

FACTORS INFLUENCING CUSTOMER REPURCHASE INTENTION BY USING THIRD-PARTY PLATFORM BOOKING FLIGHT TICKET IN CHINA

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Abstract

This research mainly focuses on the study of how trust and perceived ease of use affect perceived usefulness and at the same time how trust, perceived ease of use, perceived usefulness and enjoyment influence customers' repurchase intention in booking flight tickets through online third-party platforms in China.

Relevant statistics indicate that more and more Chinese customers are becoming accustomed to booking airline tickets online which is a convenient and fast way to buy tickets and also a major trend in online shopping. In recent years, while the rapid development of online ticket purchases has brought convenience to customers, it has also been accompanied by some critical issues from time to time. The security, practicability, and operability of online ticket purchases have also raised issues that need to be discussed. There are several "HOWS" which the owners and managers of the websites providing online ticket purchasing services should consider, including: first of all, how to make the ticket booking website stand out among numerous competitors; secondly, how to innovate the ticket booking service of the website; and thirdly, how to make the enterprise achieve a sustainable development. Therefore, the author explored and studied these questions along with the previous literature. This thesis mainly researched how trust, perceived ease of use, perceived usefulness and enjoyment influence customer repurchase intention when using third-party platforms to book flight tickets.



A questionnaire survey was used to collect data in this study. The surveyed population included customers who book tickets on the Internet through a third-party platform. The sample size of needed questionnaires to be collected in China was calculated to be 400. Questionnaires were distributed to respondents using an online questionnaire, followed by screening and data analysis. The results showed that trust, perceived ease of use, perceived usefulness and enjoyment have significant positive impacts on repurchase intention. In addition, trust and perceived ease of use both has significant positive impact on perceived usefulness; in the meantime, perceived usefulness as a partial mediator impacts trust, perceived ease of use concerning repurchase intention.

Introduction

With the continued popularity of China's internet, e-commerce has developed rapidly over the past 20 years since it arrived in China in 1997 (China E-Commerce Information Platform, 2018). E-commerce refers to the use of web-based means for communicating and conducting online trading activities. Information networks sever as a method of business activities and commodity trading as its core.

With the rapid development of e-commerce, there are more and more websites available where airline tickets can be purchased online. These websites provide customers with more choices and services. However, the growth in the industry has also brought more competition between websites. This growth has forced each site to enhance its service quality by providing more convenient, personalized and diversified services. Presently, websites used by Chinese consumers mostly include: Qunar, Ctrip, Fliggy, LY.com (analysys, 2018).

This paper is going to research Chinese customers' intentions of repurchasing online airline tickets booking .It will explore further the factors that effect customer's buying decisions in order to provide Chinese online tickets booking third-party platforms some useful suggestions that will, help them know what kind of services customers are looking for as well as what are they complaining about. It is hope that the results of this paper will help them enhance their service and keep their customers.

Literature review

Theoretical model

The Technology Acceptance Model (TAM) was first proposed by Davis (Davis, 1985) in his doctoral dissertation (Davis, 1989; Davis et al., 1989). Based on the theory of rational behavior, the model draws on the theories of self-efficacy theory, expectation theory, input-output theory, and change adoption to modify the original model and come

up with models suitable for information technology research (Davis, 1989).

When Davis et al. studied enterprise employees' acceptance of computers, combined with self-efficacy theory, cost-benefit paradigm and other relevant theories, they explained people's acceptance of technology very well, which was very much in line with the simplicity of the theory. Therefore, it has become a very suitable model as a

theoretical basis for extended us. In other research studies in rational behavioral beliefs on the acceptance of science and technology in the work place, users behavioral beliefs were divided into perceptual usefulness and perceptual ease of use. These two perceptual beliefs determined the user's intention to adopt an information system. This framework of research methodology is the mature, most widely used TAM model.

