

E-Ticketing Consumer Behavior Model

(From the Perspective of Technology Acceptance Factor, E-Service Quality and Specific Hold-Up Cost)

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Abstract—Nowadays the development of information and communication technology is very rapid and has an impact on the lives of modern society. Changes in services sector from the manual (face to face transaction) between buyers and sellers have shifted to digital forms. In the current era of advanced technology, ticket purchasing can be done through the use of applications by using smart phone or other media connected to the internet. It is known today as the e-ticketing application. The business potential in this service sector is increasingly mushrooming and each service is trying to lure consumers by providing the best quality for consumers so that customer satisfaction is achieved. Consumer satisfaction is an important part of measuring the success of an e-ticketing service business. The aim of this research is to see how the effect of determinant factors consisting of technology acceptance factors, e-service quality and specific hold-up cost from e-ticketing services to customer satisfaction. This research is a descriptive quantitative study using purposive sampling technique so that the data used as samples of this study were 233 respondents through questionnaires. The population of this research is all users of e-ticketing application in the city of Padang. Data was analyzed using SmartPLS3 software by testing the Outer Model and Inner Model. The results indicate that the technology acceptance factor, service quality, specific hold-up cost variables have a positive and significant effect on customer satisfaction.

Keywords: *customer satisfaction, technology acceptance model, e-service quality, specific hold-up cost*

I. INTRODUCTION

Nowadays, the information technology has been developing rapidly. As a result, the digital technology has been so sophisticated that people start to be spoiled with the use of mobile application system. One of the impacts from the intended technology development is the birth of Internet. Internet has been considered as very important medium because through Internet information might be accessed easily and instantly. Consequently, Internet becomes a very useful source of information. The statement is confirmed by the increasing number in the development of annual Internet users in Indonesia. With regards to this number, it has been found that there has been quite significant increase on the number of Internet users in Indonesia from 72.80 million people in 2013 into 123.00 million people only in the beginning of 2018. There is a possibility that Internet is able to improve the

income by serving as the right promotional tool. As a result, Internet might be the reference for an individual in making the right purchase decision. With the presence of the Internet, people become more assisted especially for those who have high mobility. Departing from the statement, online shopping becomes an alternative way for the people in performing their shopping activities. By benefitting the internet, this kind of people will be able to save their time and their effort; not to mention, online shopping is more practical in comparison to conventional shopping. Online shopping activities start have been a trend since 2010 and starting from that year online shopping activities have been developing rapidly because these activities are suitable for the needs of the modern society that demands all things in practical and instant manner. Based on the results of a study by APJJI (*Asosiasi Penyelenggara Jasa Internet Indonesia*, the Indonesian Association of Internet Service Providers), in 2016 alone there have been 82.20 million people (62.00%) Indonesian people who have committed online purchase activities. With regards to the online shopping activities, the media that assist the customers in performing these online shopping activities are website and gadget such as smartphone. These media offer applications that ease the customers to perform any transaction with online payment method. Within the last several years, many online shops or online purchase applications have appeared to the surface; these online shops and purchase application offer easiness for the customers in performing online transaction in their daily activities such as purchasing tickets (transportation, accommodation, tourism and others).

The term e-ticket itself stands for electronic ticketing. E-ticket started to be introduced in Indonesia on 1998. Indonesian people were still unfamiliar and doubtful in using the e-ticket because the Indonesian people at that time still relied on the physical transaction. However, over the time the Indonesian people start to shift their attention toward all kinds of electronic matters. Thus, the e-ticket business might be a promising potential since. The potential might be traced to the increasing number of e-ticket business in Indonesia since 2011. Nowadays, there are many types of online application that provide cashless booking service and this includes the ticketing service as well. Several websites in Indonesia that has been implemented the e-ticketing system within the online order purchase are traveloka.com, tiket.com, agoda, pegipegi.com and many more. The followings are the data from several

online sites for ticket and travel service and also hotel reservation service based on the Top Brand Index.

