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Consumer Behaviour in Online Travel: How Does Continuous Purchase Behaviour Formed in Digital Age?

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Abstract
Research aims: This study aims to understand the role of perceived ease of use, information service function, consumer expectation, and user satisfaction in determining continuous purchase behavior in online travel application users, while considers consumer experience as a moderating variable.
Design/Methodology/Approach: This study is carried out using quantitative approach. The data is collected by distributing online questionnaire to users of e-travel application in West Java, Indonesia chosen using purposive sampling. The data is processed using Structural Equation Modeling with Partial Least Square (SEM PLS).
Research findings: The results indicate that perceived ease of use, information service function, consumer expectation, and user satisfaction can explain customers' continuous purchase behavior. In addition, consumer experience can moderate the relationship between user satisfaction and continuous purchase behavior, by which higher experience strengthens the relationship.
Theoretical Contribution/Originality: This study contributes to enrich the understanding of how user satisfaction affects continuous purchase behavior by looking at the variables of perceived ease of use, information service function, and user expectation.
Practitioners/Policy Implications: This study can be of interest to service providers, especially e-travel application, to provide a good, easy to understand services, as well as information and comfort for its users to remain loyal in using the application.
Research Limitations/Implications: This study is only limited to one object, namely users of e-travel application. Future research can use different objects and consider additional variables such as review credibility and perceived enjoyment in determining continuous purchase behavior.
Keywords: Perceived Ease of Use; Information Service Function; Consumer Expectation; User Satisfaction; Consumer Experience; Continuous Purchase Behaviour

Introduction

The emerging interest in the tourism industry, especially among young generations has significantly increased (Mirehie et al., 2021). Currently, many travel service applications have emerged along with the development of information technology and increasingly massive internet use (Kim, 2022). Apart from that, the impact of technology and information

has lead to huge changes in human life (Feng et al., 2020), changing human lifestyle (Wibowo & Haryokusumo, 2020), and spur the growth of the economic system (Growiec, 2022), including in tourism industry. Over the last decade, the tourism industry has been dominated by young people, a segment that has received quite a lot of attention (Chen et al., 2023; Pratminingsih et al., 2022). Arica et al. (2021) and Kang et al. (2020) stated that the tourism sector is dominated by young generations with the age ranging from 15 to 29 years, born at the same time with the growth of information and technology sector. As a consequence, their every need and desire will always involve technology.

During these times, the presence of internet has opened a window of opportunity in providing important advantages for businesses. The vast development of information and technology has also increase social interaction, as it can be an alternative to look for advice or share information, hence affecting consumer behavior (Filieri et al., 2021; Chan & Tung, 2023). The internet and IT has been rapidly utilized, and it is estimated that out of a global population of 7.4 billion, 2.9 billion are active internet users and this will continue to grow (Peng et al., 2021). As stated by Kotler et al. (2019), the digital era has given birth to a set of tools that can build relationships with consumers, ranging from websites, advertisements, and online videos that can be accessed on mobile devices via social media. This has lead many service provider companies to use online media to perfect their targeting in depth and carry out interactive ways in keeping customers on an ongoing basis. It has also been addressed by Bharadwaj et al. (2013) that digital business becomes a future business sector that has the potential to change consumption behavior, including in tourism industry. The presence of e-travel application as a platform that can be accessed via smartphone facilitates and eases travelers to look for information about their destination, hotels and accommodation (Chen et al., 2023).

In Indonesia, one of the businesses which utilizes IT to establish deeper relationship with their customers is travel service provider companies, such as Traveloka. Currently, many of these companies operate online through applications to be more flexible in providing services to their consumers. Local travel service providers are currently facing increasingly fierce competition, but Traveloka continues to stay in the first place. According to review from Google Play Store, quite a few consumers have given bad ratings or negative reviews to Traveloka. Most of the complaints are related to airplane, train, or hotel reservation transactions, such as regarding the slow run or error in using the applications, e-vouchers that are not issued, sudden change of price and schedules, as well as errors in refund and reschedule features.

To maintain its position and continue to grow, Traveloka must be able to satisfy its consumers, as satisfaction is very important for a business to ensure its sustainability. Briefly defined, satisfaction is a feeling of pleasure felt by consumers after purchasing or consuming a product or service (Kotler et al., 2019). The feeling of satisfaction is often related to the act of loyalty, hence consumers who are satisfied is expected to be loyal customers and recommend the products or service of the company to others. A number of research has highlighted that many factors influence consumer satisfaction when purchasing products or service through online platforms or application, such as perceived

ease of use (Asnawati et al., 2022), information quality (Jiang et al., 2021), and expectation (Priporas et al., 2017).