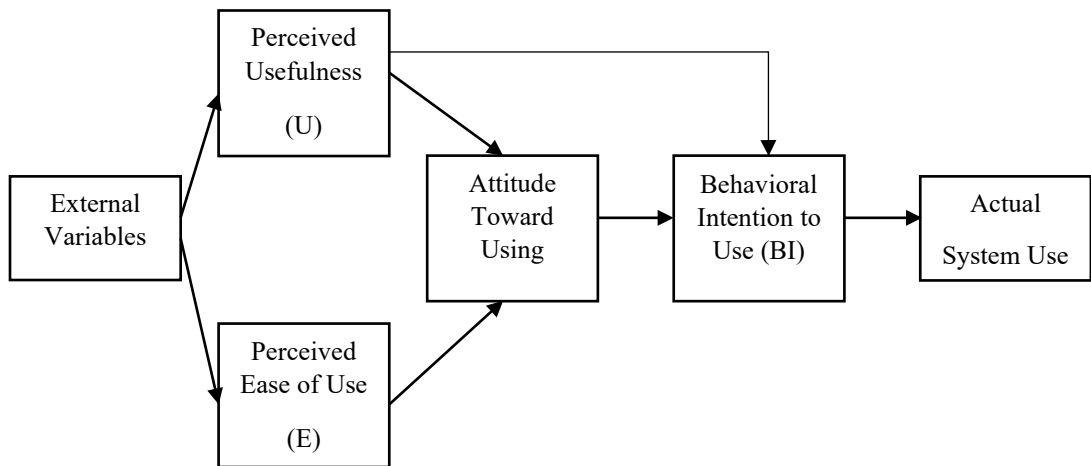


Figure 1 Technology acceptance model (Davis,1989)

Conceptual framework

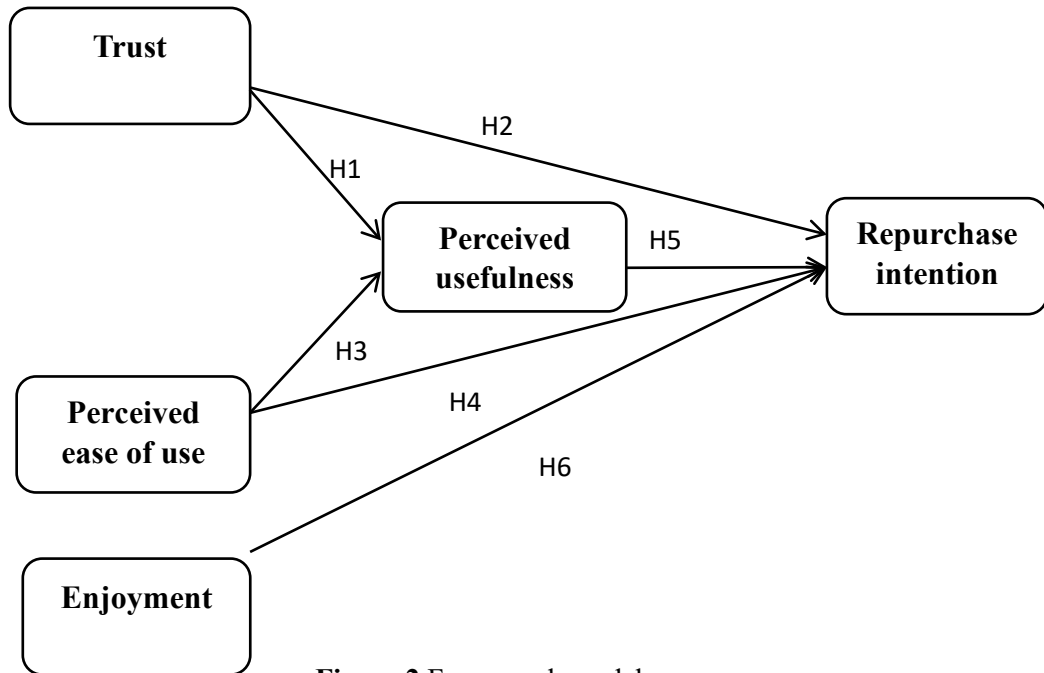


Figure 2 Framework model

Trust

In the field of psychology, Lewis (2000) believes that “trust does not occur spontaneously, but is a kind of interpersonal attitude generated through rational estimation and emotional connection based on a series of behaviors in interpersonal relationships”. Rousseau et al. (1998) proposed that “trust is a kind of psychological state because one side has positive expectations of the others intentions and actions and thus voluntarily undertakes possible harm”. Kim and Ferrin's (2008) definition of trust in research is the customer's belief that online merchants will perform their trading duties and obligations in accordance with their expectations.

Dahlberg et al. (2003) believed that perceived ease of use and perceived trust affect perceived usefulness, and perceived usefulness affects the use of attitudes and intentions. Mohr and Spekman (1998) found that trust is the basis for maintaining long-term relationships. Jarvenpaa and Tractinsky (2000) found that the customer's trust in a shopping site was affected by a sense of risk and attitude, thereby affecting the purchase intention. Chaudhuri (2001) also confirmed through empirical research that the customer's trust in the brand will positively affect the customer's repeated purchase intention.



To sum up, we can draw the following assumptions:

H1: Trust has a significant positive impact on perceived usefulness.

H2: Trust has a significant positive impact on repurchase intention.

Perceived ease of use

Davis (1989) defines perceived ease of use as the degree of effort that a user expects to have to fully master a technology. The perceived ease of use of online shopping activities is mainly reflected in the degree of customer perception of ease of use of the website. It generally includes the use of simple shopping procedures, whether the online transaction interface is easy to understand, and whether the operating mode is convenient (Yin et al .2017).