TABLE I. NAME OF WELL-KNOWN E-TICKETING SITES BASED ON THE 2017 TOP BRAND INDEX

Ticket Booking Online Sites Flights and Travel (%)			Online Hotel Reservation Sites (%)		
Brand	TBI	TOP	Brand	TBI	TOP
Traveloka.com	78.50	TOP	Traveloka.com	59.80	TOP
Pegipegi.com	2.70		Trivago.com	13.30	TOP
Tiket.com	1.60		Agoda.com	9.40	
Wego.co.id	1.20		Pegipegi.com	3.10	
Nusatrip.com	1.10		Booking.com	2.00	

Table 1 above shows that several online ticketing service providers have been widely known by the customers, especially Traveloka, in addition to the other applications that have been available.

Many benefits that have been perceived by the use of e-ticketing service and some of the examples with regards to the benefits are: (a) preventing potential scam; (b) reliable booking code (especially when the customers lose the ticket accidentally); (c) and saving times, effort, cost and many more. On the contrary, for the e-ticketing service providers the benefits that might be gained are: (a) decreasing the employee cost; (b) decreasing the location cost; (c) decreasing the stationary cost; and d) decreasing the promotional cost and many more. Despite these benefits, the use of e-ticketing service still suffers from certain obstacle such as accessibility since not all people understand Internet and its operationalization; as a result, these people are unable to perform the online booking activities. Not to mention, the e-ticketing service providers also suffer from certain limitation in promoting the e-ticket conventionally so that the e-ticket might be well known to all society layers. Furthermore, the use of e-ticket might be low because not all people have benefitted the e-ticketing service and there is also a concern with regards to the sense of security upon the serial number of the credit card or the ATM card along with the other personal data.

Apart from that, quality service becomes one of the determining factors for the success of a business and this also applies to the e-ticketing business. The quality of new service, especially in the e-commerce domain, refers to the web-based quality service or known as the e-service quality. The e-service quality thus refers to the level of website quality in facilitating purchase, sale and delivery of both product and service effectively and efficiently [1]. Information quality, system quality and service quality have significant influence on the customer satisfaction, in this case the customer as the simultaneous users of the e-service, and the significant influence itself confirm that information quality, system quality and service quality have positive and significant influence on customer satisfaction [2]. In addition to the infrastructure quality, ease of use also becomes one of the components for measuring the system quality. Ease of use refers to the interconnecting concepts about individual assessment toward the involvement of his or her effort in process of operating a system [3]. As a result, increasing customer satisfaction shows

that the implementation of e-ticketing system has been accepted by the society and thus the acceptance will increase the number of service users from the business that has been offered.

The presence of new technology within the domain of information and communication in the form of e-ticketing (electronic ticketing) tools is not apart from the reaction, that might be either acceptance or avoidance, among its users. Consequently, with the occurrence of the unstoppable entry of technological penetration to a business process, the acceptance of the new technology by the users should be investigated. With regards to the statement, the information quality, the system quality and the service quality of the technology, such as the rail ticket system (RTS) for example, certainly have influence on the customer satisfaction. The delivery of complete information and the ease of transaction might increase due to the integrated system. In turn, the increase will assist the marketing activities of the related companies in processing the information because the customers will be more satisfied if they are able to perform transaction and attain necessary information easily. Thus, the presence of e-ticketing system might ease the process of transaction and the delivery of necessary information for the customers. Therefore, the implementation of e-ticketing system might bring about significant impact on the customer satisfaction. This study is conducted in order to identify the influence of Technology Acceptance Factors, e-Service Quality and Specific Hold-Up Cost on Customer Satisfaction among the user of online ticketing application or service in the City of Padang.

A. E-Commerce

The term e-commerce might be defined differently from the different perspective of its users. On the one hand, e-commerce might be defined as the process of purchasing and selling or trading goods, service and information by means of computer network. On the other hand, Turban states that e-commerce might be defined based on several points of view such as communication, commerce, business process, service, learning, collaboration and community [4]. Similarly, Laudon & Laudon define e-commerce as an electronic process of goods and service purchase and sale that involves multiple transactions through Internet, network and other digital technology [5].