In terms of the use of IT and application in business, perceived ease of use is considered important for consumers to decide whether they will use or continue to use certain technology. According to Perangin-angin et al. (2016), perceived ease of use refers to the perception of ease of using technology without having to spend a lot of effort, and is free from difficulties. Previous studies have also proven that perceived ease of use can influence consumer decisions in choosing and using technology or application (Zhao & Wang, 2020; Moslehpour et al., 2018; Siagian et al., 2022). In addition, in carrying out online purchase or transaction, consumers are faced with a lot of various information which can be overwhelming, thus leading to asymmetry. In this regard, information quality which can be seen from its service function is also crucial for consumers as they use it as a basis for making decisions (Jiang et al., 2021). Consumers' expectations, which are formed before they use the technology or applications (Zeithaml et al., 1993), can also affect their future decision to use or leave the technology itself (Priporas et al., 2017; Lee et al., 2021).

Despite several studies have proved that these three aspects can influence consumers decision in using technology, it still needs further exploration of how and when the influences can occur (Lee et al., 2021; Zhao & Wang, 2020; Jiang et al., 2021). Previous studies has contributed to the context of consumer behavior among young consumers in Indonesia, especially on repurchase intentions (Huarng & Yu, 2019; Andrian & Selamat, 2022; Febrian & Fadly, 2021). However, most of the literature in this topic is still contradictory to the behavioral theory itself (Bemmaor, 1995). Empirically, it is difficult to ensure whether repurchase intention can be realized into actual purchase behavior. In addition, repurchase intention varies between individuals, and it cannot be fully deemed as an accurate predictor of subsequent purchase behavior (Huarng & Yu, 2019).

Therefore, this study attempts to explore consumer behavior in the tourism industry in Indonesia, especially in the context of the use for travel service application. We consider satisfaction as the variable that can bridge the relationships and consumer experience as the moderator that can strengthen or weaken the influence. The specific context of Indonesia is chosen as the internet users are relatively high in terms of numbers, indicated by the country ranked number five for most internet users as of March 2019 (Arwiedy, 2021). Following this phenomenon, various industries, including tourism service providers, have changed transactions and approach that were previously carried out conventionally towards digital technology (Joe et al., 2022; Chen et al., 2023; Cheng et al., 2023). Within these circumstances, the findings of this study is expected to enrich the literature on consumer behavior, highlighting the mechanism of how and when the aspects embedded on use of technology (perceived ease of use, information service function, and expectation) can lead to continuous behavior of using and purchasing products in the travel application itself through the presence of satisfaction and experience. The present study thus extends the technology acceptance model by considering these additional variables. TAM is deemed to be relevant in explaining this relationship as it was initially developed to build the understanding of how individual is

willing to use or accept certain technology (Davis, 1989). As the concept widened, several variables alongside perceived usefulness and perceived ease of use has been used to extend the theory, including information service function and consumer expectation. Additionally, moderating variables are also used to extend this theory, as it acts as a conditional factors that can determine individual attitude or behavior towards a technology. Practically, this study can be a reference for travel service providers, app developer, or marketer in attracting or maintaining customers' positive behavior of continuing in using their application to purchase the products or services.

Literature Review and Hypotheses Development

Technology Acceptance Model

Studies that define and validate perceived usefulness and perceived ease of use on user acceptance of information technology were pioneered by Davis (1989). In terms of business and its relationship with consumers, investments in technology for establishing closer communication and interaction can lead to increased productivity and sales, but when the implementation fails to be understood and used, it can lead to adverse consequences for the company and disrupt business activities. With that thought in mind, a technology must be able to provide convenience for its users. The technology acceptance model (TAM) pioneered by Davis (1989) is the most widely applied model for understanding users' acceptance towards technology (Asnawati *et al.*, 2022). TAM is adopted and developed from Theory of Reasoned Action (TRA) from Ajzen & Fishbein (1980), which stated that the ease of use and usefulness of technology can form the intention to use the technology and users' actual behavior to utilize it.