Davis (1989) pointed out that perceived usefulness and perceived ease of use are two very important factors in TAM, and that perceived ease of use is positively correlated with perceived usefulness. That is to say, an easy-to-use system will make users feel more useful and have a positive effect. Koufaris and Hamton (2004) believe that the difficulty of using web pages is one of the important reasons for consumers to abandon online shopping.

To sum up, we can draw the following assumptions:

H3: Perceived ease of use has a significant positive impact on perceived usefulness.

H4: Perceived ease of use has a significant positive impact on repurchase intention.

Perceived usefulness

Davis (1989) defines perceived usefulness as: In a certain organizational context, the subjective perception of the user that by using of a certain technology can improve his or her job performance. The technology acceptance model (TAM) has been applied and verified many times in the field of e-commerce, and perceived usefulness and perceived ease of use are its major determinants. Davis et al.(1989) believe that Perceived Usefulness (PU) is the key driver in the technology acceptance model, and it influences users' acceptance behaviour by improving the effectiveness of users' use of information technology.

Keat and Mohan (2004) analyzed relevant research and found that the perceived usefulness and perceived ease of use are influenced by consumer cultural beliefs, motivation, interface design, and shopping experience. Li et al. (2006) research was based on the technology acceptance model but combined with the actual situation in China. They constructed a conceptual model of the influencing factors of consumer online shopping motivation, and verified it with the structural equation model .The results show that the trust, transaction cost, perceived usefulness, and perceived ease of use all significantly affect the motives of consumers online shopping.

TAM believes that perceived usefulness will also affect users' repurchase intentions .Although the user may have negative feelings about a system, it may still become useful because the use of the system can improve his performance and the gaining of rewards. Although he originally disliked the system, the user



has overcome this dislike by how the system operated. The better the system's own performance, the more the perceived usefulness of the system to the consumer. The perceived usefulness of this study refers to how useful online shopping is perceived by customers for their shopping tasks.

To sum up, we can draw the following assumptions:

H5: Perceived usefulness has a significant positive impact on repurchase intention.

Enjoyment

Marketing scholars and information system adoption researchers believe that perceived enjoyment is an internal motivation for personal emotions and plays an important role in consumer experience (Babin et al., 1994). Enjoyment plays a key role not only in the offline environment (Blakney and Sekely, 1994), but also in the online environment (Jarvenpaa and Todd, 1997). In the study of information technology or systems, enjoyment refers to the degree to which an individual perceives pleasure in the use of computer activities. It may also be defined as the perception of pleasure and happiness brought by the performance of an activity or activities (Davis et al., 1989; Venkatesh, 2000).

The physical appearance of the travel website's interface design, overall style, and animation effects as emotional stimuli will directly affect the enjoyment of potential tourists (Kim, 2002). Menon and Kahn (2002) believe that enjoyment is a positive state of mind and refers to the extent to which a person feels happy

or satisfied with a specific situation. A good navigation system is a key factor in emotional stimulation and plays a positive effect on enjoyment (Kang, 2006). People's perceived enjoyment was found to be greatly reduced due to the excessive waiting time for the network response. Also, the emotional transmission factors such as download speed are important components for stimulating network users' perceived enjoyment (Palmer, 2002).

Venkatesh (1999) found that perceived usefulness and perceived enjoyment had the same effect on behavioral intention. To sum up, we can draw the following assumptions:

H6: Enjoyment has a significant positive impact on repurchase intention.

Repurchase intention

Jones et al. (1995) using repurchase intentions as a more reliable psychological predictor of repurchase behaviour is the willingness of consumers to re-consume a product or service based on their feelings when they consume and use a product (service). According to the research of Zeithaml (1996) and Shi et al. (2005), they define the repurchase intention as a type of product or service that customers continue to purchase in the future after fully considering their current status and other relevant conditions. Patterson and Smith (2003) also pointed out in the study that customers' repurchase intention is an indicator of their actual repeated purchase behavior. Scholar Chen (2002) believes that customers' repurchase intention refers to the desire or tendency of customers to continue



their trading relationship with existing suppliers.

Ajzen and Driver (1991) pointed out in the study that intentions occur before cognitive behaviors, and that behaviors must go through the intentional stage before they appear. Intention determines the performance of cognitive behaviors. Harrison (1995) believes that behavioral intention is the intensity of the individual's autonomous plan to engage in a specific behavior. Under the premise of excluding other influencing factors, the stronger the intention of an individual to engage in a specific behavior, the greater the possibility of actually engaging in that behavior. Schiffman and Kanuk (2000) believe that purchase intention is an indicator to measure the possibility of consumers purchasing a certain product or service. The customer's repurchase intention in the online shopping situation can be understood as that the customer intends to come back to the site for a period of time after having had a transaction with a shopping site, and can also be interpreted as the customer's continuous relationship with the site.

