The Analysis on the Relationship among Information Search Motivation, Tourism Omni-Channel Satisfaction and Purchase Intention in Data Technology Age

Hyun-Jee Park¹ and Bong-Gyu Park²*

¹Department of Tourism Management, Tongmyong University, Busan - 48520, Korea; cyberlady@tu.ac.kr
²Department of Hotel and Convention Management, Dong-Eui University, Busan - 47340, Korea; bgpark@deu.ac.kr

Abstract

Objectives: With the advent of the data technology age, this study aims to prove tourists' behaviors on tourism omni-channel in the world of tourism industry. Methods: We analyze the relationships among tourist information by searching motivation and purchase intention with tourism omni-channel by using tourist satisfaction with omni-channel as a mediator. In detail, tourist information search motivation includes ease of use and trust in this study. For the analysis we developed field study methods based upon the conceptual theory. To validate the questionnaire and its model, we performed a controlled empirical method such as a field survey, analyzed data statistically and proved the hypotheses. Findings: The results are analyzed in multiple and simple regression analysis of the effect of tourism information search motivation (ease of use and trust) on tourism omni-channel satisfaction and of the effect of tourism omni-channel satisfaction on purchase intention. First empirical result is found that tourism information search motivation (ease of use and trust) on tourism omni-channel positively influences satisfaction. That mean that the higher tourist's ease of use for searching information as tourism omni-channel search motivation is, the more they are satisfied with tourism information through tourism omni-channel. And also that means that the stronger trust as tourism omni-channel search motivation tourists have, the more they are satisfied with tourism information through tourism omni-channel. Secondly, tourism omni-channel Satisfaction is proved to positively influence purchase intention. In other words, the more their satisfactions are with tourism omni-channel, the higher their purchase intentions are. Finally the findings help us to understand the motivation of searching tourism information, satisfaction and purchase intention as tourists' behavior on tourism omni-channel. Application: The need for the tourism omni-channel may be so phenomenal at the data technology age that tourism industry should utilize this opportunity of the data technology to create new customer and market on omni-channel commerce.

Keywords: Data Technology, Information Search Motivation, Purchase Intention, Satisfaction, Tourism Omni-Channel

1. Introduction

The data technology is about data deriving from users from all kind of devices, voluntarily being made available¹ such as omni-channel which includes offline, online, mobile and catalogue. In² said that “data will become the biggest production material in the future, and also become a public resource like water, electricity and oil”. Therefore, we now see a trend to so-called tourism omni-channel in tourism industry because tourism omni-channel contains almost all data on mobile, online, offline and catalogue. From this point of view, specifically tourism information related to omni-channel has become very foremost and can be expected a remarkable development for starting in the data technology age.

As tourists use new technologies, tourist behavior such as search, satisfaction and purchase intention has become progressively sophisticated, enabling new way
for tourism industry to reach their customers. Thus we analyze the relationship among information search motivation, tourism omni-channel satisfaction and purchase intention through tourism omni-channel in order that tourism omni-channel can create opportunities for tourists and tourism industry.

1.1 Tourism Information Search Motivation

Motivation means the need on accomplishing a task
And Motivation has also been said as goal-directed arousal. Thus in this study, we define tourism information search motivation as the need or arousal to search tourism information. Under the process of searching information, the need for information affects customer purchasing behavior.

In this study, tourism information search motivation includes ease of use and trust in searching tourism information. That is, higher ease of use and higher trust can increase the need to search, whereas lower ease of use and lower trust can decrease motivation to search tourism information.

According to antecedent theory, ease of use mean show much easy a person expects in using information technology related devices. And also it means anticipations made by a potential user in using information technology without much effort. In this study, the information technology is such as tourism omni-channel system including mobile, desk top, notebook and so on. Study proved that the affection of ease of using Smartphone's was positive about customer satisfaction. From this proof, we could refer that ease of use in searching tourism information on omni-channel will affect positively tourist satisfaction.

Trust means general belief that another group can be believed, under the supposition that the other group in the socially exchanging will not take a good chance but will do in a moral and properly social way. Trust in the business is very important thing to maintaining steadiness in the supplier–demander relationship. Many antecedent studies suggest that trust is an important factor under uncertain setting in the information technology environment. Thus trust means as a key role in the information technology environment and even offline business. Additionally, users advance trust increasingly grounded upon results from positively continual behavior. According to Cyr's research about hotel websites, satisfaction and trust were found positive factors each other in the online paradigm.

