Factors that Cause the Intention to Continue Using the Traveloka Mobile Application

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Abstract

This study aims to examine the factors that influence the intention of continued to use the Traveloka Mobile Application. The theory used is a theoretical model adapted from Lee, (2018). The data used in this study are primary data obtained from distributing questionnaires. Respondents in this study were 237 respondents who had used and made transactions on the Traveloka application for the last 3 months. The sampling technique of this research is non-probability sampling. This study uses a quantitative approach through statistical testing. The analysis in this study uses the Structural Equation Modeling (SEM) model and is processed using SPSS 20 and AMOS 20 software to test the measurement model and structural model. The results of this study are Argument Quality has a positive effect on Perceived Ease to Use, Usefulness and Parasocial Interaction. Perceived Ease to Use has a positive effect on Usefulness, and Usefulness has a positive effect on Continued to Use Mobile Apps Intention. Source Credibility has no effect on Usefulness and Parasocial Interaction, Parasocial Interaction has no effect on Continued to Use Mobile Apps Intention.

I. Introduction

The population of Internet users in Indonesia is currently increasingly dominated by mobile device users with very high penetration rates. Based on the Hootsuit survey (2019), the number of Internet users in Indonesia in January 2019 penetrated 150 million users with a penetration rate of 56%. From this data, there are 150 million active social media users. Meanwhile, the population of mobile device users is even higher, reaching 355.5 million users, with a penetration rate of 133%. And of the users of this mobile device, 130 million are active users of mobile social.

Branded applications are a means that can be used to reach and establish relationships with consumers, where mobile applications can reflect the brand and services offered. Bellman et al., (2011) statedapplicationbranded can be downloaded via mobile devices that can show brand identity through the name, logo or icon according to the user experience. In addition to showing the brand, mobile applications also contain services that can be offered to users. Wang et al., (2016) stated, by logging into a branded application, customers can feel a bond with the application. It allows customers to share information, engage various content and make purchases.

Based on a report published by App Annie 2017 Retrospective: A Monumentral Year for the App Economy, it is explained that Indonesia is one of the most active users of mobile applications in the world. Indonesia is a country in the Asia Pacific where the majority of tourists do research and book trips via mobile devices rather than laptops. This is revealed in the "Journey of Me Insights" study compiled by Amadeus, a provider of technology solutions

for the global travel industry. Covering 14 countries, "Journey of Me Insights" is the most comprehensive research on travelers in Asia Pacific (Kompas, 2018).

The Alvara Research Institute noted that the Traveloka trademark was the most popular ticket and hotel booking platform for 1,204 millennial respondents born from 1981 to 1997. Traveloka emerged as the application most frequently used by 79 percent of respondents. Then the second position was followed by tiket.com with a percentage of 8.9 percent (CNN, 2019).

The study was conducted to understand more deeply the factors that can influence the intention to continue using travel mobile apps, especially in the field of marketing where research can show the tendency of consumer considerations in using mobile applications. The intention of sustainable use of consumers is one of the main goals of mobile app service providers, in order to ensure the continuity of their business. Research is interesting in terms of consumer considerations in the modern era, it can be the basis for selecting the right marketing activities to do in order to obtain optimal results.

II. Review of Literature

The quality of the argument is the IAM (Information Adoption Theory) variable found by Sussman and Siegal, (2003) which is a continuation of the ELM (Elaboration Likelyhood Model) which reflects the central route. The research of Sussman and Siegal, (2003) makes perceived usefulness as dependent on the argument quality variable, research shows results that are supported and accepted. The message argument is directed at the user's rational judgment, so that the quality of the argument is expected to affect the perceived usefulness, by strengthening or increasing the user's belief about acceptance.

In line with previous research. Zhu et al., (2016), suggest that the quality of the argument has a positive effect on the usability of the product. The quality of the arguments contained in persuasive information determines the level of influence of the information when someone elaborates on persuasive information.

Perceived Ease to Useis a variable contained in the TAM by Davis et al., (1985). Both usefulness and perceived ease to use are decisive attitudes towards consumer use. Ayeh, (2015) states that the perceived benefits are strongly influenced by the ease of use.
H4. Perceived Ease to Use has a positive influence on Usefulness.