B. E-Ticketing

The term e-ticketing or electronic ticketing refers to the manner of documenting a sale process from the travel activity of the customers without the physical use of valuable document or paper ticket. For example, when a customer purchases a ticket in the airline ticket outlet, he or she will be provided with a print-out that contains the necessary. People mistake this print-out as the e-ticket whereas the print-out is actually an itinerary receipt. The e-ticket thus is actually the data of the customers that have been stored in the database of the airline with the code that serves as the key for opening these data. It is the key for opening these data that has been known as the booking code. With the presence of the booking code, the airline officers might view and identify the data of the customers.

C. Customer Satisfaction (E-Customer Satisfaction)

The term satisfaction is derived from the Latin word “satis,” which means enough or sufficient, and “fasio,” which means to perform or to create. According to Kotler, customer satisfaction refers to the sense of happiness or disappointment that appears in the mind of an individual after the individual compares the attained performance (result) of the product and the expected performance (results) of the product [6]. On the other hand, Tjiptono states that customer satisfaction or customer dissatisfaction refers to the response of the customers toward the evaluation of disconfirmation that has been perceived between the previous expectation (other performance norms) and the perceived actual performance of the product after the product has been consumed [7]. Thereby, it might be concluded that basically customer satisfaction refers to the difference between the expected performance and the perceived result. In this regard, the customers will gain their satisfaction if the service that has been delivered by the service providers meet their needs and desires. On the other hand, the customers will gain dissatisfaction if the service that has been delivered by the service providers do not meet their needs and desire.

D. Technology Acceptance Factors

Several studies have relied on the technology acceptance factors as the measurement tool for observing the customer behaviors in performing online purchase. In general, the studies on the information technology acceptance are based on the Technology Acceptance Models (TAM) that have been introduced by Davis [8]. According to TAM, the acceptance of an individual toward the computer technology is based on two beliefs namely: (a) Perceived Usefulness (PU); and (b) Perceived Ease of Use (PEOU).

Perceived Usefulness or PU refers to the level in which an individual think that using a system will increase his or her performance. The term useful itself bears the capacity that will be exerted might bring about more benefits. In the context of organization, people usually perform their job better with the provision of salary increase, promotion, bonus and other rewards. With regards to the statement, a high-level system refers to the system in which the users believe in the existence of positive relationship and performance. Then, there are six indicators that develop the Perceived Usefulness namely: (a) performing jobs faster; (b) increasing performance; (c) increasing productiveness; (d) being more effective; (e) assisting job performance; and (f) useful for job performance. Perceived usefulness is believed to influence acceptance under the consideration that the higher the benefit that the user has perceived the higher the acceptance level will be.

On the contrary, Perceived Ease of Use (PEOU) refers to the level in which an individual believes that using technology only demands little effort. The term “ease” alone implies the freedom from the difficulties or the hard efforts, which refer to the limited resources that the individual might have. Then, there are six indicators that develop the Perceived Ease of Use namely: (a) easy to learn; (b) controllable; (c) clear and understandable; (d) flexible; (e) being easily skillful; and (f) easy to operate. Perceived Ease of Use has positive influence on the acceptance under the basis that the higher the ease that

has been perceived within a system the higher the level of acceptance toward the system will be.

Based on the results of the studies on TAM, it is found that Perceived Ease of Use has indirect influence on Acceptance though Perceived Usefulness. The reason is that TAM is considered to be able to provide the best contribution in predicting and explaining the acceptance of the users on the computer technology within an organization [8]. According to the TAM theory, both beliefs define directly the acceptance behaviors toward the information technology. According to the law of *ceteris paribus*, which postulates “all other things being equal,” the easily-operated technology will be more useful for the users. Thus, acceptance might be defined as the use of technology among the workers as the way of their life and the studies in the domain of information system for assessing the acceptance of the technology among the users through the following aspects: (a) frequency of computer system that has been implemented; (b) duration of operation; and (c) different number of computer application use. Departing from the overall elaboration, the first hypothesis in the study will be formulated as follows:

H₁: Technology Acceptance Factors of the e-ticketing application use has a positive and significant effect on Customer e-Satisfaction.

