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**EXPLORING TECHNOLOGY ACCEPTANCE IN E-
TICKETING SYSTEMS: A TAM PERSPECTIVE**



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A TAM PERSPECTIVE**



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Kolej Perniagaan
(College of Business)
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ABSTRACT

In 2023, Malaysia witnesses a total public transportation ridership of 334 million people, underscoring the country's reliance on diverse transportation modes such as cars, motorcycles, buses, and trains like the Mass Rapid Transport (MRT) and Light Rail Transport (LRT). As Malaysia progresses in tandem with global modernization, e-ticketing emerges as a focal point, offering convenience and accessibility to commuters. However, previous studies reveal outdated behavioral intentions towards e-ticketing, prompting the need for further exploration into consumer behavior and acceptance of this technology. To address this gap, this study investigates the perceptions and behavioral intentions of public transportation riders in Malaysia, particularly focusing on undergraduate students at Universiti Utara Malaysia (UUM). Utilizing the Technology Acceptance Model (TAM), the research finds that perceived usefulness, passion, and privacy concerns significantly influence behavioral intention towards e-ticketing. Notably, passion emerges as the most critical factor influencing behavioral intention. The study highlights the importance for marketers and industry players in the transportation sector to tailor their strategies and offerings to meet the specific needs and preferences of Malaysian consumers, emphasizing enhancements in app features, addressing privacy concerns, and leveraging passion and perceived usefulness to drive consumer engagement and adoption of e-ticketing technology.

Keywords: Public Transportation, Behavioral Intention, Privacy Concerns, Passion, Technology Acceptance Model

ABSTRAK

Pada tahun 2023, Malaysia menyaksikan jumlah penumpang pengangkutan awam keseluruhan sebanyak 334 juta orang, menekankan kebergantungan negara ini terhadap pelbagai mod pengangkutan seperti kereta, motosikal, bas, dan tren seperti Pengangkutan Rapid Massa (MRT) dan Pengangkutan Ringan (LRT). Seiring dengan kemajuan global, Malaysia turut mempercepatkan perkembangannya, dan e-tiket telah muncul sebagai fokus utama, menawarkan keselesaan dan aksesibiliti kepada para pengguna komuter. Walau bagaimanapun, kajian terdahulu telah mendedahkan niat tingkah laku yang ketinggalan zaman terhadap e-tiket, menimbulkan keperluan untuk kajian lanjut mengenai tingkah laku dan penerimaan teknologi ini oleh pengguna. Untuk mengisi kesenjangan ini, kajian ini menyiasat persepsi dan niat tingkah laku penumpang pengangkutan awam di Malaysia, dengan menumpukan kepada pelajar prasiswazah di Universiti Utara Malaysia (UUM). Dengan menggunakan Model Penerimaan Teknologi (TAM), kajian ini mendapati bahawa kegunaan yang dirasakan, passion, dan kebimbangan privasi mempengaruhi secara signifikan niat tingkah laku terhadap e-tiket. Dengan ketara, passion muncul sebagai faktor paling penting yang mempengaruhi niat tingkah laku. Kajian ini menekankan kepentingan kepada pemasar dan pemain industri dalam sektor pengangkutan untuk menyelaraskan strategi dan penawaran mereka dengan keperluan dan kehendak khusus pengguna Malaysia, dengan menekankan penambahbaikan dalam ciri aplikasi, menangani kebimbangan privasi, dan memanfaatkan passion dan kegunaan yang dirasakan untuk menggalakkan penglibatan pengguna dan penerimaan teknologi e-tiket.

Kata Kunci: Pengangkutan Awam, Niat Tingkah Laku, Kebimbangan Privasi, Semangat, Penerimaan Teknologi

DECLARATION

I certify that except where due acknowledgement has been made, the work is that of the author alone; the work has not been submitted previously, in whole or in part, to qualify for any other academic award; the content of the thesis is the result of work which has been carried out since the official commencement date of the approved research program; and any editorial work, paid or unpaid, carried out by a third party is acknowledged.