Currently, several studies on TAM attempt to extend the theory by considering additional factors that previously have not been explored. Kamal et al. (2020) found that user's resistance, technological anxiety, perceived risk, and privacy become the aspects that can influence users' intention to use telemedicine services. Additionally, Sagnier et al. (2020) found that cybersickness negatively influence users' intention to use virtual reality, extending the existing TAM which initially only view perceived ease of use and perceived usefulness of using the technology. On their study on mobile library application, Rafique et al. (2020) extended TAM by seeing how system quality and consumer habit affect users' intention to utilize the application. In this study, we use one of the variables in TAM, namely perceived ease of use, and consider other variables (information service function and consumer expectation) which can lead to continuous behavior of using certain technology, thus extending the use of this theory.

Perceived Ease of Use and User Satisfaction

According to Joe et al. (2022), perceived ease of use is the extent to which a person believes that using technology can reduce perceived difficulties. It is a construct related to individuals' perception or assessment in using a technology (Amin et al., 2014). According to Martínez-Navalón et al. (2023), perceived ease of use can predict usage

behavior, especially in relation to consumer satisfaction in using technology. Perceived ease of use is also found to increase consumer satisfaction when individuals enjoy a particular service in the context of mobile commerce (Malureanu et al., 2021). The current rising improvement for business in mobile service or applications have set a new challenge for service providers to develop a system that is easy to use for conducting various transactions or searching for information (Siagian et al., 2022). Therefore, there must be good infrastructure in the mobile commerce for consumers to feel satisfaction in using the technology or applications. This is because a simple or easy to use application and technology can determine how individuals develop their attitude or perception. Other studies, such as Venkatesh & Davis (1996) have also stated that the perceived ease of using the application is considered as one of the factors which can increase satisfaction. Additionally, the study from Moslehpour et al. (2018) in Taiwanese consumers indicates positive relationship between perceived ease of use and satisfaction in online business environment. Based on this explanation, the first hypothesis proposed as follows:

H₁: Perceived ease of use has a positive influence on user satisfaction.

Information Service Function and User Satisfaction

Currently, the internet has been integrated into human life as an important tool for seeking information and communication. The way information is perceived becomes subjective matter and it depends greatly on the individual who are using the service (Koivumäki et al., 2008). In addition, developments regarding the amount of information online have increased in recent years, and this large sum of information raises concerns about its quality (Ghasemaghaei & Hassanein, 2015). In the context of services, information is a very important for management, as it is one of the substantial resources to be determined when selecting products or services that suit to consumers' needs. Similarly, information is also highly relevant and crucial for consumers who need it as a basis to determine whether they will purchase or use certain products and services. In service context, consumers who perceive that they have exposed to complete information on certain service function tend to continue using the service. An information is deemed to have a good quality if it has the accuracy, reliability, relevance, and completeness of function, all of which must be accommodated in a service function (Gorla et al., 2010; Jiang et al., 2021).

Gorla et al. (2010) stated that the information service function in applications is an important aspects in building customer satisfaction. The information service feature itself refers to the tools provided by online service providers as a forum for meeting and answering consumers' needs (Qin et al., 2022). To develop a service function in an application, two groups of specialists who traditionally operate separately must work together in one pool, namely marketers who ensure value to customers, and technology experts who provide the tools or platforms for providing services (Nakata et al., 2011). When customers do not know a clear means to find further information about a service, this will result in decreased satisfaction with the service. Therefore, understanding the factors that influence consumer satisfaction in the context of online services is very

important for business success, especially in providing quality information (Li & Lin, 2006; Gutiérrez et al., 2022; Zrnec et al., 2022). Li & Lin (2006) stated that one of the most important factor in using technology is the information service function. In this case, the information service function must contain information that highlights the relevance of the service in the application and provides an adequate picture of what the user needs. This ability to provide comprehensive information can lead to satisfy users' needs, which includes references to the accuracy, timeliness, and relevance of the information provided to users. Therefore, based on this explanation and previous studies that have been carried out, it can be concluded that there is a positive influence of information service function towards user satisfaction in using the application. The second hypothesis is put forward as follows:

H₂: Information service function has a positive effect on user satisfaction.