Further research conducted by Ayeh, (2015) strengthens previous research, regarding the effect of source credibility on usability, showing significant results. Ayeh, (2015) stated that the findings of this study indicate that the source credibility factor is a prelude to usability.

Subsequent research that focuses on online communities also strengthens previous research. Zhu et al., (2016) suggest that source credibility has a positive effect on product usability. Consumers communicate with others in one-to-many or many-to-many relationships in online communities.
H5. Source credibility has a positive influence on usefulness

McCracken (1989) states that source credibility, based on expertise, trustworthiness, and attractiveness, positively affects parasocial relationships. Subsequent research strengthens previous research, especially for social media. Yuan et al., (2016) stated that this means identifying source credibility also affects parasocial interactions, which in turn affects attitudes and drivers of customer equity in the context of social media.
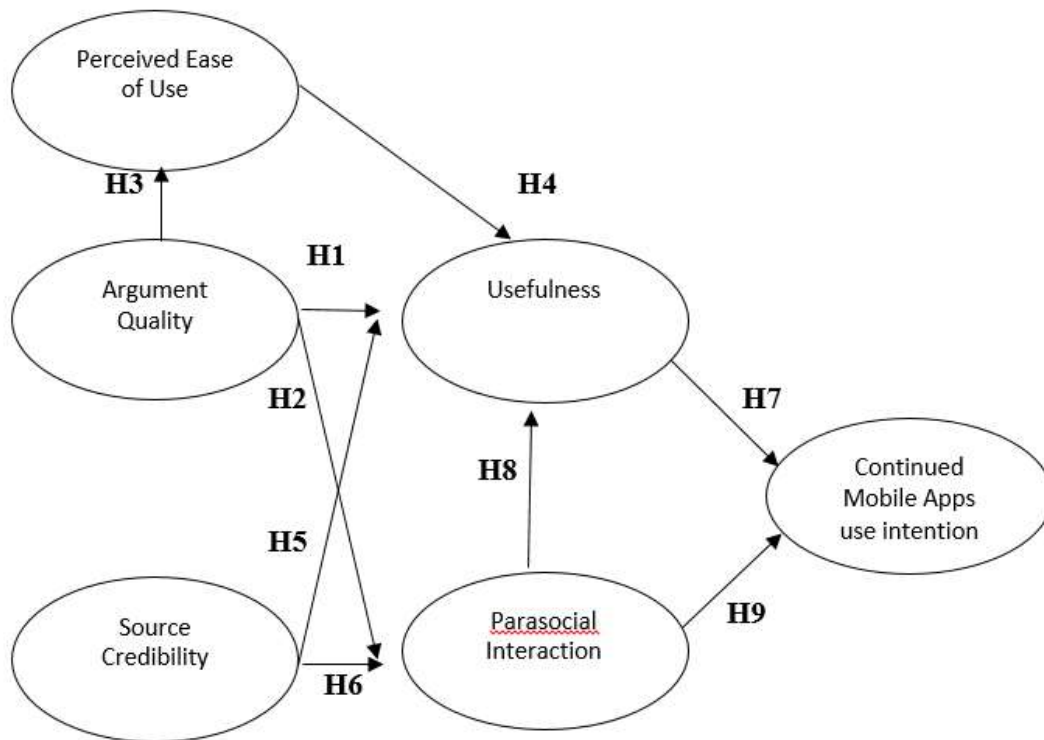H6. Source Credibility has a positive influence on Parasocial Interaction

Figure 1. *Research Model*
Source: Lee (2018)

Research conducted by Kim et al., (2016) states that continued use of mobile apps is influenced by perceived usefulness and site attachment to mobile sites, which in turn, is influenced by argument quality and source credibility.

H7. Usefulness has a positive influence on Continued Mobile Apps Intention

Zhu et al., (2016) binding strength has a significant effect on the evaluation of product usability, when consumers communicate with virtual relationships but not when consumers communicate with real relationships.

H8. Parasocial Interaction has a positive influence on Usefulness

Subsequent research shows that there is a positive relationship between parasocial interactions and the intention to continue using branded applications. In this case, Tseng and Lee, (2018) suggest that if consumers perceive more parasocial interactions with a brand in certain branded applications, then to maintain parasocial relationships, they tend to have more continuation intentions towards branded applications.