Research methodology

Research design

Questions relating to the variables examined by this study were chosen from leading scholastic literature, in order to ensure the validity and reliability of the questionnaire's design. The questionnaire includes three parts. The first section is screening questions, with the purpose of screening out the population who this research does not apply to, for example, the respondent

who is not shopping online. The second section of the questions is based on the framework of asking questions about each of the variables (trust, perceived ease of use, perceived usefulness, enjoyment, and repurchase intention). The third section of the questions is asking demographic questions, such as asking respondent about their personal information, such as gender, age, income, etc.

The second part of the questionnaire used to measure the independent and dependent variables. There were adapted from previous literature and measured on a 5-point Likert scale from strongly disagree to strongly agree. Perceived ease of use was measured by five items adapted from Chui et al. (2009); perceived usefulness was measured by five items adapted from Chui et al. (2009); trust was measured by five items adapted from Gefen et al. (2003); enjoyment was measured by three items adapted from Davis et al. (1992) Teo et al. (1999) Lin and Lu (2011); repurchase intention was measured by three items adapted from Chui et al. (2009).

Population and Sample

In determining the sample size needing to be collected (i.e. N) in order for the research to be valid, this study considered the total number of individuals using the Internet for travel bookings. According to the data from CNNIC (China internet network information center, 2017), as of December 2017, the number of the netizen who have booked air tickets, hotels, train tickets or holiday products online in China reached 375.78 million. This research project used this figure to



calculate N. This study used Taro Yamane’s formula (1973) to calculate N with an error rate of 0.5.

The calculation process is shown below:

N: Total Population; e: Error Rate

$$n = \frac{N}{1+N \times (e)^2} \quad (1)$$

N=375,780,000, e=0.05

$$\begin{aligned} n &= \frac{375,780,000}{1+375,780,000 \times (0.05)^2} \\ &= 399.9995742 \\ &\approx 400 \text{Persons} \end{aligned}$$

The result shows that the sampling size should be 400 persons, which means we will collect 400 valuable questionnaires.

Data collection

Since the producing of paper-based questionnaires costs a lot of time and labour, the study gave up the idea of issuing paper questionnaires and opted for online questionnaires. There were two main methods used in the production and dissemination of the questionnaires. The first one was to edit the survey by using wjx.cn, a well-known questionnaire network site in China. The questionnaires were then distributed through social networking sites commonly used by Chinese, such as WeChat, QQ, weibo. Advertising using friends and relatives was implored to spread the awareness of the questionnaire. The second method was directly posting the questionnaire on wjx.cn, for it to be delivered to the people who also needed to complete their questionnaire, this way we can help the individuals to fill out the questionnaire.

The second method allowed the collected data to be more geographical represented, thus breaking any geographical limitations, and insuring the scope of the date collection was more extensive.

The data collection occurred from June 24 to July 4 or a total of 11 days. This research totally collected 492 questionnaires, after screening out the questionnaires which answered booking airline tickets by using official website, or respondents who chose to use other website other than Ctrip, Qunar, Fliggy, there were 397 valid questionnaires left. Therefore, the validity rate was 80.7%.

Results and findings

Demographic characteristic

A total of 492 questionnaires were collected, of which 397 were considered valid questionnaires. Of the 397 valid questionnaires, 50 valid questionnaires were collected from the early pretest. Of the acceptable questionnaire, the proportion of male and female was balanced, with 200 male (50.4%) and 197 female (49.6%). Most respondents were between 21 and 30 years old, and most of them are unmarried (65.2%) with a bachelor’s degree (70.8%), students (30.7%) or company staff (29.7%) with a monthly income level of between 1001 to 4000 RMB per month (27%) or between 4001 to 7000 RMB per month (32.7%). When respondents were asked the way they came to know about the ticket website and despite the questionnaire giving them a lot of options, most of them indicated that they followed a link from another website (35%), found it by a search engine



(47.6%), or was told of the URL by friends (43.1%). Most respondents bought tickets 1 to 2 times a year (44.1%). The average browsing time was about 15 to 30 minutes, and the purchase price of each ticket was mainly between 501 and 1000 Yuan (37%).

The level of agreement analysis

When asked about the reasons why respondents used this website they chose, the highest numbers of them indicated it was due to it being a “personal habit” (mean =3.88). Respondents were most likely to buy tickets (mean=3.73) on holiday. According to the questionnaire, based on the website that they chose, besides purchasing air ticket, the most frequent services that they use were making hotel reservations (mean=3.36) and purchasing train tickets (mean=3.42).