E. E-Service Quality

The term e-service quality, or also known as e-Servqual, is the new version of Service Quality (Servqual). E-Servqual has been developed in order to evaluate the service that has been provided through the Internet. The term e-service quality itself is defined as the expansion of the capacity of a site in facilitating the activities of shopping, purchasing and distributing effectively and efficiently [9]. Then, the dimensions of the e-service quality are as follows:

1) *Reliability*: Reliability includes the appropriate functions of the site and the accuracy of the service that has been promised to the customers (such as: having sufficient stock of product, delivering product to the customers on time, providing information on bills and on the products and service that have been offered).

2) *Responsiveness*: Responsiveness means providing response accurately and refers to the capacity of the customers to get assistance when they have questions or problems.

3) *Access*: Access refers to the capacity of opening a site quickly and the capability to contact the given company whenever it is necessary.

4) *Flexibility*: Flexibility includes the alternatives in terms of payment, shipment, purchase, search and return.

5) *Ease of navigation*: Ease of navigation implies the possession of the functions that might assist the customers in looking for the products or the service that they need without having any troubles, the possession of good search engine and the provision of easy to navigate-sites for the customers in either moving forward or moving backward within the pages of the given sites.

6) *Efficiency*: Efficiency implies that a site is very easy to navigate, is well-structured and demands little information from the entry of the customers.

7) *Assurance/trust*: Assurance/trust includes the trust that the customers put in relation to the sites, their reputation and also the products and service that the sites have offers along with the clarity or the trustworthiness of the information that has been provided.

8) *Security privacy*: Security privacy includes the level of trust from the customers on the sites and the perception that the sites is secured from any threat toward the computer security and also that the personal data of the customers have been well protected.

9) *Price knowledge*: Price knowledge refers to the expansion of the customers' capacity in defining the product shipment, the price, the total price and the price comparison during the purchase process.

10) *Site aesthetics*: Site aesthetics is related to the layout design of a site such as colour, graphic, picture and font that have been applied.

11) *Customization/personalization*:

Customization/personalization entails how much and how easy a site might be personalized in accordance to the desire of each customer and the aspects that might be considered in the Customization/Personalization are namely history of purchase transaction and ways of shopping online.

With regards to the above dimensions, there are also gaps that might be found in the conceptual model of E-Service Quality. These gaps might be explained as follows:

- **Information gap**: Information gap refers to the nonconformity between the customer demand toward a site and the management belief in meeting the customer demand.
- **Design gap**: Design gap refers to the failure of a company in meeting the customer demands in terms of structure and function manufacture of a site, for example: the customers are unable to get any assistance when they have problems in performing the purchase transaction.
- **Communication gap**: Communication gap refers to the incorrect understanding of the marketing staffs on the feature, the capacity and the limitation of a site. This situation occurs due to the lack of communication between the operational department and the marketing department. Such lack of communication might impact the deadline that has been promised, for example: the deadline on the product shipment or the service delivery.
- **Fulfilment gap**: Fulfilment gap occurs in the part of the customers and refers to the nonconformity between the needs and the past experience of the customers. The fulfilment gap is influenced by the combination of information gap, design gap and communication gap. Then, the fulfilment gap occurs in two different forms. The first form refers to the non-conformed appointment

from the marketing department to the customers with regards to the design and the operationalization of a site due to the communication gap, for example: the marketing department has promised refund warranty but the site of the company is lack of features for retrieving and processing the customer complaints. On the other hand, the second form refers to the disappointment of a prospective customer toward the promises from the marketing department due to the design gap and the information gap, for example: the prospective customer fails to perform online transaction through the company site. Departing from the elaboration, it might be concluded that fulfilment gap and past experience of the customers are the key that determines the level of e-service quality that has been possessed. The reason is that fulfilment gap indirectly captures the experience of the customers. For example, fulfilment gap might capture the pleasant experience on the features of a site that the customers might have never been thinking about. Thus, fulfilment gap might have direct influence on the level of e-service quality that has been possessed.