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List of Abbreviations

A	Agree
BI	Behavioral Intention
D	Disagree
DA	Digital Assistants
ETS	Electric Train Service
H	Hypothesis
IT	Information Technology
KTM	Keretapi Tanah Melayu
KTMB	Keretapi Tanah Melayu Berhad
LRT	Light Rail Transit
M	Mean
MRT	Mass Rapid Transit
N	Neutral
PC	Privacy Concerns
PU	Perceived Usefulness
PEU	Perceived Ease of Use
SA	Strongly Agree
SD	Strongly Disagree
SD	Standard Deviation
STML	School of Technology, Management and Logistics
TAM	Technology Acceptance Model
UUM	Universiti Utara Malaysia
UTAUT	Unified Theory of Acceptance and Use of Technology
VIF	Variation Inflation Factor

CHAPTER ONE

INTRODUCTION

1.0 Background of Study

Our daily lives were significantly impacted by modern information and communication technologies. Our experiences with work, play, and travel have all changed due to technology (Liang & Shiau, 2018). With its pervasive integration into every sector, technology had evolved from being a complementary tool to a necessity (Hall, et al., 2000). In recent times, information technology underwent rapid development, led to the degradation of mobile application systems due to sophisticated digital technology. The Internet's development, widely acknowledged as a vital medium for quick and simple access to information, was one significant result of this deliberate technological advancement (Megawati , Maulana, & Setiawan, 2019). Additionally, the Internet was widely utilized globally as a primary communication channel. New company operating trends known as E-Commerce, E-Marketing, and E-company were created as a result of the internet's growing significance in today's society (Musyani, 2019).

Subsequently, to search for information the Internet has become a vital source to users. This claim put forth by Internet World Stats in 2022 was validated by the escalating figures in the annual development of Internet users in Malaysia, particularly among the younger demographic. Based on these figures, there was a considerable increase in the numeral of Internet users in Malaysia, which grew from 16.9 million in 2011 to 30.9 million by the end of 2022 (N.A, 2022). The Internet, potentially served as a potent promotional tool, holds the capacity to enhance businesses' income. There were exciting prospects for e-marketers in other transportation sub-sector segments

due to the increasing growth of the global internet user population. Due to the Internet, in response to the increased interest in e-commerce, online shopping was introduced became the mediums that facilitated these activities for customers encompassed websites and devices such as smartphones. Over the past few years, a proliferation of online stores and purchase applications has emerged, extending convenience to customers for various online transactions in their daily pursuits. These transactions include the acquisition of e-tickets for services spanning transportation, accommodation, tourism, and more (Megawati , Maulana, & Setiawan, 2019).

Most people in Malaysia get around the city on one of the many modes of surface transportation available, including cars, motorcycles, buses, and trains like the Mass Rapid Transport (MRT), Light Rail Transport (LRT), Komuter, Monorail, and Kereta Api Tanah Melayu (KTM). Both the KTM and the Komuter provide access to the Kuala Lumpur financial district and the rest of the country. KTM served the outlying areas of Greater Kuala Lumpur. Based on Figure 1.1 below, Malaysia's ridership in the year 2023 total up to 334 million people rode all modes of public transports (Ministry of Transport, 2024). Due to these statistics, with the world progressing significantly in modern and Malaysia following suit, e-ticketing garnered substantial attention owing to numerous services and diverse e-ticketing mobile applications facilitating convenient ticket bookings among ridership in Malaysia (Hoo, Waheeda, & Reesha, 2023).

