

Research on Factors Affecting the Behavior of Vietnamese Customers Choosing the AGODA Application to Book Air Tickets Online

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Abstract

This study seeks to identify the factors that influence the decision-making process of Vietnamese customers when selecting the Agoda application for booking flight tickets online. The author conducted a survey involving 478 customers who have utilized the AGODA application for online flight ticket bookings. Additionally, a two-step analysis approach was employed, which involved evaluating both the measurement model and the structural model using the SmartPLS software, in order to examine the impact of various factors on customer behavior when choosing the Agoda app. Research results show that (1) Perceived Risk hurts Perceived Usefulness and Perceived Ease of use; (2) Perceived Usefulness and Perceived Ease of use have a positive effect on Behavioral Intention; (3) Behavioral Intention has a positive effect on Actual Purchase Behavior. Furthermore, the findings of the research demonstrate a positive correlation between the perceived ease of use and the perceived usefulness of the application.

Keywords: *Agoda Application, Air Ticket Online, Behavior, Vietnamese Consumers*

INTRODUCTION

In recent times, there has been a growing trend of individuals organizing their own travel arrangements. The emergence of online travel agencies and internet-based platforms for booking accommodations has witnessed a remarkable surge in popularity over the last decade (Guttentag, 2015). Prospective guests now have the option to acquire information about lodging establishments either by directly contacting the accommodation or relying on travel agencies. By accessing online platforms, they can conveniently plan their travel itineraries, explore available rooms, compare prices, and assess the amenities provided by different accommodations (Runfola et al., 2013). Booking applications for air tickets provide the most convenient means of securing optimal booking deals. Previous research indicates that consumers are increasingly turning to the Internet to leverage the ease of booking and compare prices. The trend of consumers conducting online research before making decisions has witnessed a significant rise.

In today's context, under the increasingly intense competition of airlines, there are significant pressures and challenges for air transport service providers. Moreover, when living standards are increasingly improved, people tend to travel more and choose to travel by air because of its speed and convenience. Booking tickets through technology applications has become more popular because customers save time and can compare providers' prices to choose the correct fare. Agoda is an application known when customers need to book flight tickets and make reservations. Using this application to book flight tickets has become famous among customers who must choose air travel routes.

Vietnam is the market that quickly grasps economic trends and trade flows worldwide. Most of the population is young, and the ability to access high-tech information and the shopping demand ranks first in the country. Studying customers' buying behavior through the Agoda application in Vietnam helps managers clearly understand what strategies to focus on to improve consumer behavior and create ticket-buying habits for the target customer group. Hence, it is imperative to conduct research on the factors that influence the decision-making process of Vietnamese customers when selecting the AGODA application for online flight ticket bookings.

LITERATURE REVIEW AND RESEARCH MODEL

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Main Concepts

Online shopping refers to the act of consumers engaging in transactions through a computer-based interface. Nowadays, consumers can conveniently connect and interact with digital stores operated by retailers using their smartphones via computer networks (Haubl & Trifts, 2000). Purchasing airline tickets online involves utilizing an internet-connected device such as a computer or smartphone to access the official website of the airline. Through this platform, customers can select their desired service, airfare, provide personal information, view flight schedules, and make payments using their bank accounts. Once the online booking is completed, the airline's system will furnish the customer with travel details and electronic tickets. A unique code containing sufficient personal and flight information will be generated by the system for the customer's reference.

The perception of risk associated with using the internet as a purchasing channel has been identified as a significant factor influencing consumers' reluctance to make online reservations for air tickets. Ruiz-Mafé and colleagues (2009) described The perceived risk refers to consumers' anticipation of potential loss when making online flight reservations. A study conducted on Spanish travelers indicated that their risk perceptions had a negative impact on their intention to purchase air tickets online. Another comparative study between reservations made through traditional services and online platforms revealed that risk perceptions consistently played a more significant role in online reservations across all five stages of the consumer buying process (Cunningham et al., 2004).

Perceived usefulness can be described as consumers' overall perception of how effectively an online grocery platform facilitates and enhances the purchasing process (Sheng & Zolfaagharian, 2014). It encompasses consumers' perceptions of the outcomes and benefits they can expect to gain (Kian et al., 2018). On the other hand, perceived ease of use relates to the convenience, time-saving aspects, error-free operation, ease of learning, and flexibility offered by the platform (Islam & Rahman, 2017).