Consumer Expectations and User Satisfaction

In simple terms, the concept of expectations can be understood as a condition where a person has expectation or hopes, in which when these hopes are fulfilled then he feels satisfied, and vice versa (Oliver & Burke, 1999). In the marketing context where consumers make certain purchases of a products or services, they will be satisfied if the products or services meet or exceed their expectations (Jiang and Klein, 2009). Within the current digital circumstances, expectation is based on the hopes of whether consumers will be satisfied with the service they received in adopting certain application (Gemar et al., 2019). In addition, Gemar et al. (2019) mentioned that an expectation can only be felt by a person if he previously assess the performance of a product or service they purchase. When their expectation is positively confirmed, it is found that it can lead to higher satisfaction (Gemar et al., 2019). In this regard, an application which can provide convenience and sufficient information tend to be suitable with consumers' expectations and this can lead to satisfaction. In their study, Camacho et al. (2022) also suggested that meeting consumer expectations is critical in ensuring high levels of satisfaction. In this context, if the functions in the application cannot meet consumer expectations, then satisfaction tend to decrease, and vice versa. Based on this explanation, the third hypothesis is proposed as follows:

H₃: Expectation has a positive effect on user satisfaction.

User Satisfaction and Continuous Purchase Behavior

It is very clear that both online and offline service providers have to listen to and satisfy their customers (Mohanty et al., 2022; Sharabati et al., 2022). In this study, satisfaction in digital context is defined as a person's assessment after using a service application to make a purchase. According to Chen et al. (2020), satisfaction refers to user's positive experience and feelings towards the mobile service provided. Ensuring satisfaction is highly crucial for predicting future purchases or usage. Thus, service providers must

provide various functions to their users to meet their expectations and ensure satisfaction (Amin et al., 2014). Satisfaction generated in a transaction on the application can serve as an indicator of continuous positive behavior. As stated by Joe et al. (2022), customers are more likely to continue to purchase after experiencing satisfactory services. Dash et al. (2021) suggested that customer satisfaction is a comparison between expectations and feelings after the experience. Therefore, considering its significance, a management approach that focuses on satisfaction can increase continuous purchase behavior. If a consumer's experience in using the application meet their previously established expectations, they will be more likely to feel higher satisfaction and willingness to repurchase.

Given that satisfaction is an important construct in the marketing literature (Supriyanto et al., 2021), service providers must be able to build long-term relationships to ensure that customers want to make continuous purchase or usage (in terms of technology or application). When a service on the platform does not satisfy them, customers can respond in a negative manner, where they avoid using the application and seek other alternatives (Supriyanto et al., 2021). Thus, we predicted that there is a correlation between satisfaction in using the application and continous purchases or usages. In addition, Eckert et al. (2022) stated that the willingness to revisit the application in making purchases reflects consumers' willingness to buy and recommend the application and the products within it. When consumers are satisfied and continue to use or purchase products and service in an application, they will prioritize the service as an optionwhen they decide to purchase. This is in line with Kotler et al. (2019) who mentioned that the level of satisfaction generated by customers can affect their willingness to repurchase a product or service. Thus, the hypothesis is proposed as follows:

H_4: User satisfaction has a positive effect on continuous purchase behavior.

Consumer Experience as Moderator

As stated by Zeithaml (1993), an experience of using or purchasing products or services can influence subsequent behavior. In a digital business environment that rapidly and massively develops, experience with a service becomes a factor that is of great concern to companies. Designing, offering, evaluating, and measuring memorable experiences is an important core task for online service providers. Ameen et al. (2021) stated that offering a product or service is not enough, but a company must provide a satisfying experience to its consumers as it can have an impact on continuous purchase. An experience in online services is related to the design and instructions provided by an application where consumers use it to form a perception. Another study from Roggeveen & Rosengren (2022) also proved that consumers' experience can strengthen the influence of satisfaction towards future behavior. In the context of online service or mobile application, Holmlund et al. (2020) emphasized the importance of hint or cues which can guide the user and shape the experience.

Within the context of this study, consumer experience in using the technology can act as a catalyst that strengthens the relationship between user satisfaction and continuous purchase behavior. A satisfying consumer experience can lead to the development of brand loyalty. When consumers have positive interactions and experiences with the application, they are more likely to continue using the application or purchase a product from it. Positive consumer experience can be achieved when the application can adapt to changing consumer preferences and expectations, thus requiring the technology or application itself to stay relevant and responsive to evolving consumer needs (Ameen et al., 2021). When consumers perceive that they have positive experience in using the application, this will be more likely to strengthen the influence of satisfaction on continuous purchase behavior.