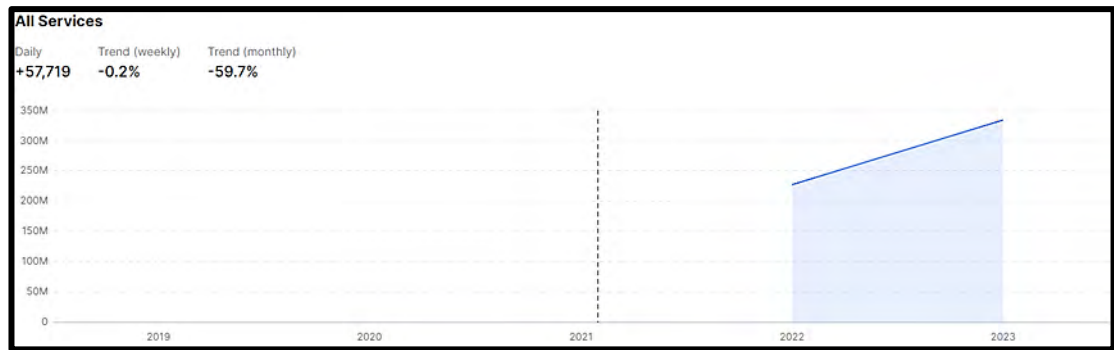


Figure 1.1

Data Statistics Ridership of Public Transportation Services in Malaysia

Source: Ministry of Transport, 2024

Notably, the e-ticketing system assumed a prominent role in online activities where consumer could purchase or reserved tickets at their convenience, with the process being straightforward and appealing (Hoo, Waheeda, & Reesha, 2023). The integration of Internet banking bolstered consumer trust with heightened confidentiality and security, while the payment gateway ensured additional security during the transmission of ticket payments. Consequently, customers could effortlessly procure tickets at any time and from any location (Megawati , Maulana, & Setiawan, 2019).

Some people did not indicate that they would use the e-ticketing system for online ticket transactions, even in spite of the fact that this trend was widely observed and the advantages that come with buying tickets online. The transportation sector was just one of the many areas of the global economy that information technology had significantly impacted. Evidently, a wide variety of e-ticketing applications gained substantial popularity compared to other online shopping transactions, as customers could derive cost benefits from purchasing tickets online that offered cashless reservation (Ramayah, et al., 2020). As an illustration, a few Malaysian websites that integrated the e-ticketing system into their online order transaction included redBus Malaysia (Figure 1.2), Keretapi Tanah Melayu Berhad (KTMB) Integrated Ticketing

System (Figure 1.3), Easy book, Traveloka (Figure 1.4), Bus Online Ticket, Agoda, and many more.

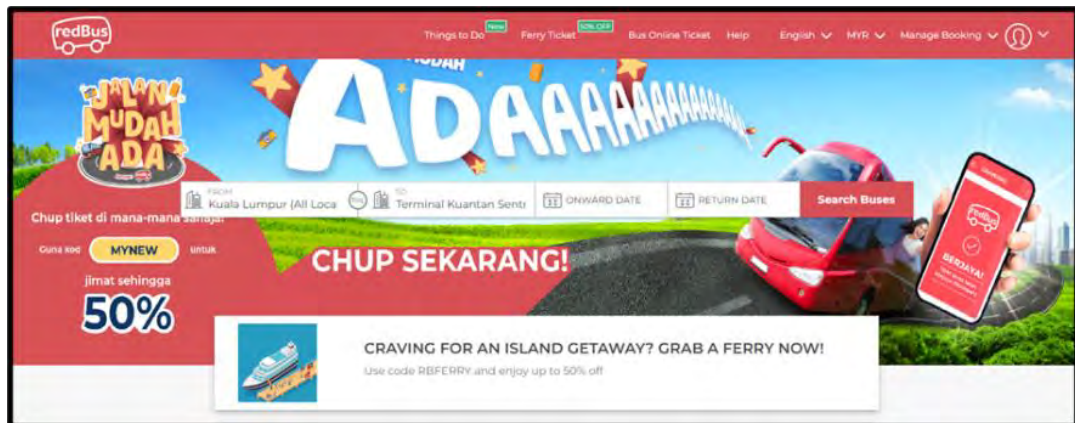


Figure 1.2
redBus.com Website Whereas the Top Website in Bus E-Ticketing Online in Malaysia