Nah and Davis (2002), Ease of Use is defined as the ability to navigate through the network, locate necessary information, understand the next steps, and accomplish tasks with minimal effort. At the heart of this usability concept lies the ease of navigation and information retrieval. The usability dimension encompasses functionality, access to information, and navigation (Constantinides, 2004; Ribbink et al., 2004).

Behavioral intention, also known as intention, is a crucial concept in the field of business and other related domains. It assists managers in predicting customer behavior, enabling them to formulate consistent and timely strategies. As per Ajzen (1991), behavioral intention comprises the motivational factors that influence individual behavior. These factors reflect the level of willingness or effort that individuals are inclined to invest in executing a particular behavior.

Actual purchase behavior refers to the visible and observable response exhibited by individuals in a specific situation towards a particular target. By aggregating single behavioral observations across different contexts and timeframes, a more comprehensive and representative measure of behavior can be obtained (Ajzen & Fishbein, 1980).

The Agoda app stands out as the leading and rapidly expanding online platform in Asia for booking flights and hotels. Numerous hotels collaborate with Agoda, making it advantageous for tourists seeking the most economical accommodations worldwide. It offers a wide range of affordable options that cater to various preferences. The app is user-friendly, enabling users to easily check prices, compare choices, and receive recommendations. Agoda provides comparative metrics to prevent misleading information. Moreover, the app fosters an interactive ecosystem where travelers can provide feedback on their experiences with different destinations directly through the application.

Related Theoretical Models

Technology Acceptance Model – TAM

The Technology Acceptance Model (TAM), initially formulated by Davis (1989) and further expanded by Bagozzi and Warshaw (1992), is widely acknowledged as a robust and fundamental model for predicting individual behavior when adopting new technologies. Consumers in Vietnam can consider Internet access to

be the use of information technology for consumption purposes via the Internet, for this topic is buying air tickets online.

Theory of Perceived Risk - TPR

In the Theory of Perceived Risk (TPR), Bauer (1960) posited that the adoption of technology is inevitably associated with various risks. These risks can be classified into two factors: (1) perceived risk of the product or service, encompassing risks such as loss of functionality, financial loss, time consumption, missed opportunities, and the overall perceived risk of the product or service; and (2) perceived risk of online transactions, which pertains to risks that may arise when consumers engage in e-commerce transactions through electronic devices, including concerns related to confidentiality, security, authentication, non-repudiation, and the overall perceived risk of online transactions.

Bauer's (1960) risk theory has been widely employed in the examination of online shopping behavior. Additionally, this theory has found application in studying the decision-making process of online purchases and bookings, including events, train tickets, air tickets, and hotel reservations. Several studies, such as Kim, Kim, and Shin (2009), Li and Huang (2009), and Kim et al. (2005), have utilized this theory specifically in investigating the purchase of air tickets online.

Some Related Researches

In their research, Li and Huang (2009) applied the theories of perceived risk and technology acceptance model to examine online shopping channels. Building upon the findings of previous studies, this research develops a conceptual model that integrates the Theory of Perceived Risk (TPR) and the Technology Acceptance Model (TAM) for application in the context of online shopping. Data from 637 respondents were collected through online survey websites, and structural equation modeling was employed to test the measurement and structural models.

In a study conducted by Kim, Kim, and Shin (2009) in Seoul, Korea, the TAM model was employed along with two additional concepts, Standardization and Reliability, in the e-commerce environment to predict consumers' online purchase of air tickets. The research model employed by the group comprised the following concepts: Perceived benefits, Perceived usefulness, Subjective norm, Attitude, and Confidence. The findings of the study revealed that all these factors significantly influenced consumers' intention to purchase air tickets online in Seoul, Korea.

Hasslinger et al. (2008) conducted a study on consumer behavior in online shopping, focusing on Kristianstad University in Sweden. The research findings indicated that three key components, namely Price, Convenience, and Trust, have a positive impact on consumer behavior.