The factors that affects customer satisfaction are the customer expectation its self as well as their experience with the product or a services [10]. in addition to this Pratminingsih et al. stated that understanding customer perception about the service given is important in order to be able for the provider to give essential services that satisfied the customers [11]. Therefore if the business provider able to increase the customer experience value to be greather compare the level of customer expectation, the value of customer satisfaction shall be increased. Thus, the hypothesis related to this aspect will be formulated as follows:

H₂: E-service quality of the e-ticketing application use has a positive and significant effect on customer e-satisfaction.

F. *Specific Hold-Up Cost*

In terms of online shopping activities, if the customer is familiar with the transaction methods of a shopping website, he or she will use this shopping website more often. Forming a certain purchasing habit at this website, the customer may spend more time and effort in learning how to use or shop on the website. As a result, in dealing with the holdup cost specific to it, the customer can possibly be "fastened" to Factors influencing satisfaction. Within the purchase process that the customers perform on-line shopping, the customers demand effort, time and cost within the purchase process of the product/service. Time and effort have been part of the cost that the customers have to spend in meeting their needs through the purchase on the Internet. Prior to performing the purchase, the customers should search and identify the site or the on-line shop first. The customers should learn and look for which products/services that are suitable for their needs. Indeed, shopping through Internet is performed in order to save the time of the customers because this activity might be performed anywhere. However, within the information-gathering process the customers have spent certain cost in the form of time and effort. The results of a study by Lin & Sun explain about the specific hold-up cost that lies in the questions that serve as the indicators for gathering information about the variable in the

study [12]. According to the results of their study, it is found that the specific cost that should be spent by the customers during the on-line shopping activities takes the form of time and effort in gathering and learning the information from a site. Based on the experience that the customers perceive in site operation, an attitude toward the capacity to use the site might be established.

In relation to the opportunity cost that occurs when the customers select the products or services purchase through Internet, the opportunity cost should be given attention in order that the cost that has been incurred might be replaced by the sense of comfort and the fulfilment of the needs on the part of the customers. The learning process during the information-gathering activities that the customers perform might influence the customer satisfaction and the customer loyalty generated by the customer satisfaction might also be influenced by the e-service quality. Therefore, it is important to consider the effort, the time and the cost that the customers should spend in order to attain the service that meets the needs of the customers and to provide the media that might be easily learned by the site users.

H₃: Specific hold-up cost of the e-ticketing application use has a positive and significant effect on customer e-satisfaction.

II. METHOD

Since this study was correlational, thus quantitative methodology was adopted and employs purposive sampling in the gathering of data from people in the City of Padang who

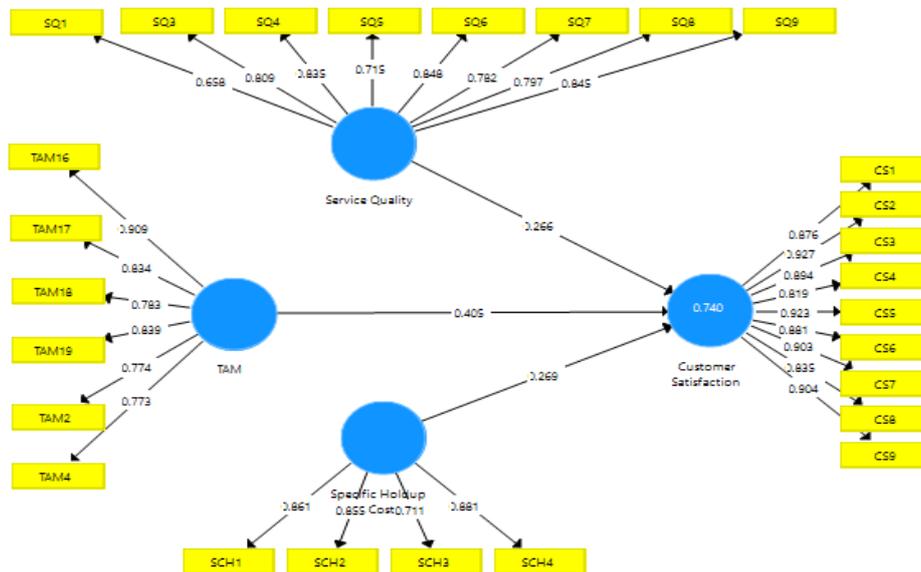


Fig. 1. Diagram of path modification.