H9. Parasocial Interaction has a positive influence on Continued Mobile App Use Intentions.

III. Research Methods

This research is a basic type of research, namely research to develop research that has been done previously. Based on the approach, this research uses a quantitative approach. Based on the objectives, this research is causal in nature which is carried out to test the hypotheses that have been made previously.

The type of data used in this study is primary data obtained by distributing online questionnaires to 237 respondents who used and transacted through the Traveloka mobile application in Indonesia in the last 3 months. Research respondents with the characteristics of consumers who have experience buying and using the Traveloka application and consumption frequency in the last 3 months with a minimum education of high school.

Respondents are also required to be domiciled in 5 major cities in Indonesia, namely Jakarta, Surabaya, Medan, Bandung and Makassar. The sample collection method is cluster random sampling by means of a survey using online questionnaires via google form.

The measurement level used is the interval level, which is the level of measurement that has the same difference between one measurement and another, but does not have an absolute zero value. In addition, the alternative answers listed in this questionnaire are arranged with a measurement scale ofLikert (1932) which is intended to make respondents give an assessment of the statements given and will be measured on a 5 level scale.

In the first data processing, validity and reliability tests were carried out. Test the validity of the initial 30 questionnaires using SPSS version 20 software with the provision that the data is said to be valid if there is a 1 star (*) sign which means that the correlation is significant at the 0.05 level and 2 stars (**) which means the correlation is significant at the 0.01 level. Reliability test on 30 initial questionnaires using SPSS software version 18 with the provisions of Cronbach's Alpha 0.7. If it meets the requirements, then the results of the questionnaire for all respondents are declared eligible to be tested to the next stage.

The next method uses the SEM (Structural Equation Modeling) method using Amos software version 22 for measurement and structural models. The conformity index in the model testing used is CMIN/DF, RMSEA, GFI, CFI, and TLI. The approach used to assess a measurement model is average variance extracted and construct reliability. The recommended average variance extracted is 0.5. Meanwhile, the limit value of construct reliability that can be accepted is 0.7. The hypothesis test is supported if the absolute critical ratio (CR) is 1.96 with (alpha) of 5% or P-value <0.01.

IV. Results and Discussion

4.1 Results

The results of the validity test on the initial 30 respondents, the Pearson correlation showed mark 2 stars (**) which means the correlation is significant at the 0.01 level on all research variables (see table 2 for the results of the validity test of 30 respondents). Furthermore, the reliability test on the initial 30 respondents showed that all variables were reliable because the value ofCronbach's Alpha greater than 0.7 (see table 3 for the results of the reliability test of 30 respondents). Based on tables 1 and 2, as many as 30 respondents have passed the validity and reliability test so that it can be continued by distributing questionnaires to the predetermined target sample.

Table 1. Reliability Test Results

No	Variable	Cronbach's alpha . value	Information
1	*Argument Quality*	.947	Reliable
2	*Source Credibility*	.707	Reliable
3	*Perceived Ease to Use*	.930	Reliable
4	*Usefulness*	.934	Reliable
5	*Parasocial Interaction*	.742	Reliable
6	*Continued mobile app use intentions*	.888	Reliable

Table 2. Validity Test Results

Indicator	*Pearson Correlation*	*Significant*	Information
AQ1	.940**	.000	Valid
AQ2	.953**	.000	Valid
AQ3	.962**	.000	Valid
SC1	.722**	.000	Valid
SC2	.838**	.000	Valid
SC3	.873**	.000	Valid
PE1	.896**	.000	Valid
PE2	.807**	.000	Valid
PE3	.872**	.000	Valid
PE4	.908**	.000	Valid
PE5	.872*	.000	Valid
PE6	.834**	.000	Valid
U1	.974**	.000	Valid
U2	.940**	.000	Valid
U3	.904**	.000	Valid
PI1	.851**	.000	Valid
PI2	.748**	.000	Valid
PI3	.845**	.000	Valid
CM1	.901**	.000	Valid
CM2	.910**	.000	Valid
CM3	.927**	.000	Valid

Description of the respondent's profile based on gender, domicile and occupation. The data shows the number of respondents by gender. Based on the table, it can be seen that the percentage of male respondents who filled out the questionnaire was 57.38%, while the percentage of female respondents was 42.62%.The number of respondents based on age found that the dominance of the age range in this study were respondents with an age range of 25-34 (43.04%), followed by 18-24, 35-44, and 45-54. Based on the domicile, the largest is in the city of Medan (22.78%) followed by Makassar, Bandung, Surabaya, and Jakarta. The number of respondents grouped by occupation is the largest percentage of respondents with

jobs as office workers (43.9%), followed by students (25.7%), consultants (3.8%), property and insurance (3%), and teachers (1.7%).