Source: redBus, 2024

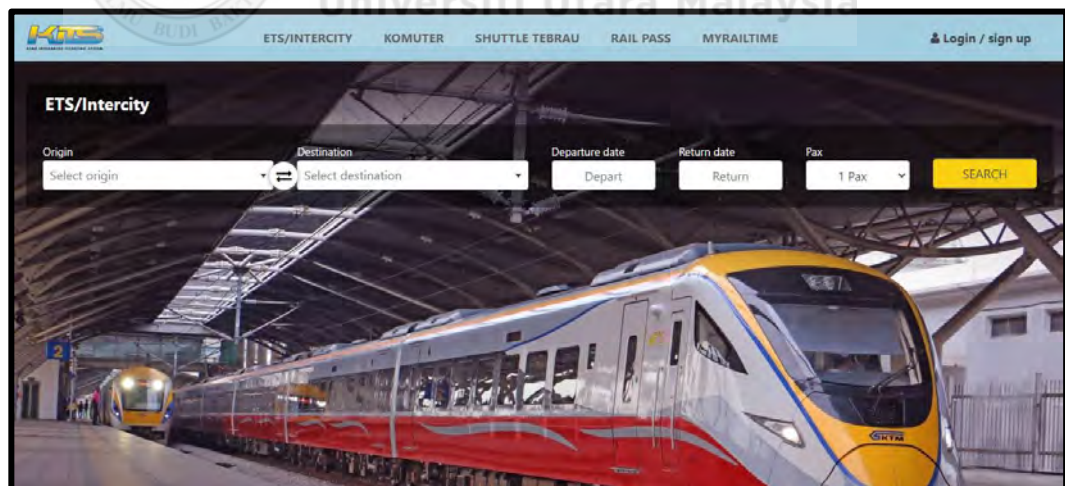


Figure 1.3
KTMB Integrated E-Ticketing Services for Electric Train Service (ETS), Intercity and Komuter

Source: KTMB, 2024

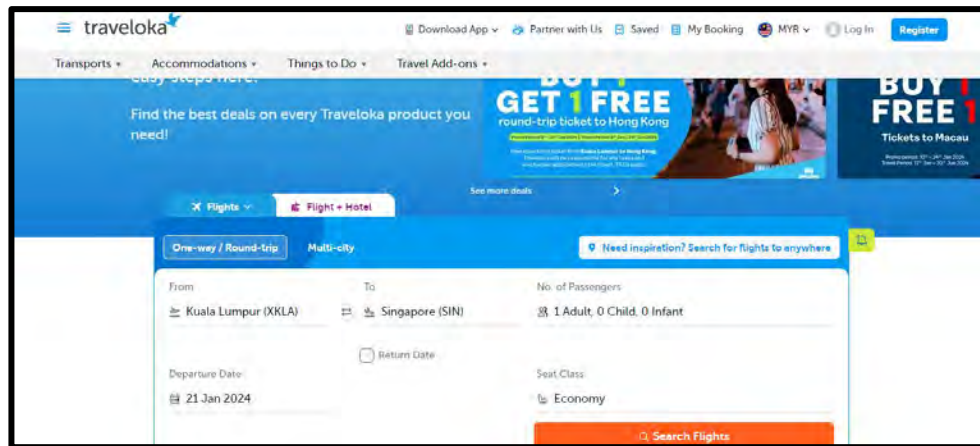


Figure 1.4
Traveloka.com Famous for Booking E-Ticket Service Mainly for Flights in Malaysia
 Source: Traveloka , 2024

Consequently, the evolution and progression of technology transformed the approaches of consumers in acquiring products and services online (Megawati , Maulana, & Setiawan, 2019). This was demonstrated by the widespread adoption of an IT-centric strategy by firms as a substitute for traditional marketing techniques, which matched their goals of cost effectiveness and competitive edge. The evolution and advancement of innovation had reshaped consumers' approaches to purchasing goods. Many enterprises had shifted toward an Information Technology-centric (IT) approach as an alternative marketing strategy to achieve cost efficiency objectives. As a result, online retailers were increasingly turning to e-ticketing as one of their preferred strategies for drawing in more customers (Islam, 2023).

Moreover, the travel e-ticketing sector stood out as the most extensive and swiftly advancing segment in online business (Parasuraman, Zeithaml, & Malhotra, 2005; Sharma & Patterson, 1999). For example, India had overcome substantial challenges due to reduced costs of railway tickets, bus transportation, and domestic airfare. Simply put, e-ticketing was the step of selecting the top transportation option with affordable price, then instantly reserving a seat via the agent's website (Nithya &

Kiruthika , 2020). In public transport, e-ticketing systems served not only as payment mechanisms but also handle extensive data, offering diverse possibilities to enhance the ease, management, and oversight of public transport. Moreover, they presented opportunities to implement integrated pricing structures that pose challenges with traditional payment tools (Soegoto, Setiawan, & Jumansyah, 2020). As e-ticketing was used, the advantages and unique characteristics were perceived differently by three age club which were Baby Boomers, Generation Y, and Generation X. (Nithya & Kiruthika , 2020).