Then, Table 2 below presents the AVE value that has been modified after the indicators that do not meet the intended criteria have been dropped of the model.

used the electronic ticketing application in the smart-phone when they purchased the tickets, through self-administered questionnaire. The final version of the questionnaire using 5 point Likert scale. The number of respondents of this study is sufficient to carry out the analysis of SEM using Smart-PLS3, where 233 data were usable for analysis out of 246 respondents. Thirteen cases had to be excluded from further analysis due to excessive missing data.

III. RESULTS AND DISCUSSION

A. Measurement Model Evaluation (Outer Model Evaluation)

In the first phase should perform the outer model evaluation by viewing the validity score and the reliability score within the research model. Then, within the outer model evaluation, the validity test is performed in order to identify the questionnaire feasibility in defining the variables [13]. The validity test in the measurement model consists of the convergent validity test and the discriminant validity test.

1) Convergent validity test: Convergent validity test is defined by using the loading factor/the outer loading factor value and the AVE (Average Variance Extracted) value as the parameter. The results of the measurement might be categorized as having good convergent validity if the outer loading value > 0.60 and the AVE > 0.50 [14]. From the results of the preliminary test, the AVE value that has been attained is as follows:

TABLE II. MODIFIED AVE (AVERAGE VARIANCE EXTRACTED) VALUE

Variable	Nilai AVE (>0.50)	\sqrt{AVE}
Customer Satisfaction	0.784	0.885
TAM	0.672	0.820
Service Quality	0.622	0.789
Specific Holdup Cost	0.688	0.830

Source: Primary Data, 2018

Table 2 describe the AVE value for all variables have been higher than 0.50. Therefore, it might be concluded that all variables within the study have been able to explain more than half of the variants from each indicator. After the modification has been performed, the better convergent validity might be attained.

2) *Discriminant validity test*: Discriminant validity test is performed in relation to the principle that every indicator that has been attained in the different constructs should not be highly correlated from one to another [14]. Then, the discriminant validity might be observed by comparing the square root of the AVE value for each construct and the inter-construct correlation value within the model. The discriminant validity of a model is considered good if the value of AVE square root from each construct is higher than the inter-construct correlation within the model [14]. Table 3 presents the discriminant validity value and the AVE square root value printed in bold and diagonal position and the remaining values are the inter-construct correlation within the model. The AVE square root value has been higher than the other construct. Automatically, all constructs within the research model under estimation have already meet the criteria of discriminant validity that have been defined.

TABLE III. DISCRIMINANT VALIDITY VALUE

Variable	E-S	E-SQ	E-WOM	RI
Customer Satisfaction	0.885			
Service Quality	0.783	0.789		
Specific Holdup Cost	0.756	0.735	0.830	
TAM	0.808	0.788	0.719	0.820

Source: Primary Data, 2018

3) *Reliability test*: Reliability test aims at identifying the consistency and the stability of the respondents in responding to the statements in the questionnaire [13]. The reliability test that has been suggested is using the requirement that the composite reliability value should be higher than > 0.70 so that the variables might be considered reliable [15]. Table 4 below presents the composite reliability value:

TABLE IV. COMPOSITE RELIABILITY VALUE

Variable	Composite Reliability	Information
Customer Satisfaction	0.970	Reliable
Service Quality	0.929	Reliable
Specific Holdup Cost	0.898	Reliable
TAM	0.925	Reliable

Source: Primary Data, 2018

Table 4 shows the composite reliability value of all variables that have been involved in the study has been good or higher than 0.70. Therefore, it might be concluded that all variables in the study have met the requirement of the reliability level.

B. Structural Model Evaluation (Inner Model Evaluation)

In addition to the outer model evaluation, it has also conducted the inner model evaluation within the study. The tests and the results of the inner model evaluation might be consulted in the following sub-section.

1) *R-Square (R²)*: The inner model evaluation, or also known as the structural model evaluation, proceeds by viewing the R-square value in the endogenous latent variable. According to Ghazali & Latan, the R-square value 0.740 defines that the model might strongly, moderately and weakly explain the influence of the exogenous latent variable on the endogenous latent variable [14].