The display of descriptive data includes a description of the respondents' answers from the average value and standard deviation.The data shows the average value and standard deviation of each statement on the argument quality variable. AQ3 item shows the lowest average of 3.08 and the highest average is shown by AQ1 with an average of 3.21. Meanwhile, the standard deviation for AQ1 is 1,278, AQ2 has a standard deviation of 1,275, then AQ3 shows a value of 1,210.

In the source credibility variable, item SC1 shows the lowest average of 3.07 and the highest average is shown by SC2 with an average of 3.17. Meanwhile, the standard deviation for SC1 is 1.521, SC2 has a standard deviation of 1.572, and then SC3 shows a value of 1.235.

Data on the average value and standard deviation of each statement on the perceived ease to use variable, item PE1 shows the lowest average of 3.02 and the highest average is shown by PE5 with an average of 3.19. Meanwhile, the standard deviation for PE1 is 1,624, PE2 has a standard deviation of 1,259, PE3 shows a value of 1,325, PE4 shows a value of 1,629, PE5 shows a value of 1,276, and then PE6 is 1,627. Data on the average value and standard deviation of each statement on the usefulness variable. It shows that U3 item shows the lowest average of 3.05 and the highest average is shown by U1 with an average of 3.27. Meanwhile, the standard deviation for U1 is 1.469, U2 with a standard deviation of 1.392,

On the parasocial interaction variable. It was found that PI2 items showed the lowest average of 3.04 and the highest average was shown by PI1 with an average of 3.22. Meanwhile, the standard deviation for PI1 is 1,471, PI2 has a standard deviation value of 1,290, then PI3 shows a value of 1,621. Data on the average value and standard deviation of each statement on the continued mobile app use intentions variable showed that CM2 items showed the lowest average of 3.09 and the highest average was indicated by CM1 with an average of 3.24. Meanwhile, the standard deviation for CM1 is 1,442, CL2 has a standard deviation of 1,636, then CM3 shows a value of 1,553.

The measurement model was analyzed through confirmatory factor analysis on all constructs and indicators. Previously, an analysis of the Goodness-of-Fit measurement model was conducted. CMIN/DF is 2,135 which means that this model is good fit. The RMSEA value in the model is 0,069which means good fit. The GFI value in the model is 0.861 which is a marginal fit. Meanwhile, the CFI value in the model is 0,965which means good fit. The TLI value in the model is 0,0958 which means good fit. Three or four different fit indices can provide sufficient evidence of model fit (Hair et al., 2010:672). Based on these results, it can be stated that this model is fit (see Figure 2 for the test results of the measurement model). In addition, the std loading values for all indicators passed because they showed numbers above 0.5 (see table 5 for the std loading values). Factor weights of 0.5 or more are considered to have strong enough validation to explain latent constructs (Hair et al., 2010; Ghozali, 2008).

Table 3. AVE and CR . Calculation Results

Variable	SL	error	SL^2	AVE	CR
I	0.81	0.57	0.66		
	0.78	0.60	0.61	0.52	0.77
	0.81	0.57	0.65		
SC	0.76	0.63	0.57		

				AVE	CR
	0.88	0.48	0.78	0.51	0.76
	0.79	0.75	0.62		
U	0.87	0.49	0.76		
	0.74	0.64	0.54	0.59	0.81
	0.91	0.36	0.82		
PI	0.88	0.48	0.78		
	0.67	0.72	0.45	0.52	0.76
	0.83	0.59	0.68		
CM	0.85	0.51	0.73		
	0.88	0.50	0.77	0.61	0.83
	0.90	0.43	0.80		
PE	0.93	0.32	0.87		
	0.80	0.59	0.63		
	0.85	0.43	0.73	0.61	0.90
	0.90	0.40	0.81		
	0.72	0.70	0.52		
	0.92	0.39	0.84		

In addition to using the calculation of std loading, validity can also be demonstrated by calculating the AVE (Average Variance Extracted). Table 3 shows that all variables meet the criteria because they show an AVE value above 0.5. Reliability measurement is done by using CR (Construct Reliability). The results in table 3 show that the CR values for all variables meet the criteria because they are above 0.7.