In information system design and implementation, the Technology Acceptance Model (TAM) model belief factors manipulability and ease of understanding had a history of research supporting them (Hung & Chang, 2005). When it came to the use of IT, TAM was the model that was most frequently used (Taylor & Todd, 1995). According to TAM, Behavioral Intention (BI) determined the actual use of existing information systems and therefore determined technology acceptance. BI was also indirectly influenced by Perceived Usefulness (PU) and Perceived Ease of Use (PEU), while PU was directly affected by PEU. Furthermore, TAM theorized that perceived usefulness and perceived ease of use were influenced by external variables (Davis, 1989).

However, based on previous study, researchers had found that behavioral intentions towards e-ticketing were out of date despite some competing online ticketing platforms being run earlier by private companies. While consumers had been using the system for quite some time, how customers perceived and their behavioral intentions towards the e-ticketing system at that time had not been known yet. Earlier studies highlighted more on online flight ticket purchases, online shopping, and online hotel reservations. Limited study had been conducted to understand consumer

behavior in using train ticketing systems. So, there was a need to investigate current consumer behavioral intentions towards e-ticketing in order to improve and reassess the system (Kusdibyo, Amalia, Senalasri, & Kania, 2020).

Therefore, the purposes of this paper were set out to investigate how ridership of public transportation in Malaysia perceived and their current behavioral intention towards the e-ticketing system through undergraduate students in the School of Technology Management and Logistics (STML) of Universiti Utara Malaysia (UUM) related to e-ticketing technology on perceived usefulness, perceived ease of use, passion, privacy concerns on Behavioral Intention (BI).

1.2 Problem Statement

The aim of this article was to investigate Malaysia's current consumers' behavior intention and their perception towards e-ticketing, to identify external factors influencing and encouraging the consumers to use electronic ticketing systems. Hence, behavioral intention and acceptance of e-ticketing technology were the two main factors that the problem statement emphasized. It demonstrated that there were problems and obstacles in the way of adopting and utilizing e-ticketing technology among consumers. Consequently, the first issue was the user interface and experiences of e-ticketing systems where the usability of e-ticketing interfaces played a significant role in user adoption. Complicated user interfaces or unclear instructions may have led to user frustration and errors in ticket purchase or validation. PU and PEU acted as factors that could influence consumers' perception of e-ticketing technology.

Additionally, issues of privacy concerns regarding online payments and purchases through websites or mobile applications that may have potentially been

targets for cyber-attacks and data breaches. Consumers were found more concerned about their privacy when information was used without their knowledge or permission or when the intended use of the information was not revealed. Lastly, some people may have been accustomed to traditional paper tickets or cash payments and may have been reluctant to switch to e-ticketing due to a lack of familiarity or comfort with the new technology. Due to this, passion acted as an external variable or factor that influenced the emotional underpinnings that drove consumer behavioral intention to use the e-ticketing system.

Addressing these issues required a combination of technological innovation, user education, regulatory oversight, and collaboration between public and private stakeholders. By addressing these challenges, Malaysia's e-ticketing systems could have continued to improve and provide a convenient and efficient way for consumers to access public transportation services. Ultimately, the outcomes of this research had the possibility to frame the forthcoming of Malaysia e-ticketing technology, offering transformative perspectives that resonated at the intersection of technology and consumer behavioral intention.

1.3 Research Objectives

1. To investigate the impact of passion on Perceived Ease of Use (PEU).
2. To investigate the impact of passion on Perceived Usefulness (PU)
3. To investigate the impact of privacy concerns on Perceived Ease of Use (PEU).
4. To investigate the impact of perceived usefulness on Perceived Ease of Use (PEU).
5. To investigate the impact of perceived usefulness on Behavioral Intention (BI).
6. To investigate the impact of perceived ease of use on Behavioral Intention (BI).

1.4 Research Questions

1. Does passion has impact on Perceived Ease of Use (PEU)?
2. Does passion has impact on Perceived Usefulness (PU)?
3. Does privacy concerns has impact on Perceived Ease of Use (PEU)?
4. Does perceived usefulness has impact on Perceived Ease of Use (PEU)?
5. Does perceived usefulness has impact on Behavioral Intention (BI)?
6. Does perceived ease of use has impact on Behavioral Intention (BI)?