TABLE V. R-SQUARE VALUE

Variable	R-Square Value	Information
E-Satisfaction	0.740	Moderate

Source: Primary Data, 2018

The results in Table 5 describe that the R-square values for the variable E-Satisfaction has been equal to 0.740. Therefore, the indication is that the TAM, Service Quality, and Specific Hold-Up Cost moderately explains 74% of their influence on Customer Satisfaction while the remaining 26% of the influence might be explained by the variables that have not been included into the study.

2) *Goodness of Fit (GoF)*: Goodness of fit is performed in order to identify the accuracy between the model and the research data. The index of the test results is compared to the critical limit value from the criteria of goodness of fit. From the calculation with the goodness of fit formula, the research has attained the score 0.62, which means that the model has already met the criteria of having high goodness of fit value in which the minimum criteria is that goodness of fit ≥ 0.36. Thereby, it might be concluded that the results of the test has yielded high model of fit upon the causal relationship among the variables within the study.

3) *Path Coefficients*: The significance on the variable provides very useful information on the relationship among the variables within the study. Then, the basis that has been implemented in testing the hypothesis is the value that has been found on the Path Coefficients. The output of estimates for the structural model test might be consulted in Table 6 below.

TABLE VI. PATH COEFFICIENTS

Item	Original Sample (O)	Sample Mean	Standard Deviation (STDEV)	T Statistic (IO/STDEVI)
SQ -> CS	0.266	0.276	0.095	2.802
SHC -> CS	0.269	0.261	0.118	2.282
TAM -> CS	0.405	0.396	0.147	2.753

4) *Hypothesis Test*: The evaluation on the hypothesis test is performed after the data have already met the measurement requirements by means of bootstrapping method on the Smart-PLS 3 software. Bootstrapping method is a re-sampling method that enables the implementation of freely distributed

data so that the assumption of normal distribution and the huge size of sample will be unnecessary [14]. This study has implemented the sub-sample 500 through the scheme no-sign change. The results of the hypothesis test might be consulted from the results of the significance test in which the level of significance that has been implemented in the study is 5%. At the significance level 5% 0.05, the model is considered significant if the t-statistic value is higher than 1.96 [16]. Therefore, in order to assess whether the relationship between the exogenous latent variable and the endogenous latent variable is significant or not, the t-statistic value 1.96 is applied. Table 7 displays the results of path analysis that has been performed in viewing the inter-variable relationship:

TABLE VII. RESULTS OF PATH ANALYSIS

	Path Coefficient	T Statistics	P Values	Information
Service Quality → Customer Satis-faction	0.266	2.802	0.005	H ₁ is accepted.
Specific Hold-up Cost → Customer Satisfaction	0.269	2.282	0.023	H ₂ is accepted.
TAM → Customer Satisfaction	0.405	2.753	0.006	H ₃ is accepted.

Source: Primary Data, 2018

Table 7 displays significance on the hypothesis test. The measure of significance for the hypothesis support might be observed on the comparison between the t-table value and the t-statistic value. If the t-statistic value is higher than the t-table value then the hypothesis is supported. For the level of confidence 95% (alpha 5%), the t-table value for the two-tailed hypothesis should be higher than 1.96 [17]. Therefore, the results of the study show that all hypotheses have been accepted with the t-statistic that has been higher than 1.96.

Based on the requirement that the path coefficient score and the inner model score toward the t-statistic value should be higher than the critical value (1,96), it is found that Technology Acceptance Model has positive and significant effect on Customer Satisfaction in the users of e-ticketing application service. In the same time, it has also found from the results of the hypothesis test that the path coefficient score is positive 0.405 and the significance value with the t-statistics value is 2.753 or higher than the critical value 1.96. Furthermore, the p-value of the variable Technology Acceptance Model is 0.006, which is smaller than the rate of significance (α) 0.05. It can be concluded that Technology Acceptance Model has positive and significant influence on Customer Satisfaction. The results of the study are in line with the results of a study by Dasgupta et al., which show that the use of information might improve the performance of an individual or an organization and provide ease of use for the users in completing their job [18]. The development of business domain nowadays has triggered the presence of the needs toward continuing the study upon the use of information technology. The studies on the factors that predict the acceptance of information technology has gained much

attention because in the present times many companies start adopting and operating information technology. With regards to the statement, technology acceptance model can be one of the models that might be implemented in investigating the case. The presence of information system development might ease and improve the performance of an individual in completing his or her job. This results also in line with the study conducted by Wong, which explain that technology acceptance model (Perceived Usefulness and Perceived Ease of Use) has positive influence on Customer Satisfaction [19].