There were five questions that measured perceived ease of use. The average mean for all questions was 3.85. Of all the results, the question with the highest mean is "this website is easy to use", mean=3.91. There were two questions which tied for second highest mean=3.90. These were "my interaction with this website is understandable" and "it is easy to become skillful at using this Website". The lowest score of all the questions was "learning to operate this website is easy", mean=3.75. Perceived usefulness was measured by five questions, with an average mean=3.87. The highest mean value was "this website is useful for searching for and buying goods", mean=3.96. The lowest value of the five questions was "this website increases my productivity when

searching for and purchasing goods", mean=3.77. For the analysis of trust, the average value of the five questions is 3.83. The question, "based on my experience with this online ticket booking store in the past, I know it is trustworthy", had the highest mean of 3.9. The question of the lowest mean value is "based on my experience with this online ticket booking store in the past, I know it cares about its customers", mean=3.68. There were three questions measuring the customer's enjoyment. The average mean of these three questions is 3.64. The question with the highest value of the mean was "It is very comfortable to use this website to purchase airline tickets", mean=3.73. However, the lowest value of the mean was the question "I have fun when interacting with this website", mean=3.56. There are three questions to measure the final variable of repurchase intention, the average mean=3.94. The questions with the highest mean was "If I could, I would like to continue using this web site to purchase products", mean=3.97. "Maybe that I will continue to purchase air tickets from this website in the future" had the lowest mean value, mean=3.9.

Hypothesis testing

H1: Trust has a significant positive impact on perceived usefulness

H3: Perceived ease of use has a significant positive impact on perceived usefulness.

Based on the hypothesis that we proposed, the author assumed perceived ease of use and trust would have the most significant positive effect on perceived usefulness. In this chapter, IBM SPSS



Statistics 19 was used to prove if this hypothesis was established. If significance < 0.05 was found, that meant the variables that we measured had a significant positive relation. For the Linear Equation ($Y' = a + bx$), $Y' = b_0 +$

$b_1 X_1 + b_2 X_2$. “Y” in this formula stands for the dependent variable “perceived usefulness”. “X 1” represents “trust”, and “X 2” as “perceived ease of use”.

Table 1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 ^a	.710	.709	.34646

a. Predictors: (Constant), Trust, PEU

Table 1 shown that R square=0.710, which means trust and perceived ease of use are able to predict 71% of perceived

usefulness. It indicates that this multiple linear regression is usable.

Table 2 ANOVAb

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	116.012	2	58.006	483.243	.000 ^a
	Residual	47.294	394	.120		
	Total	163.305	396			

a. Predictors: (Constant), Trust, PEU

b. Dependent Variable: PU

Significance in Table 2 is equal to 0.000 with this result < 0.05. Therefore, it can be said that trust and perceived ease of

use can predict perceived usefulness. The hypothesis in this part is accepted.

Table 3 Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.325	.116		2.807	.005		
	PEU	.491	.039	.495	12.707	.000	.485	2.063
	Trust	.431	.041	.414	10.633	.000	.485	2.063

a. Dependent Variable: PU



With perceived usefulness' linear equation, two independent variables were included, perceived ease of use (Sig=.0.000) and trust (Sig=.0.000), and the dependent variable perceived usefulness. The equation of perceived usefulness is written as $PU = 0.325+0.495PEU+0.414Trust$.

H2: Trust has a significant positive impact on repurchase intention.

H4: Perceived ease of use has a significant positive impact on repurchase intention.

H5: perceived usefulness has a significant positive impact on repurchase intention.

H6: Enjoyment has a significant positive impact on repurchase intention.

There are four variables that the author assumed would have an impact on the dependent variable repurchase intention. They were enjoyment, perceived ease of use, trust, and perceived usefulness. For linear equation $Y' = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4$, "X1" with "perceived ease of use", "X2" as "perceived usefulness", "X3" as "trust", and "X4" as "enjoyment", "Y" as "repurchase intention". All collected data was put into SPSS and the output results are shown below.

Table 4 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 ^a	.637	.633	.40590

a. Predictors: (Constant), Enjoyment, PEU, Trust, PU

The output results in table 4 shown R squared for these four predictors (enjoyment, perceived ease of use, trust, and perceived usefulness) equals 0.637.

These four variables are able to predict repurchase intention at 63.7%. It was usable.

Table 5 ANOVAb

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113.305	4	28.326	171.929	.000 ^a
	Residual	64.584	392	.165		
	Total	177.890	396			

a. Predictors: (Constant), Enjoyment, PEU, Trust, PU

b. Dependent Variable: RI

In table 5, Sig=.000, the result is smaller than 0.05, which means at least one variables X (enjoyment, perceived ease of use, trust, or perceived usefulness (can predict Y)repurchase

intention). This means these four independent variables “Xs” have the significant positive impact on dependent variable “Y”.