In a study conducted by Kim, Kim, and Leong (2005), the perceived risk factors experienced by consumers when purchasing air tickets online were investigated. The research model developed by the group incorporated concepts such as Health Risks, Financial Risks, Time Risks, Social Risks, Psychological Risks, and Performance Risks. The findings revealed that these factors significantly influenced consumers' intention to purchase air tickets online.

Giao (2018) conducted a study on the factors influencing consumers' intention to buy online. The research identified several key factors, including Perceived usefulness, Perceived Ease of use, Price Expectancy, Confidence, Perceived Risk, Customer Experience, and Online Word of Mouth, as influential in shaping consumers' online buying intention.

Research Model and Hypotheses

The approach of this study is based on the TAM model proposed by Davis (1989) and combines the Perceived Risk factor based on the Theory of Perceived Risk (Bauer, 1960). In addition, the author also reviewed relevant empirical studies. From there, proceed to build a research model. Hence, the proposed research model factors affect the behavior of Vietnamese customers who choose the AGODA application to book air tickets online (Figure 1).

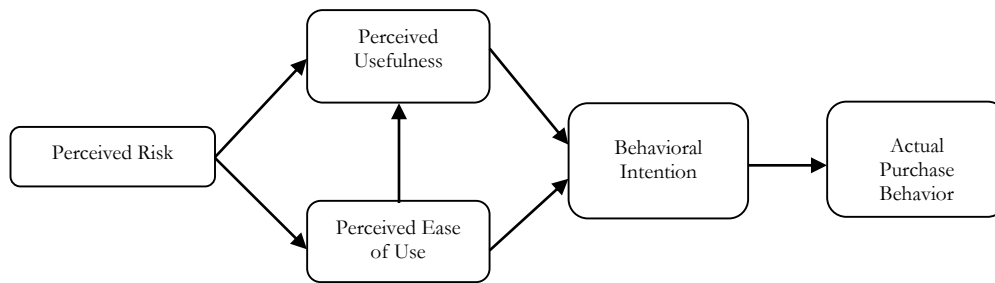


Figure 1. Model of factors affecting the behavior of Vietnamese customers choosing AGODA application to book Air tickets online

In this study, The scale used to measure latent variables in the research model is inherited and adjusted by the author from the scale used in previous studies. Specifically, *Perceived Risk* (Giao, 2019), *Perceived Usefulness* (Davis, 1989; Giao, 2019), *Perceived Ease of Use* (Davis, 1989; Giao, 2019); *Behavioral Intention* (Gardner et al., 2006; Nor et al., 2012) and *Actual Purchase Behavior* (Sentosa & Mat, 2012). The origin of the scales is given in Table 1.

Table 1. Scale development

Concepts	Items	Source	Adjusted Items
Perceived Risk	Ris1: I have concerns about the security of my card information being compromised when purchasing airline tickets online.	Davis (1989); Giao (2019)	Ris1: I have concerns about the security of my card information being compromised when purchasing airline tickets online through the Agoda app.
	Ris2: I have concerns about potential financial losses, additional fees, and other related issues when purchasing air tickets online.	Davis (1989); Giao (2019)	Ris2: I have concerns about potential financial losses, additional fees, and other related factors when purchasing air tickets online through the Agoda app.
	Ris3: I have concerns about the security adequacy of the website where I purchase airline tickets online.	Davis (1989); Giao (2019)	Ris3: I have concerns about the security adequacy of the Agoda apps through which I purchase airline tickets online.
	Ris 4: I have concerns about potential unforeseen issues with the airline's ticketing system that could hinder or prevent the purchase of tickets.	Davis (1989); Giao (2019)	Ris4: I have concerns about potential unforeseen issues that may arise when purchasing airline tickets online through the Agoda app, which could make the process of ticket purchase impossible.
	-	Qualitative Research	Ris5: I have concerns about encountering errors while purchasing airline tickets online through the Agoda app.
Ease of use	Eas1: The process of booking flights on my airline's website is hassle-free and convenient.	Davis (1989); Giao (2019)	Eas1: Purchasing airline tickets online through Agoda apps is a straightforward process.
	Eas2: I find the ticketing interface on the company's website to be easily navigable and user-friendly, allowing for convenient manipulation and interaction.	Davis (1989); Giao (2019)	Eas2: I find the ticketing interface on the Agoda apps to be user-friendly and easy to navigate.
	Eas3: Mobile apps are specifically designed to offer a user-friendly and intuitive experience, ensuring ease of use for all users.	Davis (1989); Giao (2019)	Eas3: The Agoda apps are thoughtfully designed to provide a user-friendly and intuitive experience, making them easy to navigate and utilize.
	Eas4: Utilizing the ticket website (or mobile application) of the company necessitates only basic computer skills.	Davis (1989); Giao (2019)	Eas4: Purchasing airline tickets online through the Agoda app doesn't demand extensive computer skills.
	-	Qualitative Research	Eas5: The process of buying airline tickets online through Agoda apps involves straightforward and simple steps.
Usefulness	Use1: I find that purchasing tickets online empowers me to actively choose my desired journey as per my preferences.	Davis (1989); Giao (2019)	Use1: I find that purchasing tickets online through Agoda apps enables me to actively customize my journey according to my preferences.
	Use2: I find that purchasing tickets online is beneficial in addressing my need for quick travel arrangements.	Davis (1989); Giao (2019)	Use2: I find that purchasing tickets online through Agoda apps is helpful in addressing my need for quick travel arrangements.
	Use3: Buying tickets online saves me a greater amount of time compared to purchasing tickets at physical points of sale	Davis (1989); Giao (2019)	Use3: When compared to purchasing tickets at physical points of sale like dealers, airports, or airline representative offices, buying tickets