Next, it has also found that e-Service Quality has positive and significant effect on Customer Satisfaction in the users of e-ticketing application service within the City of Padang based on the requirement that the path coefficient score and the inner model score toward the t-statistic value should be higher than the critical value, namely 1.96, for the two-tailed hypothesis. The results of the hypothesis test show that the path coefficient score is positive 0.266 and the significance value with the t-statistics value is 2.802 or higher than the critical value 1.96. Furthermore, the p-value of the variable e-Service Quality Model is 0.005, which is smaller than the rate of significance (α) 0.05. Once again, it might be concluded that e-Service Quality has positive and significant influence on Customer Satisfaction. The results of the study are in line with the results of a study by Akbar et al., which show that e-Service Quality has positive and significant influence on Customer Satisfaction [20]. The higher the service quality that a service provider provides the higher the customer trust and the customer satisfaction will be. According to Cheung & Lee, in online business the component of service quality is a factor that should be available in a site/an application in order to create customer satisfaction [21]. Similarly, the results of a study by McAlexander et al., as having been quoted in Kandapully & Suhartanto, show that service quality has significant influence on purchase desire [22]. Customers might evaluate explicitly and implicitly the service providers in building their trust [23]. If the customers perceive certain benefits then they will select the products from the same service provider and the customers will be more certain toward the service provider. As a result, the customers' trust will increase on the service provider. Thus, similar situation will also apply to the case of e-ticketing application users in the City of Padang: the more positive the service quality is the higher the customer satisfaction will be among the users of e-ticketing application service in the City of Padang.

Finally, Specific Hold-Up Cost has positive and significant effect on the Customer Satisfaction based on the requirement that the path coefficient score and the inner model score toward the t-statistics value should be higher than the critical value, namely 1.96, for the two-tailed hypothesis. The results of the hypothesis test show that the path coefficient score is positive 0.266 and the significance value with the t-statistics value is 2.802 or higher than the critical value 1.96. The p-value of the variable e-Service Quality Model is 0.023, which is smaller than the rate of significance (α) 0.05. Therefore, it might be concluded that Specific Hold-Up Cost has positive and significant influence on Customer Satisfaction.

IV. CONCLUSIONS

Based on the results of the hypothesis test in the study with regards to the influence of each variable, several conclusions on the determinant factors that influence the Customer Satisfaction among the users of e-ticketing service/application in the City of Padang might be drawn. First of all, Technology Acceptance Model has positive and significant influence on Customer Satisfaction among the users of e-ticketing service/application in the City of Padang. Then, e-Service Quality has positive and significant influence on Customer Satisfaction among the users of e-ticketing service/application in the City of Padang. Next, Specific Hold-up Cost has positive and significant influence on Customer Satisfaction among the users of e-ticketing service/application in the City of Padang. The companies that become the service providers of e-ticketing service/application, especially for the ones that have not been the main option for the customers in purchasing the online tickets, are expected to identify how far the customers are satisfied in consuming their service and to pay attention more on the factors that might influence the customer satisfaction so that these companies will find the matter of consideration for improving the customer satisfaction. On the contrary, for the companies that have been the main option for the customers in purchasing the online tickets, they should maintain their competitive edge as the market leader in Indonesia. For future research, there should be more investigation toward the phenomena which related to the customer satisfaction, especially on the companies that develop technology information-based. In addition, it is also important to expand the number of variables that will be studied in order to identify the concept of customer satisfaction under more complex manner and to identify the factors that are assumed to have huge implication on the customer satisfaction in the context of using the application-based media.

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