Table 6 Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.376	.138		2.730	.007		
	PEU	.176	.054	.170	3.262	.001	.342	2.927
	PU	.268	.060	.256	4.433	.000	.277	3.610
	Trust	.350	.057	.322	6.092	.000	.331	3.023
	Enjoyment	.140	.043	.144	3.245	.001	.472	2.118

a. Dependent Variable: RI

The results of the four independent variables shown in table 4.9 are: perceived ease of use (Sig=0.001), perceived usefulness (Sig.=0.000), trust (Sig.=0.000) and enjoyment (Sig.=0.001) ; and one dependent variable: repurchase intention. In the linear equation, “Y” as “RI ”(repurchase intention); “X1” as “PEU ”(perceived ease of use); “X2” as “PU ”(perceived usefulness); “X3” as “trust”; “X4” as “enjoyment”. The equation for repurchase intention was: $RI=0.376+0.17PEU+0.256PU+0.322Trust+0.144enjoyment$.

Hypothesis testing for mediator perceived usefulness

Based on the framework, it can be seen that perceived usefulness is not only the dependent variable, but also the mediator for perceived ease of use and trust. This is to say, assume perceived usefulness was the mediator for the dependent variables: perceived ease of use and trust and impacted the independent variable repurchase intention.

Test for: 1. Perceived ease of use, perceived usefulness and repurchase intention; 2: Trust, perceived usefulness and repurchase intention.

Table 7 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 ^a	.478	.477	.48463
2	.756 ^b	.572	.570	.43952

a. Predictors: (Constant), PEU

b. Predictors: (Constant), PEU, PU



In table 7, without the perceived usefulness, R square=0.549. Perceived ease of use (X) can just predict 47.8% of repurchase intention (Y). After adding

the perceived usefulness (M), R square=0.572, perceived ease of use (X) can predict 57.2% of repurchase intention (Y).

Table 8 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 ^a	.549	.548	.45054
2	.785 ^b	.616	.614	.41658

a. Predictors: (Constant), Trust

b. Predictors: (Constant), Trust, PU

For the same reason, in table 8, without perceived usefulness (M), R square=0.548. Trust (X) can just predict 54.8% of repurchase intention (Y), but

after adding the mediator (perceived usefulness), R square=0.616, trust (X) can predict 61.6% of repurchase intention (Y).

Table 9 ANOVAb

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.119	1	85.119	362.424	.000 ^a
	Residual	92.770	395	.235		
	Total	177.890	396			
2	Regression	101.779	2	50.889	263.436	.000 ^b
	Residual	76.111	394	.193		
	Total	177.890	396			

a. Predictors: (Constant), PEU

b. Predictors: (Constant), PEU, PU

c. Dependent Variable: RI

Table 10 ANOVAb

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.710	1	97.710	481.366	.000 ^a
	Residual	80.179	395	.203		
	Total	177.890	396			
2	Regression	109.514	2	54.757	315.527	.000 ^b
	Residual	68.376	394	.174		
	Total	177.890	396			

a. Predictors: (Constant), Trust

b. Predictors: (Constant), Trust, PU

c. Dependent Variable: RI

From table 9 and table 10, for perceived ease of use; perceived ease of use and perceived usefulness; trust; trust and perceived usefulness, they all had Sig=.0.000. All of them are less than 0.05. This means Xs (perceived usefulness, trust, perceived usefulness) can predict Y (repurchase intention), the result are usable.

According to Baron and Kenny (1986), there are three basic principles for the mediation variable test: 1. Independent variable (X) significantly affects the intermediary variable (M), that is, the path “a” is significant; 2. Independent variable and the intermediary variable separately significantly affect the

dependent variable (Y), namely, path “b” and “c” significant; 3. When the path “a” and the path “b” test is established, and the existence of the intermediate variables will make the relationship between the original independent variable and the dependent variable (path) significantly less significant, especially when the influence coefficient of the path “c” becomes 0, it proves the existence of the mediator effect. If the indirect path is significant and direct path still significant, it shows that there is a partial mediator effect. If the indirect path is significant and the direct path is not significant, it shows that there is a complete mediator effect.

Table 11 Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.183	.147		8.048	.000		
	PEU	.717	.038	.692	19.037	.000	1.000	1.000
2	(Constant)	.742	.142		5.240	.000		
	PEU	.306	.056	.295	5.460	.000	.373	2.683
	PU	.523	.056	.501	9.287	.000	.373	2.683

a. *Dependent Variable: RI*

In table 11, when do the linear regression, model 1 just inputted PEU (perceived ease of use), got PEU beta of 0.692. But after put PEU and PU (perceived usefulness) at the same time into model 2, got PEU beta only 0.295. This result indicates that PU (perceived usefulness) meets the first requirement as the mediator of PEU (perceived ease of use) and RI (repurchase intention), because after put the mediator perceived

usefulness into the linear regression, the relationship between perceived ease of use and repurchase intention became weaker. But this result did not meet the second requirement of being a mediator. After put perceived usefulness into the analysis, significant value of perceived ease of use still less than 0.05, which means perceived ease of use still has significant positive impact on repurchase intention, this result is not meet the

condition for perceived usefulness to be mediator.