	such as dealers, airports, or airline representative offices..	- - -	Qualitative Research Qualitative Research Qualitative Research	online through the Agoda app saves me a significant amount of time. Use4: Buying tickets online on the Agoda app helps me receive incentives from the airline. Use5: Buying tickets online on the Agoda app helps me avoid traveling to the ticket counter. Use6: Buying tickets online on the Agoda app helps me save more money.
Behavioral Intention	Int1: I have the intention to soon participate in online shopping through mobile applications. Int2: I plan to introduce online shopping through mobile applications to my family and friends, as well as share information about it on my social network accounts. Int3: To ensure my safety, I will use online mobile applications to replace traditional shopping.		Gardner et al. (2006); Nor et al. (2012) Gardner et al. (2006); Nor et al. (2012) Gardner et al. (2006); Nor et al. (2012)	Int1: I intend to engage in buying tickets online on Agoda apps shortly Int2: I intend to introduce my family and friends to the process of purchasing tickets online using Agoda apps, and I will also share information about it on my social network accounts. Int3: To ensure my safety, I will buy tickets online on Agoda apps to replace traditional shopping.
Actual purchase Behavior	Actc1: I would feel comfortable buying things over the Internet on my own Act2: I have a preference for internet payment systems that offer anonymity over those that require user identification. Act3: I have confidence in the Internet as a dependable means to manage my personal matters.		Sentosa and Mat (2012) Sentosa and Mat (2012) Sentosa and Mat (2012)	Actc1: I would feel at ease purchasing tickets online on Agoda apps independently. Act2: I have a preference for Agoda app payment systems that offer anonymity over those that require user identification. Act3: I consider the Agoda app to be a dependable platform for purchasing tickets online.

(Source: Literature Review)

Jarvenpaa, Tractinsky, and Vitale (2000) suggested that perceived risk or potential loss has a negative impact on perceived usefulness in the context of online shopping. Vijayasarathy and Jones (2000) have illustrated that perceived risk adversely affects both perceived usefulness and ease of use when engaging in online shopping. Additionally, studies conducted by Liu and Wei (2003) and Van der Heijden, Verhagen, and Creemers (2003) have also found negative associations between perceived risk and perceived usefulness or ease of online purchases. Consequently, perceived risk serves as a measure of perceived usefulness and ease of use in the pre-purchase evaluation of products or services, reflecting consumers' buying objectives. Based on these findings, the following hypotheses are proposed:

H₁: There is a negative correlation between perceived risk and perceived usefulness when selecting the Agoda application for online air ticket bookings.

H₂: There is a negative relationship between perceived risk and perceived ease of use when selecting the Agoda application for online air ticket bookings.