1.5 Scope of The Study

This study only examined ridership that used public transportation in Malaysia by focusing on the behavioral intention of undergraduate students as respondents to test the model enrolled in semester A231 at the School of Technology, Multimedia, and Logistics (STML), Universiti Utara Malaysia (UUM), which was located in Sintok, Kedah, Malaysia. This was because the respondents were easier to reach out to for collecting the data. The data were collected only from those who rode any public transport and mainly utilized e-ticketing applications to purchase a ticket.

Additionally, this study examined PU and PEU to see whether both of the factors influenced the current BI of the consumers, which was a part of the TAM model towards e-ticketing technology. On top of that, this study inserted two new variables: privacy concerns and passion as external variables in the TAM model. Passion, as a positive external variable, could foster positive emotional and cognitive states, which could potentially increase users' perception of perceived ease of use (PEU) and

perceived usefulness (PU) of the e-ticket system. On the other hand, privacy concerns acted as potential negative or positive external variables, triggering anxiety and affecting users' perceptions of PEU.

1.6 Significance of Research

This study held significance in several aspects. Firstly, it contributed to the realm of academic knowledge by investigating consumers' current behavioral intentions within the context of public transport e-ticketing technology. Its aim was to broaden the current understanding of consumer behavior within this specific domain. Secondly, it offered ground-breaking viewpoints at the nexus of consumer behavior and technology, influencing the course of Malaysia's e-ticketing technologies going forward. Lastly, the study furnished industry-specific insights, offering strategies that could have been tailored to the distinctive demands of Malaysia's digital ticketing platforms within the e-ticketing domain.

1.7 Key Definition of Terms

- a. Public Transport:** People used public transportation when they wanted to go from one place to another, where passengers shared rides together which was a service (Ab Majid, Sahray, Mustafar, & Kaspin, 2022).
- b. E-Ticketing:** E-ticketing was when consumer travel purchases were recorded electronically without needing a physical paper ticket (Megawati, Maulana, & Setiawan, 2019).

c. **Behavioral Intention (BI):** Behavioral intention meant what people wanted to do in the future (Wahyudin, Yuliando, & Savitiri, 2020).

d. **Technology Acceptance Model (TAM):** Technology Acceptance Model (TAM) helped predict and understand why people accepted or rejected new technology. TAM helps us see how outside factors influenced our own thoughts, feelings, and intentions about using technology (Davis, 1989).

1.8 Organization of The Study

The research was segmented into five sections. Chapter one provided a comprehensive overview of the study, encompassing the following subjects: study background, the issue description, its objectives, the research questions, its significance, and its structure. The publications, and critiques of other researchers on the subject of e-ticketing were evaluated in the literature review, which was discussed in Chapter two. Chapter three covered methodology, which comprised sample and data collection, instrument development, questionnaire design, research design, study area selection, and survey. In addition, chapter four provided an explanation of data analysis. Not to mention, the conclusion and discussion of chapter five included a recap of the research discoveries, their implications, their involvement, limitations of the study, and recommendations intended for additional study.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This section offered a synopsis of the relevant literature pertaining to the research inquiry. This chapter presented a variety of relevant prior empirical research in an effort to support the probable results for separately independent variable. A study model was formed to find out more about how factors and study objectives relate to one another. Furthermore, six hypotheses developed to achieve proposed theoretical framework.

2.1 Dependent Variable: Behavioral Intentions (BI)

Accordingly, the definition of behavioral intention pertains to the extent of a consumer's inclination to carry out a future activity (Wahyudin, Yuliando, & Savitiri, 2020). Warshaw and Davis (1985) construed intention as the extent to which an individual had formulated plans to engage or refrain from any forthcoming activity. A person's intentions indicate the amount of work and preparation they were willing to put into a specific behavioral (Ajzen & Driver, 1992). While motivations and intention were sometimes used interchangeably, intention referred to what a person choose or aimed towards, whereas motive established the decision or purpose. In certain situations, intention could serve as a cause or a reason. (Anscombe, 1957).