The suitability of the structural model with empirical data is measured by the Goodness-of-Fit (GOF) index which indicates how well the specified model produces a covariance matrix between each indicator (Hair et al., 2010: 664). The CMIN/DF value contained in the model is 2,245 which means that this model is a good fit. The RMSEA value in the model is 0.0073 which means that the model has met the criteria of good fit. GFI in the model is 0.848 which means marginal fit. Meanwhile, CFI and TLI in the model obtained good fit values of 0.960 and 0.954. Three or four different fit indices can provide sufficient evidence of model fit (Hair et al., 2010:672). Based on this statement, the model in the study can be said to be a fit model (see Figure 3 for the results of the measurement model test).

Table 4. Hypothesis Test

Hypothesis	Connection	Standardized Estimate	CR	P-Value	Information
H1	AQ U	0.076	0.121	0.904	Not significant, the hypothesis is not supported
H2	AQ PI	0.997	4.993	***	Significant, hypothesis is supported
H3	AQ PE	1.366	18.178	***	Significant, hypothesis is supported
H4	PE U	1.158	2,194	0.028	Significant, hypothesis is supported
H5	SC U	0.012	0.052	0.958	Not significant, the hypothesis is not supported
H6	SC PI	0.296	1.356	0.175	Not significant, the hypothesis is not supported
H7	U CM	0.840	0.178	***	Significant, hypothesis is supported
H8	PI U	-0.412	-1.234	0.217	Not significant, the hypothesis is not supported
H9	PI CM	0.103	0.628	0.530	Not significant, the hypothesis is not supported

Based on the results of hypothesis testing in table 4, it shows that the hypothesis H2, H3, H7 has been supported when the p-value 0.001. Meanwhile, H4 shows that the hypothesis has been supported when the p-value 0.05. While H1, H5, H6, H8, H9 are not supported because it is greater than the value of *p-value* , then there are 5 hypotheses that are not in accordance with the previously proposed.

4.2 Discussion

Argument Quality on Usefulness showed no relationship (p-value> 0.05). This study is not in line with research conducted withKim et al. (2016) and Fard & Marvi (2020), where the two previous researchers stated that Argument Quality and Usefulness had a strong positive influence.

Argument Quality on Parasocial Interaction showed a positive relationship (p-value <0.05). This research is in line with the studyCheng & Ho (2015), Lee (2018), Teng et al. (2014), Sussman & Siegal (2003). In support of the hypothesis, several previous studies have focused on electronic messages (eg e-WOM, reviews) that can influence parasocial interactions. As Argument Quality is the persuasive power of informative

messages(Bhattacherjee & Sanford, 2006), this is because the message argument is directed to the rational judgment of the user rather than its effect. When Traveloka users are confronted with messages with higher argument quality, they tend to perceive greater usefulness of cognitive responses in the context of social influence theory.(Li, 2013).

Argument Quality on Perceived Ease to Use shows a strong positive relationship (p-value <0.05). This research is in line withMachdar (2016), if Traveloka users have satisfaction with the quality of the arguments and information generated from the system used, it will increase the level of comfort and feel very helpful.

Perceived Ease to Use on Usefulness shows a positive relationship (p-value <0.05. This study is in line with Moon & Kim (2001) and Ramayah & Jantan (2010). The results further indicate that perceived benefits are most influenced by ease of use. This implies that the assessment of Traveloka's ease of use for travel planning largely determines their attitude as well as their perception of its usefulness. In contrast to the two previous researchers who were in line,Gefen & Straub (1997) found that the relationship was not significant in predicting the acceptance of a mobile app as a technology.