Research conducted by Kian et al. (2018) and Herrero, Martin, and Salmones (2017) has consistently demonstrated that perceived usefulness significantly influences purchase intention. Additionally, studies conducted by Aziz and Wahid (2018) and Hamid et al. (2016) have reported a strong relationship between perceived usefulness and behavioral intention. Overall, the evidence suggests that perceived usefulness plays a significant role in shaping purchase intention. Therefore, hypothesis H₃ is proposed:

H₃: There is a positive correlation between perceived usefulness and behavioral intention when selecting the Agoda application for online air ticket bookings.

After incorporating this variable into the TAM, Davis (1989) discovered a significant association between perceived ease of use (PEU) and users' intention to use computer systems. Subsequently, King and He (2006) conducted a meta-analysis involving 88 studies from reputable journals, revealing inconsistent effects of perceived ease of use on users' behavioral intentions, likely due to variations in usage contexts. However, King and He (2006) emphasized the considerable direct impact of perceived ease of use on intention when applied to internet usage. Therefore, hypothesis H₄ is proposed:

H₄: There is a positive correlation between the perceived ease of use and behavioral intention when selecting the Agoda application for online air ticket bookings.

As concluded by many previous researchers, perceived Ease of use either does not have a direct relationship or has a weak relationship with potential behavior. However, the variable works finely as an antecedent and linchpin to perceived usefulness (Karim et al., 2021). In addition, Kulviwat et al. (2007) concluded that "the easier a technology could be used, the more useful it becomes," which proves that perceived Ease of use is an essential factor for Davis (1989) to be included in this study as it completes the process of online grocery shopping. Therefore, hypothesis H₅ is proposed:

H₅: Perceived Ease of use is positively related to perceived usefulness in choosing the Agoada application to book Air tickets online.

The technology acceptance model (TAM) proposes that an individual's behavior is influenced by their intention to engage in that behavior. This intention, in turn, is shaped by their attitude toward the behavior and subjective norm. Intention is considered the most reliable predictor of actual behavior. Past studies have found a significant relationship between intention and behavior (Ajzen, 1985; Eagly & Chaiken, 1993). Therefore, hypothesis H₆ is proposed:

H₆: Behavioral intention positively relates to actual purchase behavior in choosing the Agoada application to book Air tickets online.

RESEARCH METHODOLOGY

The study was carried out through 2 stages:

Qualitative Research: In this phase, the author uses an in-depth interview technique (5 experts are lecturers and experts in Marketing, having extensive experience at universities in Ho Chi Minh City. The interview period is from April 1, 2023, to April 12, 2023. This research phase aims to adjust and add observed variables to the scale for concepts in the research model.

Quantitative Research: In this phase, survey participants are customers who have chosen the Agoda application to book airline tickets online; the author uses a convenient sampling method with a sample size of 500, and the data collection method used is the online interview. The survey period is from May 1, 2023, to June 20, 2023. The total number of responses is 482, but the number of valid responses is 478. Evaluate the measurement model and simultaneously test the structural model to consider the relationship between the concepts in the research model. They are learning using the SmartPLS 3.0 tool.

RESULT OF RESEARCH

Statistics Description Research

A convenient sampling technique was employed in this study. Following the adjustment of the scale through qualitative research utilizing expert interviews, a total of 500 questionnaires were distributed via email. Out of these, 482 responses were collected, resulting in a high response rate of 96.4%. After eliminating invalid responses, the final number of valid samples amounted to 478, representing a retention rate of 99.2%. Further details regarding the characteristics of the survey samples can be found in Table 2.

Table 2. Description of respondent information

		Quantity	Ratio %
Gender	Male	135	28
	Female	343	72
Age	From 18 to 24 years old	89	19
	From 24 to 41 years old	275	58
	From 41 to 50 years old	92	19
	Over 50 years old	22	5
Income	Below 5 mil. VND/month	49	10
	From 5 to 10 mil. per month	265	55
	From 10 - 20 mil. VND/month	89	19
	Over 20 mil. VND/month	75	16

Measurement Model

To ensure the measurement model, the author used the PLS method to evaluate the characteristics of all the scales used in this study. Because all of the scales mentioned in this study contain reflective indices, testing for validity and reliability is necessary (Hair et al., 2014). Each metric is tested to see if it is appropriate to measure for target intent. Looking at Table 3, we see that the factor loading coefficients of the observed variables are all greater than 0.7, indicating that the convergence conditions are satisfied (Hair et al., 2014). In addition, the scales' combined reliability (CR) ranges from 0.850 to 0.908, and the mean of extracted variance (AVE) of the scales all reach the cut-off point, showing satisfactory reliability with amounts from 0.579 to 0.691. The results prove that the choice of measurement model is appropriate.