Additionally, it was strongly associated with mental states, especially those pertaining to future expectations and the agent's potential (Hoek, Jamroga, & Wooldridge, 2007). An action's immediate determination was based on a person's

intention which stated that behavioral intention is correlated with actual behavior. Online consumers' behavior significantly depends on the availability of information, the website's attractiveness, and the ease of making online transactions. (Ajzen, 1985; Fishbein & Ajzen, 1975). People were originally motivated to execute an activity because they had specific goals in mind. Normative concepts or cognitive components including attitude, perceived social influence, and apparent behavioral control all had influence on intention. Intentions, however, had less of an effect on actual behavioral when people lacked control over their actions, faced possible social repercussions, and resided in an environment that encouraged habit development (Islam, 2023). The perceived usefulness and user friendly of technology influenced people's desire to use it.

2.2 Independent Variable: Perceived Usefulness (PU)

Here, the extent to which an individual believed that utilizing a specific technology would enhance their capacity to complete tasks was their perception of its usefulness. This aligned with the definition of "useful," denoting capability for advantageous utilization. Promotions, bonuses, pay raises, and other types of recognition were common ways that individuals in an organizational environment were positively reinforced for their exceptional performance (Kumar, Adalarasu, & Krishnan, 2020). According to the statement, a high-level system was one in which users believed that performance and user perception were positively correlated. Following this, six measures of perceived usefulness were developed, including quicker job completion, improved performance, higher productivity, improved efficacy, support for job performance, and utility for work-related duties. Perceived usefulness was hypothesised to influence acceptance based on the notion that a user's

perceived benefits are directly related to acceptance levels. This viewpoint supported the claim that there would be a higher degree of acceptance the more the user perceived a benefit (Davis, 1989; Megawati , Maulana, & Setiawan, 2019).

2.3 Independent Variable: Perceived Ease of Use (PEU)

Perceived ease of use relates to how much effort an individual believes would be needed to use a specific system. The term "ease" inherently suggested a lack of difficulty or strenuous exertion, referring to the finite resources an individual may have. Effort was a finite resource allocated to various responsibilities (Abd Malik & Syed Annuar, 2021). Holding all else equal, a user was more likely to accept an application perceived as easier to use than another. After that, six measures for perceived ease of use were developed. These indicators included attributes like learnability, controllability, flexibility, skilfulness, operational simplicity, clarity, and understandability. Because it is predicated on the notion that a system's perceived ease of use increases its level of acceptance, perceived ease of use has a positive relationship with acceptance (Davis, 1989; Megawati , Maulana, & Setiawan, 2019).

2.4 Privacy Concern (PC) as an External Variable of TAM

Privacy represented an intangible sense of ownership for an individual, denoting an entity or person not subject to observation or interference by others. It encompassed an individual's right to maintain secrecy over personal information and affairs, exercising control over this information. Privacy was also synonymous with a state devoid of unwarranted intrusions and disruptions, reflected an individual's ability to publicize specific aspects in a desired manner (Fried, 1968). For an individual,

something private was regarded as unique and sensitive to their personal domain. Expressions related to personal privacy include silence, seclusion, solitude, disruption, intrusion, and absence of disruptions. This concept was strongly tied to the idea of an individual owning knowledge and having direct or indirect control over the means by which it is shared. In addition, the awareness and evaluation of the hazards associated with privacy transgressions constitutes privacy concern. Prosser (1960) examined the four legal torts that make up privacy: appropriation (using someone else's image or identity without permission), disclosure (revealing embarrassing personal information to the public), intrusion (physically entering someone's private space), and false light (false public representations).

The majority of courts had adopted this four-dimensional view of privacy, which influenced a great deal of the national state law (McWhirter & Bible, 1992). According to materials currently in publication, a "sense of anxiety regarding one's personal privacy" was how consumers and individuals defined privacy concerns (Lanier & Saini, 2008). It can also mean "a concern for controlling the acquisition and subsequent use of information about him or her," according to a different definition (Westin, 1967). When it came to privacy concerns, people's worries about who could access their personal information and how it would be utilized were highlighted. In today's world, people were generally more concerned about information privacy, especially in light of the developed nature of embracing new technology and higher levels of interaction. Protecting the confidentiality of important materials became essential. As such, personal privacy issues were important, particularly when it came to the storing, processing, and exchange of data amongst different applications pertaining in industries such as peer-to-peer networks, cloud computing technologies,

medicine, finance, government, online shopping, and monetary organizations (Rath & Kumar, 2021).