Generally speaking, perceived usefulness just can be regarded as a partial mediator for perceived ease of use to repurchase retention.

Table 12 Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.852	.143		5.969	.000		
	Trust	.805	.037	.741	21.940	.000	1.000	1.000
2	(Constant)	.516	.138		3.739	.000		
	Trust	.468	.053	.431	8.818	.000	.408	2.449
	PU	.421	.051	.403	8.247	.000	.408	2.449

a. Dependent Variable: RI

For the same reason with table 11, can analysis table 12. Before put the PU into linear regression, the beta of trust is 0.741. But after putting the PU into the linear regression, the beta of trust decreased to 0.431. The significant value

of trust after added perceived usefulness still less than 0.05, trust still has an impact on repurchase intention. It can say that PU is regarded as the partial mediator of PEU and PI.

Conclusion

Table 13 The summary for all hypothesis

No.	Hypothesis	Sig.(<0.05)	Conclusion	Result
H1	Trust has a significant positive impact on perceived usefulness	0.000	Positive related significantly	Accept
H2	Trust has a significant positive impact on repurchase intention	0.000	Positive related significantly	Accept
H3	Perceived ease of use has a significant positive impact on perceived usefulness	0.000	Positive related significantly	Accept
H4	Perceived ease of use has a significant positive impact on repurchase intention	0.001	Positive related significantly	Accept
H5	Perceived usefulness has a significant positive impact on repurchase intention	0.000	Positive related significantly	Accept
H6	Enjoyment has a significant positive impact on repurchase intention	0.001	Positive related significantly	Accept



Table 13 summarized the result of all hypotheses. If the judgment method has a significant value less than 0.05, it can say that X can predict Y, which we can say that X is significantly positively related to Y. For hypothesis “H1: trust has a significant positive impact on perceived usefulness”, Sig= .0.000, the result means this hypothesis should be accepted; “H2: trust has a significant positive impact on repurchase intention”, Sig. value is less than 0.05 (Sig=0.000) it can be said H2 is accepted; as for “H3: perceived ease of use has a significant positive impact on perceived usefulness”, the Sig. value is 0.000, also less than 0.05, so this hypothesis is accepted; “H4: perceived ease of use has a significant positive impact on repurchase intention”, Sig. value is 0.001, this hypothesis is accepted also; “H5: perceived usefulness has a significant positive impact on repurchase intention”, Sig. value is less than 0.05 (Sig.=0.000) the hypothesis is accepted; for the last hypothesis “H6: enjoyment has a significant positive impact on repurchase intention”, with the Sig. value of 0.001, also less than 0.05, this result shown this hypothesis is accepted.

Discussion

Trust and perceived usefulness

From analyzing the results of this study it can be said that trust has a significant positive impact on perceived usefulness. Applying this conclusion of the study means that once customers trust a website where they usually book airline tickets, they tend to believe all the information provided to them by this website and they will think that this

website is helpful. And once customers believe the transaction will be successful as compared with more traditional ways to book tickets, they may feel purchasing online is more useful. Dahlberg, Mallat, and Oorni (2003) believed trust is also an important factor and should also be introduced into the TAM model. They think both trust and perceived ease of use impact perceived usefulness and therefore, perceived usefulness effects customer’s attitudes and intentions.

Trust and repurchase intention

When asking the question why customers chose the website that they are now using (i.e. the variable “trust”), the highest scored answer was because this website is trustworthy. Only when the information on the ticket booking website proves to be trustworthy, meaning the transaction is trustable, does the customer feel reassured and will purchase the next time. If the flight information the website provides is wrong, such as the information has irregularities, user’s experience is poor and they may not trust this company anymore. For sure, they will not be willing to continue using this service anymore. If customers do not trust this website, there is no point in them continuing to use this service. Moorman and Zaltman (1992) proved that trust is an important factor in the continuity of partnership. That is to say, that trust has an impact on customer repurchase intention. Morgan et al. (1994) believed that the stronger the trust relationship with partners, the stronger the willingness to continue this relationship and only when the customer trusts the



trading relationship and then willing to continue to maintain this relationship.

Perceived ease of use and perceived usefulness

Only when customers have the capability of booking airline tickets online do they gain a feeling of a website's usefulness. If customers cannot use the Internet to book flights, they will not know if the design of a website is easy to use or not. Therefore, the customer will not perceive the usefulness of a website even if the service provided is really persuasive and useful. Davies (1989) already points out that perceived usefulness and perceived ease of use are two very important factors of TAM and have a positive impact on consumers. Perceived ease of use is positively correlated with perceived usefulness. That is to say, an easy-to-use system will make users feel more useful. Based on this well-know attested to fact, it can be said that these two factors do have a positive relationship.