*Source Credibility to Usefulness*shows no relationship (unsupported hypothesis), which has a p-value > 0.05. This result is different from the researchIsmagilova et al. (2019) and Ayeh (2015) which states that *source credibility* has a strong positive influence on *usefulness.* In the meta-analysis conducted by Ismagilova, source credibility is a dimension in which the items in that dimension can be broken down into several variables (eg, *expertise, trustworthiness, attractive*). In line with Li (2015) research on source credibility has no significant effect on perceived benefits. A possible reason for the insignificant path from source credibility to perceived usefulness is that users following the peripheral route tend to heuristically rely on simple cues. This shows that Traveloka users tend to only rely on instructions that allow the recipient of the message to make decisions quickly, without doing careful analysis and consideration.

*Source Credibility to Parasocial Interaction*shows no relationship (unsupported hypothesis), which has a p-value > 0.05. These findings are in line with Nadiya's (2020) study related to dimensional source credibility with proxies of attractiveness, trustworthiness, and expertie which states that there is an insignificant variable of expertise on parasocial interaction, so that the scope of source credibility is too dimensional to be tested directly on parasocial interaction. It can be concluded that the relationship between variables is that the stronger (weak) the credibility of the source received by Traveloka users will not affect parasocial interactions.

*Usefulness of Continued Mobile App Use Intention*indicates a strong positive relationship (supported hypothesis), which has a p-value <0.05. The results of the study on the seventh hypothesis are in line with previous research(e.g. Bhattacherjee & Sanford, 2006; Lee, 2018; Zhu et al., 2016), the results in this study are supported in the IAM and several previous studies. The main purpose of consumers spending time and effort in communication before intending to continue use is to gather effective information to help them evaluate the usefulness of a product. Product usability evaluation is the result of processing detailed communication information. Therefore, the evaluation carried out by Traveloka users regarding the usability of the product has a positive effect on the decision to continue use.

Parasocial Interaction to *Usefulness*shows no relationship (unsupported hypothesis), which has a p-value > 0.05. This research is not in line with previous researchers (eg Lee & Lee, 2017; Yuan et al., 2016), which states that parasocial interactions have a positive influence on *usefulness*. Different relationships can create a sense of Parasocial Interaction which signifies the importance of Traveloka users' relationship with the service. In this case, the (small) amount of Parasocial Interaction from Traveloka users will not affect the perceived usefulness.

Parasocial Interaction to *Continued Mobile App Use Intention*shows no relationship (unsupported hypothesis), which has a p-value > 0.05. This research is not in line with previous researchers(eg Lee, 2018; Lee & Lee, 2017; Yuan et al., 2016; Sokolova & Kefi, 2020), which states that parasocial interactions affect the intention to use mobile applications sustainably. According to Namyeon Lee (2013) parasocial interaction does not directly affect Continued to use but through the mediation of the satisfaction variable. In this case, it can be concluded that the (small) amount of parasocial interaction of Traveloka users will not affect the intention to use the mobile application continuously.

V. Conclusion

This study tries to confirm the research model carried out Lee (2018) and the addition of Perceived Ease to Use (Ayeh, 2015; Davis, 1989), as well as empirically test a theoretical model that investigates the antecedents of a customer's sustained mobile app usage intention. Partially, the results show that IAM is quite predictive of the customer's continued use of mobile applications. The results of this study provide a theoretical contribution to the marketing of mobile applications in the general context and branded applications in the context of the service industry.

Investigating and validating customers' sustainable mobile application usage intentions make a theoretical contribution by determining the role of persuasive processes in the development of customers' sustainable use behavior. In addition, this study investigates the persuasion process of branded applications, derived from the IAM . research(Sussman & Siegal, 2003). Applying IAM to the mobile application context of the service industry extends the application of IAM theory to other contexts. Using IAM to gain insight into branded applications in the service industry, this study reveals a central route in the context of branded applications, as customers rely on both information processes to evaluate branded applications.