1.2 Satisfaction and Purchase Intention

In defined that “satisfaction is a function of an initial standard and some perceived discrepancy from the initial reference point after reviewing many past studies”. In this study, satisfaction refers to tourists’ feelings resulting from comparing the performance of tourism omni-channel in relation to tourists’ expectations.

Satisfaction is a key factor for users as customers who are acquiring their repurchase intentions because of strong relationship with the information technology environment. In this study, satisfaction with omni-channel will be significant to construct a strong relationship with purchase intention. In the information technology environment, endeavoring for satisfaction would be important to entries actual purchase intentions of tourism goods. Also prior study of found positive relationship between satisfaction and future intentions.

In this study, tourism omni-channel satisfaction is regarded as the total perception of tourists as omni-channel users in using tourism omni-channel services.

The purchase intention is a vital factor of deciding a real purchase. Understanding customers’ purchase intentions could be predicted by their intention construct.

1.3 Tourism Omni-Channel

The term “omni” suggests all channels related to offline, online, mobile and catalogue channel. The tourist can purchase through all channels and all the information for the buying. Nowadays tourism industry should enhance tourists’ convenience innovatively and integrate their all buying channels in order to increase their revenues and get core competence. So omni-channel is a needed strategic technology and groundbreaking buying processes. A significant condition for a successful omni-channel strategy is one source of data for all sales channels such as offline, online, mobile and catalogue about tourism.

Commonly customers including tourists now normally search for information in the store and simultaneously search on their mobile for reasonable prices. Nowadays customers search information offline and buy online, which is named as show rooming. And also the opposite of show rooming is called web rooming, where customers seek information online and buy offline. Therefore, tourism omni-channel means to include offline, online, mobile and catalogue about tourism in this study.
2. Proposed Work

2.1 Research Model

The research model is presented according to the above literature reviews as shown in figure 1.

2.2 Research Hypotheses

As discussed above, this study concluded that ease of use and trust as tourism information search motivation on tourism omni-channel will affect tourism omni-channel satisfaction. And also tourism omni-channel satisfaction will affect purchase intention. Thus, the following general hypotheses and sub-hypotheses are formulated.

Hypothesis 1: Tourism information search motivation (ease of use, trust) on tourism omni-channel positively (+) influences tourism omni-channel satisfaction.

Hypothesis 1.1: Ease of use on tourism omni-channel positively (+) influences tourism omni-channel satisfaction.

Hypothesis 1.2: Trust on tourism omni-channel positively (+) influences tourism omni-channel satisfaction.

Hypothesis 2: Tourism omni-channel Satisfaction positively (+) influences purchase intention.

2.3 Research methodology

2.3.1 Research Design

We used a questionnaire method based upon related prior studies and tourists’ and experts’ opinions. After a pretest survey for thirty tourists and experts, we corrected vague question contents. Therefore, formal survey respondents could understand the question items and the content validity of the questionnaire could be guaranteed. The questionnaire items were measured the respondents’ perception of constructs in the research model. All items were assessed using five-point Likert scale from 1 = “strongly disagree” to 5 = “strongly agree”.

2.3.2 Data Collection and Statistical Analysis

The field study was conducted in the convention center, Bexco which is established with omni-channel test bed in 2016, and located in Busan of South Korea. Because the respondents as visitors in Bexco experienced or had knowledge of omni-channel, we were able to get more correct data from them. For a total of 300 questionnaires, 274 of them were used in the final statistical analysis through SPSS 23.0.

Among the samples collected, female respondents (57.3%) were more than male respondents (42.7%). Apparently, samples of university or college were 60.9%, and most of the respondents fell into ages from 20 to 50-years old. Respondents were generally accustomed to using SNS and realized the importance of tourism information.

To test concept validity, exploratory factor analysis was used in this study. The number of factors was determined by Eigen value and the principal component analysis as an extraction method was adopted to clarify data information. Varimax as an orthogonal rotation method was used as the method of rotation. In order to test proposed hypotheses, multiple regressions method was conducted to verify the effect of the relationship between independent variables and dependent variables.

2.4 Analysis of Validity and Reliability

The proposed model contained a total of four constructs with 16 variables. The model was refined using exploratory factor analysis to derive the final model. The final model yields four factors with factor loadings ranging from 0.699 to 0.872. Thus the validity of the model was acceptable. As indicated in Table 1, a series of reliability and validity analyses confirms the adequacy of the variables. The Cronbach’s α values above 0.65, such as ease of use 0.916, trust 0.887, satisfaction 0.872 and purchase intention 0.912.