H₅: *Experience moderates the relationship between user satisfaction and continuous purchase behavior.*

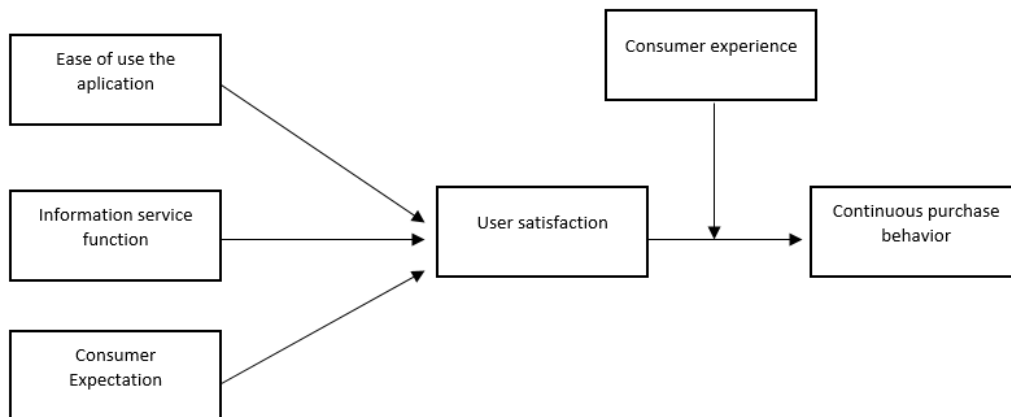Figure 1 below presents the conceptual framework built from the hypotheses.

Figure 1 Conceptual framework

Research Methods

This study is carried out using quantitative approach, with research objects determined based on geographical area in West Java, Indonesia. West Java Province has the largest population in the country, and it continues to increase from year to year. The population in this study are users of travel service application in West Java who have purchased traveling products (hotel bookings, transportation tickets, or entertainment tickets) through the application more than once. The sample is selected using a purposive sampling technique with the criteria above, resulting in 250 respondents. The data obtained is analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS).

Table 1 displays the respondents' characteristics of this study. The results of data collection indicate that most of the respondents are female (164 respondents). Based on education, the majority of respondents had a bachelor's degree (114 respondents), and had work experience of 1 to 3 years (86 respondents). Although the income of respondents depends on experience, education and skills, the average consumer income is IDR 3,000,000 to IDR 5,000,000.

Table 1 Respondents' Characteristics

Respondent	Total	Percentage (%)
Gender:		
Man	86	34
Woman	164	66
Age:		
18 – 28 Years	70	28
29 – 39 Years	75	30
40 – 50 Years	61	24
> 50 years	44	18
Education:		
Senior/Vocational High School	109	44
Bachelor	114	46
Magister	14	6
Doctoral	13	5
Field of work:		
Agribusiness	19	8
Civil Service	13	5
Education	18	7
Chemical Industry	30	12
Tourism	96	38
Health	17	17
Entrepreneur	13	13
Income:		
< IDR 3,000,000	52	21
IDR 3,000,000 – IDR 5,000,000	119	48
IDR 5,100,000 – IDR 7,000,000	46	18
> IDR 7,000,000	33	13

Variable Measurement

This study uses the variables of perceived ease of use, information service function, consumer expectations, user satisfaction, consumer experience, as well as continuous purchase behavior. Perceived ease of use is measured by four items adopted from Joe et al. (2022), while information service function is measured by three items adopted from Kettinger & Lee (1994) and Laumer et al. (2017). Consumer expectation is measured using three items adopted from Ashfaq et al. (2019). User satisfaction is measured by four items adopted from the study carried out by Amin et al. (2014), while consumer experience is measured by four items adopted from Chen et al. (2023). Finally, continuous purchase behavior is measured by five items adopted from Huarng and Yu (2019).

Results and Discussion

Reliability testing is carried out using the Cronbach's Alpha (α) test with a threshold value of 0.7 and the Average Variance Extract (AVE) test with a threshold value of 0.5 (Urbach & Ahlemann, 2010). Furthermore, the results for validity test can be seen in the factor loading value with a threshold value of 0.7. Table 2 presents that the Cronbach's Alpha value and AVE value exceed the required threshold. Therefore, it can be ensured that all constructs in this study are reliable. The factor loading value shown in Table 2 has a minimum value of 0.706, exceeding the threshold value. Therefore, the measurement item is valid for further testing.