Perceived ease of use and repurchase intention

Some people feel they don't have the ability to booking tickets online because they have never become a proficient computer user. Therefore, if customers have a low amount of experience in using online booking sites, it could be said, they do not find it easy to use online booking and this group of people have a very low chance of purchasing again. Only when customers feel this system is easy to use will it be likely that they continue use it. Koufaris & Hamton-Sosa (2004) believe that the difficulty of using web pages is one of the important reasons

for consumers to abandon online shopping.

Perceived usefulness and repurchase intention

When customers feel one website can help them solve their problems with ticket bookings and find that the service this website's provides can help make their booking more convenience, that is to say, useful or helpful, then they are more likely to return to the site for possible future repurchase of tickets. Sun et al. (2014) pointed out that perceived usefulness significantly, positively affects users' willingness to reuse social networks. Loiacono et al. (2002). Almaghrabiè et al. (2001) and Zhang et al. (2010) uphold the point that perceived usefulness is one of the important factors that impact customer's repurchase intention.

Enjoyment and repurchase intention

The purpose of this research paper was to research customers' willingness to buy and repurchase airline tickets online by using third-party platforms in China. The study results showed that enjoyment can also impact customers' repurchase intention even for online tickets booking. Venkatesh (1999) believed perceived enjoyment and perceived usefulness have the same impact on customer's behaviour intention. Davis et al. (1992) also believe that both perceived usefulness and enjoyment are very important factors that impact customers' behavioral intentions, but the degree of importance depends upon the situation they find themselves in.



Recommendation

Trust

The variable “trust” is the most important factor for customer repurchase intention and it can be say that trust plays a very important role in a company’s ability to keep its customers. And if a company keeps its promises and is honest in the way it operates, these factors are powerful determinants as to whether customers will choose to buy airlines tickets again from the company. The lowest score on the “trust” section of the questionnaire was found to be the lack of care by the ticket booking website about its customers. This means that booking websites’ administrations are short-sighted when it comes to meeting their customers’ needs. Tickets booking websites should seriously consider improving this area, thus establishing long-term relationships with their customers.

Perceived ease of use

Customer perceived ease of use is the third most important variable when considering customers’ repurchase intention. It is not so easy for everyone to learning to use booking website at the beginning, but after customers get used to the site, they will feel using booking websites is both easy and convenient. “the website is easy to use”, received the highest mean score with regards to the measure variable perceived ease of use. Only when the customer feel the operation of this website is easy and convenience and the booking steps are simple, will they likely choose this website again to book their tickets.

Perceived usefulness

The chose option that received the highest mean score option in this category of questions was “the website is useful for searching for and buying tickets”. If customers use the official airline websites to book a ticket, then when they go to book a hotel, they must visit another website. If customers can use a third-party platform to book every element of their travel needs, it is by far a greater convenience, and they will tend to choose to use such a service more often. Third-party platform websites should keep this advantage while improving their service quality. They can do this by making their service characteristics and advantages more distinct and more accommodating.

Enjoyment

The option “comfortable to use this website to buy tickets”, received the highest mean value score in our study. This news should also reminds the managers of enterprises that in the design process of ticketing websites, comfortableness of use cannot be ignored. This is also an important breakthrough, which can help enterprises find innovative directions and make website services standout from others.

Limitation & research prospects

Research limitations

There are two ways to collect questionnaires, one is the snowball sampling, and the other is by random sampling. Snowball sampling sends



questionnaires to relatives, friends and asks them to help by sending the questionnaire to other friends and so forth. As a result, the geographical distribution of the respondents was expected to be all over the country, but the questionnaires collected through relatives and friends were concentrated in one province, Yunnan. This result did not achieve the desired even and uniform nationwide sampling.

The purpose of this study is to explore the effect of perceived usefulness as a mediating variable on customer repurchase intention. It turns out that perceived usefulness is indeed a partial mediator variable for customer repurchase intention. However, in the process of reading the literature, we found that there are other variables that can be used as intermediary values to study customer repurchase intentions,

such as customer satisfaction. Due to the limitations of time and energy, this study did not attempt to research these areas.

Future research

Based on the limitations above, this researcher puts forward two proposals for the future study:

1. To ensure the rigour of the sample. In future research, it is necessary to ensure that the dissemination of the questionnaire be evenly distributive to avoid the problem of too many people being sampled in one area.
2. To do a exact study, in the future, that examines the question as to the effects that other mediator variables which related to customer repurchase intention are studied so to enrich the conceptual study framework.

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