Table 3. Results of Outer Loadings and Internal Consistency

Constructs	No. of variables	Outer Loading	CR	AVE
Perceived Risk (RIS)	5	0.732 - 0.779	0.873	0.579
Perceived Usefulness (USE)	6	0.730 - 0.832	0.908	0.621
Perceived Ease of use (EAS)	5	0.742 - 0.790	0.876	0.585
Behavioral Intention (INT)	3	0.707 - 0.880	0.850	0.656
Actual Purchase Behavior (ACT)	3	0.764 - 0.887	0.870	0.691

Source: Calculated from the sample

In addition, the study compares the relationship between the factors with the average extracted variance (AVE) to continue analyzing the discriminant. The analysis findings indicate that the square root of the Average Variance Extracted (AVE) for each factor is greater than the correlation coefficient between that particular factor and other factors. In other words, the factor loading of each indicator is the largest in the matrix of cross-correlation coefficients and is statistically significant with p -value = 0.000. Thus, the research sample ensures the discriminant of the measurement factors.

Structural Model

As stated by Lowry and Gaskin (2014), the issue of multicollinearity arises when there is a correlation between the corresponding exogenous variable and the endogenous variable. If the exaggerated variance coefficient (VIF) value is more significant than five or less than 0.2 (Wong, 2013), there are multicollinearity problems with the latent variables. In addition, the multicollinearity test gives the VIF value < 5 (Hair et al., 2014) with a maximum value of 1.217 (less than 5) and a minimum value of 1 (greater than 0.2), which shows that The latent variables do not have multicollinearity.

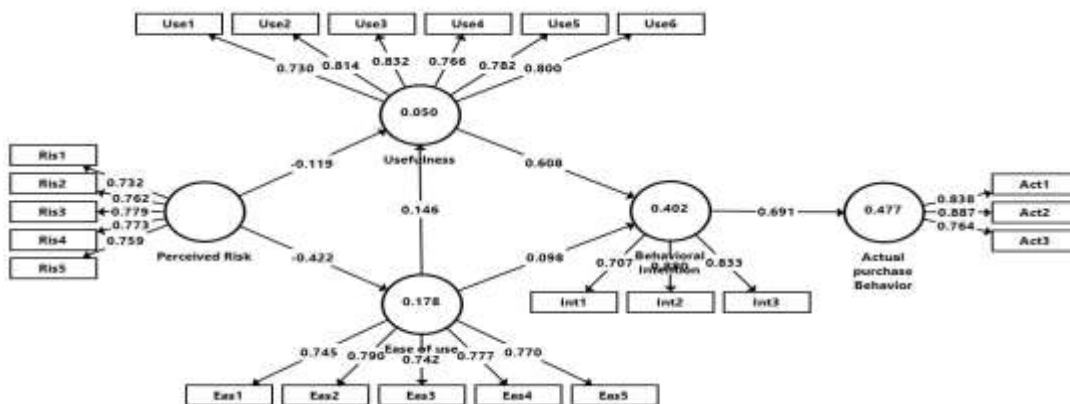


Figure 2. Structural model results

As a result, after considering the path coefficient for the inner model, we can discover the outer model by checking the T statistic in "External load (Means et al.)." As shown in Table.4, 06 T statistic is greater than 1.96, so the load of the external model is very significant. Therefore, hypotheses H₁, H₂, H₃, H₄, H₅ and H₆ are accepted.