Table 2 Results of Validity and Reliability Test

Item	Factor Loadings	AVE	α
Perceived Ease of Use		0.559	0.739
Learning to use travel apps for purchases seems easy for me.	0.723		
I find it easy to make purchases according to what I want.	0.799		
I find it easy to interact with service providers through the application.	0.796		
I think the e-Travel application is very easy to use.	0.758		
Information Service Function		0.760	0.840
I feel the service information function on the application is accurate.	0.791		
Service providers are very fast in responding to any of my complaints.	0.916		
The information provided through the application is very relevant and clear.	0.902		
Consumer Expectation		0.721	0.808
My experience in conducting online transactions is in line with my expectations.	0.899		
The service provided on the application is better than I expected.	0.811		
Overall, my expectations in using the e-travel application were met.	0.836		
User Satisfaction		0.593	0.770
I am satisfied with the online application on my smartphone.	0.706		
The online application makes it easier for me to purchase tickets.	0.801		
The online application has met my expectations.	0.783		
I feel pleasure from my experience in using online applications to make purchases.	0.786		
Consumer Experience		0.631	0.745
The application that I use is very useful in finding the information I need.	0.804		
I feel happy when looking for information in the application before deciding on a purchase.	0.719		
The services provided in the online application are very helpful in fulfilling my expectations.	0.740		
The application that I use to search for information is very easy to use.	0.895		
Continuous Purchase Behaviour		0.719	0.891
I buy through the app either in the present or in the future.	0.914		
I like using online applications to meet my needs.	0.912		
I will continue to make in-app purchases.	0.929		
I recommend in-app purchases to others.	0.925		
I feel affinity with this app.	0.857		

Discriminant validity is carried out to determine the ability of a construct to differentiate itself from other constructs within the conceptual framework used in the testing. In this study, discriminant validity is carried out by comparing the correlation value with the square root of the AVE value (Fornell & Larcker, 1981). Table 3 here presents that the square root value of AVE is greater than the correlation value between constructs, thus the measurement model can be considered valid.

Table 3 Discriminant Validity

Item	CPB	EU	EX	EXP	ISF	US
CPB	0.848					
EU	0.233	0.747				
EX	0.265	0.545	0.849			
EXP	0.698	0.400	0.442	0.794		
ISF	0.298	0.611	0.729	0.438	0.872	
US	0.340	0.511	0.802	0.496	0.735	0.770

Note: CPB: Continuous Purchase Behavior; EU: Perceived Ease of Use; EX: Co Expectation; EXP: Consumer Experience; ISF: Information Service Function, US: User Satisfaction

Furthermore, the measurement model for the study can be seen in Figure 2. The predictive power of a model is measured through the R^2 score, namely 0.494 for continuous purchase behavior and 0.692 for user satisfaction. This means that 49.4% of user satisfaction can explain continuous purchase behavior, and 69.2% of perceived ease of use, information service function, and consumer expectation can explain user satisfaction.

Furthermore, a bootstrapping technique of 500 subsamples is used to test the model, which makes it possible to assess the level of significance of the path coefficient. Table 4 presents the complete path analysis. There are 5 hypotheses examined in this study. In the first hypothesis, perceived ease of use (β = 0.609; t = 13.905; p-values = 0.000), has a positive and significant influence on user satisfaction, thus H1 can be accepted. The second hypothesis, information service function (β = 0.317; t = 5.309; p-values = 0.000), has a positive and significant influence on user satisfaction, thus H2 can be accepted. In the third hypothesis, consumer expectation (β = 0.566; t = 10.365; p-values = 0.000), has a positive and significant influence on user satisfaction, thus H3 is accepted. In the fourth hypothesis, user satisfaction (β = 0.428; t = 7.575; p-values = 0.000), has a positive and significant influence on continuous purchase behavior, thus H4 can be accepted. Finally, in the fifth hypothesis, consumer experience (β = 0.376; t = 10.377; p-values = 0.000), moderates the relationship between user satisfaction and continuous prchase behavior and has a positive and significant effect, therefore H5 can be accepted.

