.

III - Perceived Enjoyment

1. Using online reservation systems for purchasing tickets will provide more joyful activity than going to a physical travel agency.

2. Overall, it’ll be enjoyable to use online reservation systems for ticket purchasing.

3. Using an online reservation system is positive.
IV - Effort Expectancy

1. My interaction with the online reservation system would be clear and understandable.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>

2. It would be easy for me to become skillful at using the online reservation system.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>

3. I would find the online reservation system easy to use.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>

4. Learning to operate the online reservation system is easy for me.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>

V - Time Saving

1. I do not have to spend too much time to complete the transaction.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>

2. Compared to the traditional method I spend less time purchasing a ticket using an online reservation system

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>

VI - Price Saving

1. By using online reservation systems I could buy tickets cheaper.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>
VII - Facilitating Conditions

1. I have a personal computer & stable internet connection that I can use to access the online reservation system.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>

2. I have the knowledge necessary to use online reservation system.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>

3. A specific person or group (help desk) is available for assistance with system difficulties.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>

4. Specialized instructions concerning online reservation systems are available to me.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>

5. Using the online Reservation system fits into my life style.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>

VIII - Social Influences

1. People who influence my behavior think that I should use online reservation system for purchasing tickets.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>

2. People who are important to me think that I should use online reservation system for purchasing tickets.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>

3. Airlines are very supportive of the use of online reservation systems for purchasing tickets.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>
4. People in my society who use online reservation systems for ticket purchasing have more prestige than those who do not.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly</th>
<th>agree</th>
</tr>
</thead>
</table>

5. In general, the Airlines have supported the use of online reservation system.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly</th>
<th>agree</th>
</tr>
</thead>
</table>

**IX - Perceived Risk**

1. By using the online reservation system I will not be able to finish the steps to purchase a ticket.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly</th>
<th>agree</th>
</tr>
</thead>
</table>

2. People I know would not strongly recommend the usage of online reservation systems for purchasing a ticket.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly</th>
<th>agree</th>
</tr>
</thead>
</table>

3. Using online reservation systems will waste my time.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly</th>
<th>agree</th>
</tr>
</thead>
</table>

4. Using online reservation systems will waste my money.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly</th>
<th>agree</th>
</tr>
</thead>
</table>

5. The Internet is not a secure means to conduct online transactions.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly</th>
<th>agree</th>
</tr>
</thead>
</table>

By using the online reservation system, enough information about the flight will not be available to me.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly</th>
<th>agree</th>
</tr>
</thead>
</table>
7. Seeking flight information and purchasing a ticket using online reservation systems involves a significant amount of risk.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
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<tbody>
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</tbody>
</table>

X - Intention to Use Online Reservation Systems

1. I intend to purchase a ticket using online reservation systems in the near future. (next three months)

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

2. I think it would be very good to use the Internet for purchasing a ticket in addition to traditional methods.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. I expect to purchase a ticket using online reservation systems in the near future. (next three months)

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
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</tbody>
</table>
Appendix C: SPSS and LISREL Outputs

I – Factor Analysis for Intention to use online reservation systems

### KMO and Bartlett's Test

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | .624 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 94.306 |
| df | 3 |
| Sig. | .000 |

### Communalities

<table>
<thead>
<tr>
<th></th>
<th>Initial</th>
<th>Extraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>IU01</td>
<td>1.000</td>
<td>.794</td>
</tr>
<tr>
<td>IU02</td>
<td>1.000</td>
<td>.489</td>
</tr>
<tr>
<td>IU03</td>
<td>1.000</td>
<td>.744</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

### Total Variance Explained

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
</tr>
<tr>
<td>1</td>
<td>2.027</td>
<td>67.579</td>
</tr>
<tr>
<td>2</td>
<td>.679</td>
<td>22.625</td>
</tr>
<tr>
<td>3</td>
<td>.294</td>
<td>9.796</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

### Component Matrix

<table>
<thead>
<tr>
<th>Component</th>
<th>IU0</th>
</tr>
</thead>
<tbody>
<tr>
<td>IU01</td>
<td>.891</td>
</tr>
<tr>
<td>IU02</td>
<td>.700</td>
</tr>
<tr>
<td>IU03</td>
<td>.863</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

a. 1 components extracted.
II – Conceptual model in LISREL
III – Standard Estimate result in LISREL
IV – T-Value result in LISREL

Chi-Square=479.55, df=467, P-value=0.33403, RMSEA=0.012
چکیده پایان نامه

تمايل به استفاده از سیستم‌های روزواسیون اینترنتی نزد سافران خطوط هوایی ایران

با توجه به افزایش هزینه‌های صنعت هوایی‌پیما در دهه‌گذشته به خصوص افزایش قیمت سوخت هوایی، بسیاری از شرکت‌های بزرگ هوایی‌پیما در معرض روشکسچی قرار گرفته‌اند. در راستای کاهش هزینه‌ها، خطوط هوایی فعال در آمریکا و اروپا که همواره از پیش‌وازه اضافاتی اطلاعات به‌پرداخته‌اند، اقدام به راه‌اندازی سیستم‌های روزو و فورش بی‌پلیت از طریق اینترنت نموده‌اند تا حذف واسطه‌های هزینه فروش را کاهش دهد و با دستاوردیدی نهایی از این طریق دست آوردند. این آزمون مناسب برای سایر خطوط هوایی بدل شدند. در ایران نیز هوایی‌پیما جمهوری اسلامی ایران (هما) از سال 1387 با راه‌اندازی سایت زرو بی‌پلیت اقدام به استفاده از این فناوری نموده است. اما با بررسی عملکرد هما و مقایسه تعداد استفاده کنندگان این سیستم با تعداد کل سافران جابجا شده، چنین نتیجه‌گیری کرد که کاهش در میانکاری را با استقبال کم کلیسا مواجه شده است.

هدف این تحقیق مشخص کردن موقعه‌های این است که بر تأمیل به استفاده از سیستم‌های هوایی‌پیما نزد مسافران خطوط هوایی ایران تأثیر می‌گذارد. مدل استفاده شده در این تحقیق بر یک مدل‌سنجی Transaction Cost، مدل استفاده شده در این تحقیق بر یک مدل‌سنجی Perceived Enjoyment و Perceived Risk، UTAT مدل استفاده شده در این تحقیق بر یک مدل‌سنجی محاسبه‌ای نشان می‌دهد که از هفته موفقیت استفاده سافران در مدل‌های انتظار ریسک بر تأمیل به استفاده از سیستم‌های روزو اینترنتی تأثیر داشته است و سایر مواقع واما تأثیر معنی‌داری داشته‌اند. در مجموع مدل واریانس تأمیل به استفاده از سیستم‌های روزواسیون اینترنتی نزد سافران خطوط هوایی ایرانی را توضیح می‌دهد.

کلید واژه‌ها: سیستم‌های روزواسیون، سیستم‌های اطلاعاتی، ریسک، هزینه تراکنش، شرکت هوایی‌پیما، تأمیل به استفاده، خطوط هوایی

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