Based on previous research on two persuasion routes, this study reveals the argument quality variable is an important determinant that significantly affects perceived ease of use. In addition, the results provide insight into the role of argument quality in the magnitude of its influence on parasocial interactions. Reflecting the unique characteristics of the service industry, additional constructs were incorporated into the IAM model to better understand the factors that influence customers' continued use intentions of mobile applications. Investigating the formation of usability perceptions and parasocial interactions helps researchers understand the dynamics of branded applications at the micro level. When customers are faced with a choice, they weigh the available options before making a decision. Customers need to use their time and skills when requesting service through a mobile app, rather than when they receive service through standard methods or person-to-person interactions. According to Yunita and Waruwo, customer loyalty is a form of customer loyalty to the satisfaction that has been felt at every time shopping so as to foster a sense of loyalty and become a regular customer. (Mella & Waruwu in Harahap, 2021). Customer loyalty can occur after the customer is satisfied, and customers will feel satisfied if they get the best service quality (Rizal Zulkarnain, et. Al, in Marliyah, 2021). The customer value can be triggered by some factors related to association, i.e. marketing and individual environment, which provide support or motivation to use the service as expected (Kusumadewi, 2019). According to Priansa in Nusjirwan, 2020) "Implementation of communication activities to customers within the company is carried out formally, however, currently there are also companies that practice their communication activities to consumers in an informed manner so that they can explore in-depth information from customers".

In this study, there are limitations that can be used as a reference for further research. This research was only conducted in five major cities in Indonesia. This research is a replication and development of a model of Lee (2018) and Davis (1989).

On the quality argument it is worth emphasizing the use of single(dual)-route. Further analysis related to source credibility (dimensional) can be used using first-order or second-order. And to strengthen (weak) the relationship between source credibility and intentions for sustainable use, other factors (eg the role of influencers) can be used as moderating considerations. In the parasocial interaction variable, it is necessary to emphasize whether the relationship between consumers (consumer-to-consumer) is C2C, or with the application manager (mobile app administrator). Overall, further research with an exploratory scale is still needed, so that it can be used appropriately in other aspects to avoid bias of study replication.
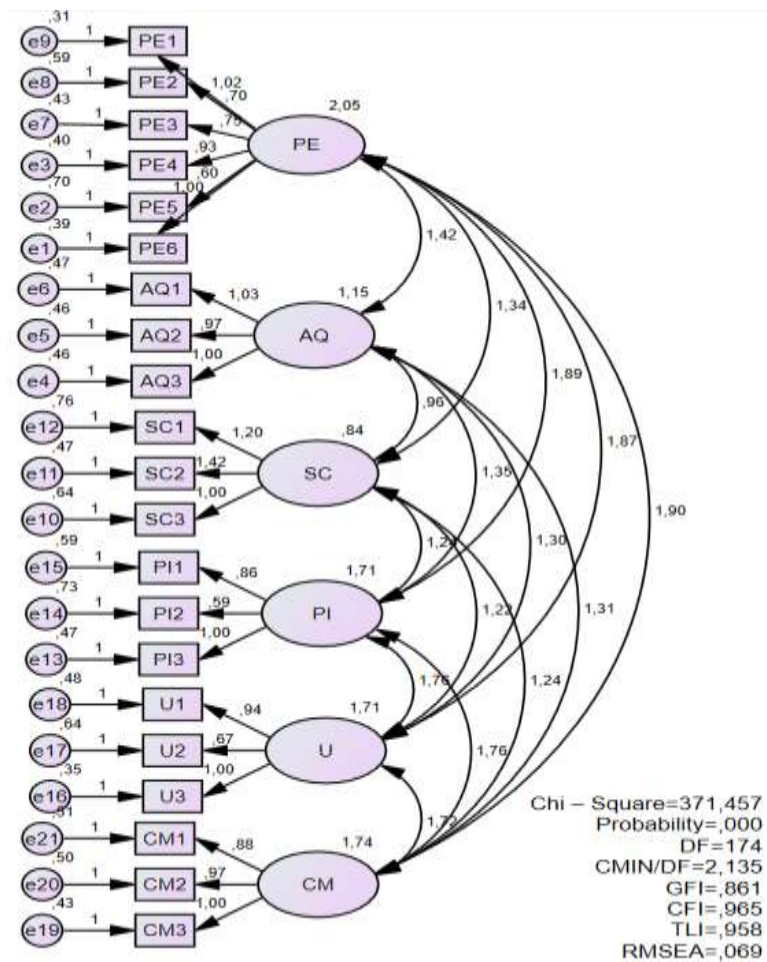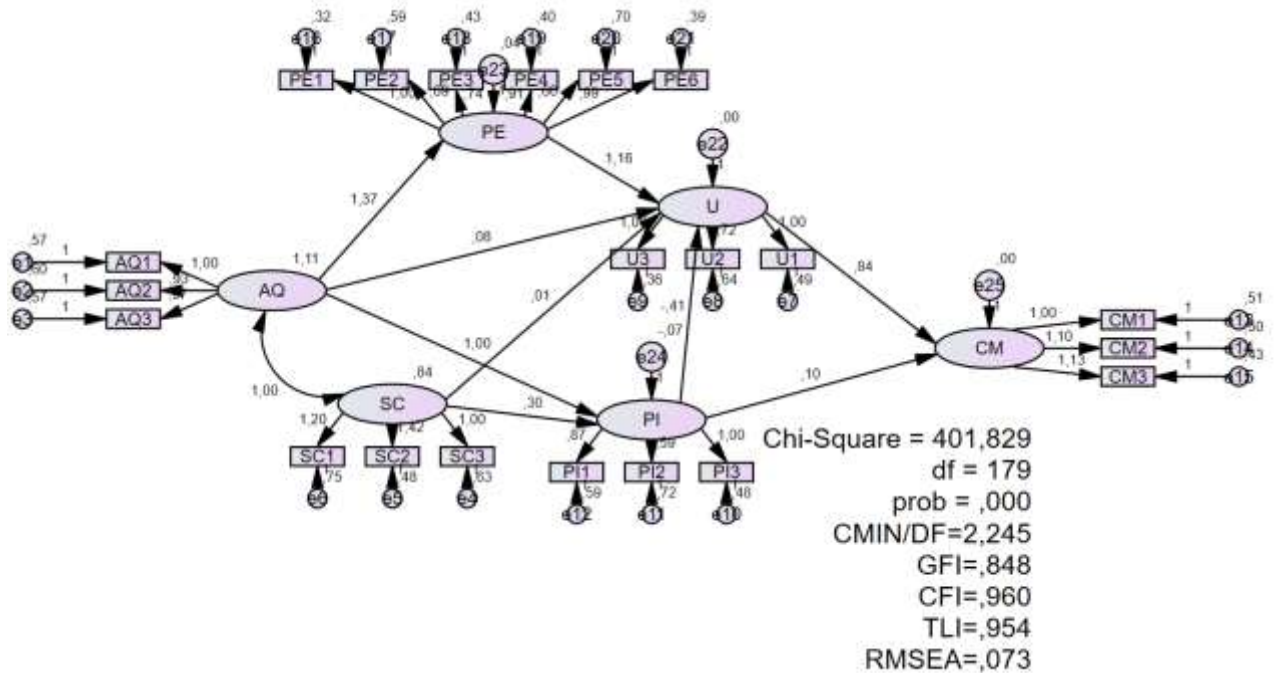