Table 4 Path Coefficient

	Original Sample	Sample Mean	Std Deviation	T Statistics	P Values	Support
EU → US	0.609	0.613	0.044	13.905	0.000	Yes
ISF → US	0.317	0.311	0.060	5.309	0.000	Yes
EX → US	0.566	0.568	0.055	10.365	0.000	Yes
US → CPB	0.428	0.432	0.056	7.575	0.000	Yes
EXP x US → CPB	0.376	0.381	0.036	10.337	0.000	Yes

Note: CPB: Continuous Purchase Behavior; EU: Perceived Ease of Use; EX: Consumer Expectation; EXP: Consumer Experience; ISF: Information Service Function, US: User Satisfaction
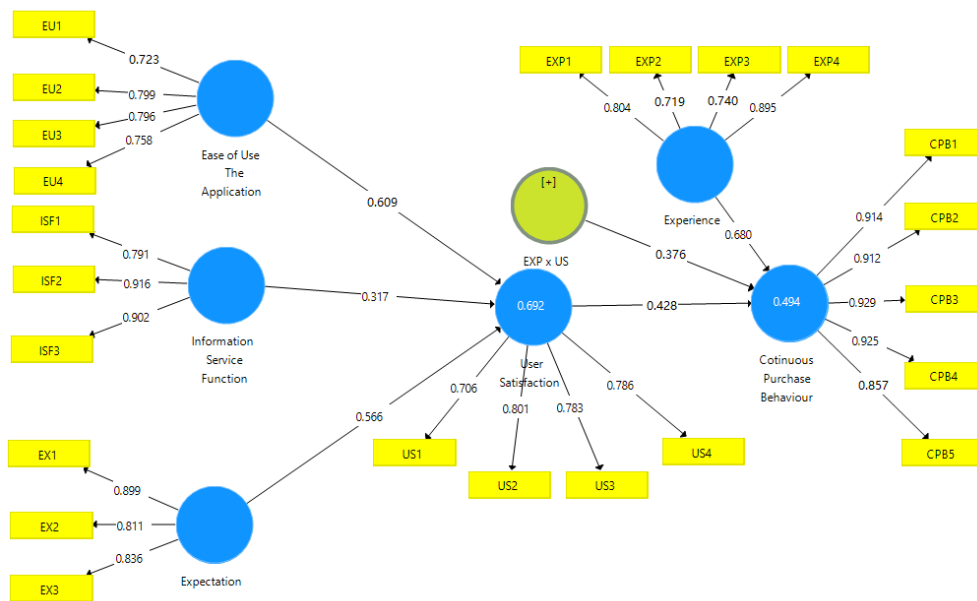

Figure 2 Path Coefficient Model

Discussion

This study aims to determine the influence of perceived ease of use, information service function, consumer expectations, user satisfaction, and consumer experience as a moderator in increasing continuous purchase behavior. In doing so, this study aligns with the technology acceptance model (TAM), a theoretical framework that has been widely used to understand and predict users' acceptance and adoption of technology. Initially, TAM posits that perceived ease of use and perceived usefulness are critical determinants of users' attitudes and behavior towards using a technology. This study proposed five hypotheses, and based on the results of data analysis, it is found that the relationship between all variables has significant influence. First, this study confirms the positive relationship between perceived ease of use and user satisfaction, a relationship that resonates with the TAM framework. According to TAM, if users perceive a system as easy to use, they are more likely to find it satisfactory. This is in line with several previous studies, such as Venkatesh (2000) who mentioned that online service providers must

design a system by considering various conveniences including ease of use to achieve consumer satisfaction. It also supports the study carried out by Amin et al. (2014) who stated that consumer satisfaction can be developed and managed appropriately by providing ease of use and convenience in using the applications. This study confirms that satisfaction in using a system can be used to predict subsequent behavior. Thus, there is significant support between perceived ease of use and satisfaction felt in using an application. The ease perceived when using the application reflects how much convenience the user feels (Moslehpour et al., 2018; Davis, 1989). The findings of this study also found that online service providers need to realize that the application they provide must make transactions easier and allow users to obtain the information they need. Therefore, to increase perceived ease of use, an application as a whole must be considered easy to use (Adams et al., 1992; Laumer et al., 2017; Jin et al., 2020).

Second, this study also found that information service functions have an influence on user satisfaction. In TAM framework, perceived usefulness encompasses the degree to which a user believes that using a system will enhance their performance, and this is reflected one of which in the existence of information service function. As stated by Laumer et al. (2017), in the online context, satisfaction is defined as an affective state that shows an emotional reaction to the experience of using the application. Users will feel satisfied when the application has information services that can help as a whole when they make a transaction. This study supports the findings from Fu et al. (2023) and Gyamera et al. (2023) who proved that the main factor that makes users want to make transactions on certain applications and return to using them is the clear and easy information service function. Thus, integrating two different functions in a service (marketing and information services) becomes important to provide satisfaction to users (Nakata et al., 2011). In complementarity theory, marketing concepts and information systems can be integrated into an application by providing information service functions which in turn lead to user satisfaction (Choi et al., 2008).