2.5 Results of the Regression Analysis

In order to test research hypotheses in the proposed model, we use a multiple regression analysis for investigating the effect of tourism information search motivation (ease of use, trust) on tourism omni-channel satisfaction in Table
2. The results support H1.1 and H2.1. The regression equation is statistically (+) significant between ease of use and tourism omni-channel satisfaction ($\beta = 0.516$, $P < 0.001$), and also statistically (+) significant between trust and tourism omni-channel satisfaction ($\beta = 0.208$, $P < 0.001$). Thus H1 is statistically accepted (Revised $R^2 = 0.377$, $P = 0.000$).

H2 of the effect of tourism omni-channel satisfaction on purchase intention is analyzed through simple regression. In Table 3, H2 is accepted statistically ($\beta = 0.561$, $P < 0.001$). Thus, tourism omni-channel satisfaction positively (+) affected purchase intention (Revised $R^2 = 0.312$, $P = 0.001$).

### Table 1. Analysis of validity and reliability

| Variable Name | Question | Component | Community | Eigenvalue (Variation) |
|---------------|----------|-----------|-----------|-----------------------|
| Tourism Information Search | Ease of Use 1 | .762 | .803 | 9.441 (36.312) |
| | Ease of Use 2 | .811 | .795 | |
| | Ease of Use 3 | .809 | .814 | |
| | Ease of Use 4 | .809 | .804 | |
| Reliability | Trust 1 | .837 | .739 | 3.390 (12.961) |
| | Trust 2 | .872 | .799 | |
| | Trust 3 | .823 | .768 | |
| | Trust 4 | .780 | .761 | |
| Satisfaction | Satisfaction1 | .699 | .748 | 1.185 (4.558) |
| | Satisfaction2 | .779 | .831 | |
| | Satisfaction3 | .811 | .860 | |
| | Satisfaction4 | .751 | .814 | |
| Purchase Intention | Purchase Intention1 | .779 | .743 | 1.033 (3.972) |
| | Purchase Intention2 | .835 | .762 | |
| | Purchase Intention3 | .806 | .753 | |
| | Purchase Intention4 | .743 | .729 | |

### Table 2. The effect of tourism information search on satisfaction

| Dependent Variables | Independent Variables | Non-sta Coeff. B | S.E | Beta | Sta Coeff. t | p |
|---------------------|-----------------------|------------------|-----|------|--------------|---|
| Satisfaction        | (Constant)            | 1.344            | .287 | -    | 4.676        | .000 |
|                     | Ease of Use           | .493             | .049 | .516 | 40.161       | .000** |
|                     | Trust                 | .206             | .050 | .208 | 4.094        | .000** |

$R^2 = .381$, Revised $R^2 = .377$, $F = 83.492$, $P = .000$

*p < .001

### Table 3. The effect of satisfaction on purchase intention

| Dependent Variables | Independent Variables | Non-sta Coeff. B | S.E | Beta | Sta Coeff. t | p |
|---------------------|-----------------------|------------------|-----|------|--------------|---|
| Purchase Intention  | (Constant)            | 1.580            | .275 | -    | 5.735        | .000 |
|                     | Satisfaction          | .612             | .055 | .561 | 11.182       | .000** |

$R^2 = .315$, Revised $R^2 = .312$, $F = 125.041$, $P = .000$

**p < .001
3. Conclusion

The results are as follows: By analyzing the effect of ease of use on tourism omni-channel satisfaction, ease of use as one of tourism information search motivation positively affects tourism omni-channel satisfaction. By analyzing the effect of trust on tourism omni-channel satisfaction, trust as another tourism information search motivation positively affects tourism omni-channel satisfaction. These empirical results are similar to prior studies\(^9,16,17\). In detail, Tourist search motivation has the positive effect on tourism omni-channel satisfaction. And also the effect of tourism omni-channel satisfaction operates directly. These are also same results compared with antecedent study\(^9\). From these results, we realize that embracing such trend in consumer behavior can develop tourism businesses competitive positions as omni-channel commerce will become pervasive. In the advent of data technology age, this study can contribute to integrate tourism industry and the omni-channel through empirically proving.

In tourism industry, demand and supply around information data such as on the omni-channel must be flexible because business circumstance is more changeable than we expect. Thus each tourism firm should keep existing customers and survive in market competence to create new markets. Finally tourism industry should use the chance of the data technology age to create new customer and market on omni-channel commerce.

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