Table 4. Structural model analysis results

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Behavioral Intention -> Actual purchase Behavior	0.691	0.028	24.555	0.000
Ease of use -> Behavioral Intention	0.098	0.035	2.837	0.005
Ease of use -> Usefulness	0.146	0.055	2.666	0.008
Perceived Risk -> Ease of use	-0.422	0.036	11.599	0.000
Perceived Risk -> Usefulness	-0.119	0.054	2.220	0.027
Usefulness -> Behavioral Intention	0.608	0.032	19.116	0.000

(Source: Calculated from the sample)

Combining Figure 2 and Table 4, some results about the relationship between research concepts in the proposed model can be summarized as follows:

Firstly, perceived Risk negatively affects customers' perception of Ease of use when booking flights through the Agoda application ($\beta = -0.422$; P-value = 0.000 < 0.05); that is, The higher the risk perception, the more complex the customer will perceive using the Agoda application.

Second, perceived Risk negatively affects customers' perception of usefulness when booking air tickets through the Agoda application ($\beta = -0.119$; P-value = 0.027 < 0.05). The higher the risk perception, the less valuable customers will perceive using the Agoda application.

Third, customers' perception of usefulness positively affects customers' behavioral intentions ($\beta = 0.608$; P-value = 0.000 < 0.05), that is, when customers perceive booking Flights through the Agoda application bring many benefits, thereby forming the behavioral intentions of customers.

Fourth, customer perception of Ease of use positively affects customer behavioral intention ($\beta = 0.098$; P-value = 0.005 < 0.05); when customers perceive the booking, The easier it is to book air tickets through the Agoda application, thereby forming customer behavioral intentions.

Fifth, customers' perception of Ease of use positively affects customers' perception of usefulness ($\beta = 0.146$; P-value = 0.008 < 0.05), that is when customers perceive it to be helpful. The easier it is to book flight tickets through the Agoda application, from which they know this behavior brings them many benefits.

Finally, behavioral intention positively influences the customer's actual behavior ($\beta = 0.691$; P-value = $0.000 < 0.05$); that is, when the customer intends to book an airline ticket using the Agoda application, the more likely they are to engage in this behavior.

DISCUSSION

The technology acceptance model (TAM) serves as an explanatory framework for understanding individuals' acceptance of information systems. According to TAM, the acceptance of technology is influenced by users' behavioral intention, which, in turn, is shaped by their perception of the technology's usefulness in accomplishing tasks and the perceived ease of its use. In comparison to the TAM model introduced by Davis (1989), the author's research preserves all the factors, including Perceived Usefulness, Perceived Ease of Use, Behavioral Intention, Actual Purchase Behavior, and the relationships among them. This result once again strengthened the applicability of the TAM model to the aviation sector in Vietnam. Besides, adding the "Perceived Risk" factor based on TPR theory (Bauer, 1960) into the research model as an extended model more fully demonstrates the factors that explain the behavior of customer's reality compared to the TAM model.

CONCLUSION

This study inherits the Technology Acceptance Model (TAM) (Davis, 1989), on which the author proposes to figure out the factors affecting the decision to choose the Agoda application to book flight tickets online. In addition, in this study, the author also considers the perceived risk factor based on the TPR theory (Bauer, 1960). Regarding Research in the Vietnamese market, the original research model includes 22 observed variables, including five aspects: Perceived Risk (RIS), Perceived Usefulness (USE), Perceived Ease of use (EAS), Behavioral Intention (INT), Actual Purchase Behavior (ACT). Perceived Risk has a negative effect on Perceived Usefulness and Perceived Ease of Use; Perceived Usefulness and Perceived Ease of Use positively impact Behavioral Intention; Behavioral Intention has a positive effect on Actual Purchase Behavior. In addition, the research results also show that Perceived Ease of use positively impacts Perceived Usefulness. Based on the research results, the following management implications are proposed: (1) it is necessary to strengthen information security for customers when they buy airline tickets online through the Agoda application; (2) There is a need for test operation videos to guide customers in the online flight booking process, especially for new customers; (3) enhance the benefits that customers seek, such as: save time, discount policy compared to traditional ticket purchases, enhancing customer information confirmation and ensuring transaction accuracy.

LIMITATIONS OF THE STUDY

Besides the research results achieved, the author finds that there are still some limitations: (1) In this study, the author mainly relies on the TAM model to consider the influence of factors on the Agoda application selection behavior to book flight tickets online. However, there are many other approaches, such as the TRA and TPB models. (2) The research results have yet to show the difference in the behavior of choosing Agoda to use the Agoda application. Online booking of airline tickets for different customer groups is based on individual characteristics: gender, occupation, and income.

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