Third, this study also found that consumer expectations can affect the satisfaction of using applications in making purchases. The study's revelation that consumer expectations impact satisfaction aligns with TAM's emphasis on perceived usefulness, as consumer expectations can be considered as a component of perceived usefulness within the TAM framework. It confirms the study from Fu et al. (2020), that expectations play an important role in predicting consumer behavior. This behavior can lead to satisfaction or dissatisfaction with the service received. Consumer satisfaction can be determined by perceived expectations regarding a product or service (Takaya & Yamashita, 2020). Lee et al. (2021) stated that expectations can be understood as a condition where consumers have hopes for something. Utility theory explains that consumers have expectations and assume that the more useful a product or service is, the more desirable it will be and lead to satisfaction. These findings also supports the research from Kim (2012), that if consumer expectations regarding the application used can make it easier to find information and facilitate transactions, then consumer satisfaction will increase.

Fourth, this study also found that satisfaction in using the application can lead to continuous purchase behavior. As stated by Parasuraman et al. (1985), the presence of

online service providers must provide satisfaction which emphasizes the perceived ease of use so that it leads to further purchases. Joe et al. (2022) states that continuous purchase behavior is based on consumer satisfaction. When consumers are satisfied with a product or service, the more likely they are to repeat the buying behavior. Parasuraman et al. (1985) mentioned that this measurement can be done with the level of loyalty and willingness to pay. Besides that, Huarng & Yu (2019) and Abou-Shouk & Khalifa (2017) mentions that satisfaction will significantly affect continuous purchase behavior.

Finally, this study also found that consumer experience moderates the relationship between satisfaction in using applications and continuous purchase behavior. An experience can be created by consumers when they obtain and use it. An online service provider can expand activities and gain greater satisfaction when he or she has a perceived positive experience that can reinforce future behavior (Huarng and Yu, 2019). Thus, in order to strengthen the consumer experience, service providers must provide instructions and designs provided in the application (Roggeveen & Rosengren, 2022). These findings also show that instructions in the application can direct users and shape perceptions. Thus, consumer experience can strengthen or weaken subsequent purchasing behavior.

This study not only contributes to our understanding of factors influencing continuous purchase behavior but also aligns with the principles of the Technology Acceptance Model. By emphasizing perceived ease of use, perceived usefulness, and user satisfaction, the study provides insights into the key drivers of technology acceptance and adoption, shedding light on the complex dynamics that influence users' ongoing engagement and purchase behavior.

Conclusion

In conclusion, this study has shed light on several key factors that influence customers' continuous purchase behavior within the context of e-travel applications. The findings emphasize the significant roles played by perceived ease of use, information service function, and consumer expectations in shaping user satisfaction, which in turn impacts the likelihood of continuous purchases. Moreover, the moderating effect of consumer experience on the relationship between user satisfaction and continuous purchase behavior provides valuable insights into the nuanced dynamics of this process.

This study provides both theoretical and practical implications. In theory, this study reinforces the applicability of existing theoretical frameworks such as the Technology Acceptance Model (TAM) in the context of e-travel applications. It validates the continued relevance of these theories in understanding user behavior and add other relevant factors to extend it in the evolving digital landscape. Practically, this study emphasizes that recognizing and managing consumer expectations is essential. By aligning their services with these expectations, e-travel application providers can create a more satisfying user experience, fostering loyalty and repeat purchase. Furthermore, e-travel companies should invest in strategies that enhance overall consumer experience. This can include

personalized services, seamless interactions, and efficient issue resolution, all of which can amplify the moderating effect of consumer experience on user satisfaction and continuous purchase behavior.

This study still has several limitations that needs to be addressed by future research. First, it employed purposive sampling, which may introduce selection bias. Future research could benefit from larger and more diverse samples to increase the generalizability of the findings. In addition, the study's findings may be influenced by regional or cultural factors. Extending the research to different geographical locations can provide a more comprehensive understanding of these relationships. Finally, the study focused on a specific timeframe, and consumer behavior may evolve over time. Longitudinal or exploratory studies could capture how these factors and relationships change over extended periods and different contexts.

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