Figure 2. *Measurement Model*

Figure 3. Structural Model

Table 5. Measurement Dimension

Variable	Indicator	Measurement Dimension
Argument Quality (AQ)	AQ1	Using the Traveloka mobile application is informative
	AQ2	Using the Traveloka mobile application is valuable
	AQ3	Using the Traveloka mobile application is very helpful
Source Credibility (SC)	SC1	Using the Traveloka mobile application can be trusted
	SC2	Using the Traveloka mobile application is credible
	SC3	Using the Traveloka mobile application seems to be an expert in their field
Perceived Ease To Use (PE)	PE1	Learning to operate Traveloka will be easy for me
	PE2	I will find it easy to get Traveloka to do what I want to do
	PE3	My interactions with Traveloka will be clear and understandable
	PE4	I will find Traveloka flexible to interact
	PE5	It's easy for me to become skilled in using Traveloka
	PE6	I will find Traveloka easy to use
Usefulness	U1	Using the Traveloka application will be useful in requesting My services

(U)	U2	Using the Traveloka application will make booking my hotel easier
	U3	Using the Traveloka application will be useful in meeting my needs
Parasocial Interaction (PI)	PI1	Using the Traveloka application makes me comfortable, as if I was with friends
	PI2	When I interact with the Traveloka application, I feel involved
	PI3	I can get in touch with the Traveloka app
Continued Mobile Apps Use Intention (CM)	CM1	I intend to use the Traveloka application next time
	CM2	I hope to use the Traveloka app in the future
	CM3	I plan to use the Traveloka app in the future

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