2.5 Passion as an External Variable of TAM

A strong preference for anything that people enjoyed or even adored, valued, devoted time and energy to, and incorporated into who they were was called passion. Notably, passion could serve as a motivating force, contributing to well-being, and imbuing everyday life with meaning. But passion could sometimes provoke unpleasant feelings, resulting in unyielding tenacity, and obstructing the attainment of a successful, well-balanced existence. Passion was characterized by this duality (Vallerand, 2015). The model's capacity to distinguish between maladaptive obsessive passion and adaptive harmonious passion had led to a plethora of research being done on the characteristics, predictors, correlations, and outcomes of both (Marsh, et al., 2013). Harmonious passion demonstrated positive correlations with intrinsic experiences and behaviorals, such as flow, psychological and physical well-being, mastery goal orientation, positive affect, and control over activity. On the other hand, maladaptive experiences such as anger, ruminative thinking, violence, poor focus, performance goal orientation, loss of control, reliance, negative affect, and relationship problems are linked to obsessive passion (Vallerand, Paquette, & Richard, 2021).

2.6 Underpinning Theory

2.6.1 Technology Acceptance Model (TAM)

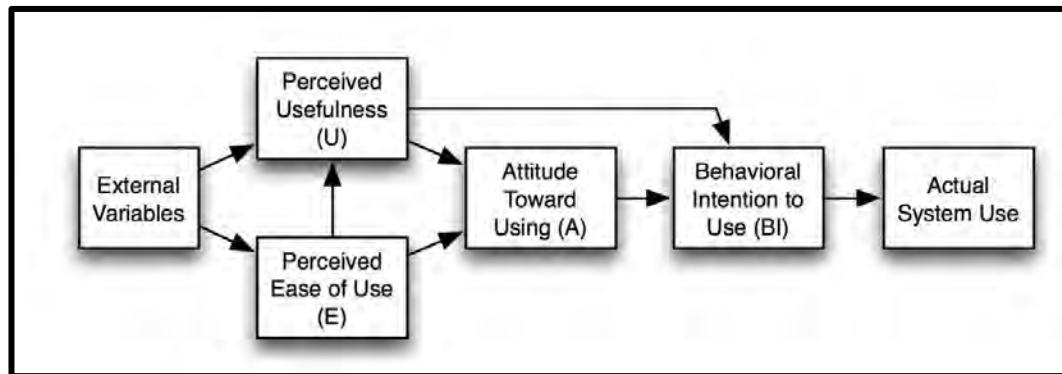


Figure 2.1
The Technology Acceptance Model (TAM)
Source: Davis, 1989

The Fishbein and Ajzen (1975) Theory of Reasoned Action was adapted into the Technology Acceptance Model (TAM) by Davis (1989). This paradigm, as shown in Figure 2.1, outlines many aspects of how people behave when it came to accepting technology. (Davis, 1989; Fishbein & Ajzen, 1975). The TAM model was widely recognised, especially in the information systems field, for its frequent application in bolstering the theoretical foundations of conceptual research frameworks (Natasia, Wiranti, & Parastika, 2022). Its main goal was to track the ways in which external variables impacted internal components like people's beliefs and intentions. One of the most practical ideas for determining users' willingness to embrace fresh technological advancements was TAM framework. Among the best models, the TAM model, was important in figuring out how ready users were to accept new technology.

An, Eck, and Yim (2023) emphasized how helpful it was in predicting how likely it was that customers would interact with and embrace new technologies, such as online shopping, e-commerce, and food delivery. Five fundamental constructs form the basis of TAM, according to Davis (1989): perceived ease of use (PEU), perceived

usefulness (PU), attitude towards using new technology, behavioral intention to use (BI), and actual use of technology.

Moreover, TAM proved to be an effective tool in comprehending the effect on intention of perceived usefulness (PU) and ease of use (PEU) (Viswanath, 2000). System designers have the ability to impact two primary factors that determine system adoption rates: a system's usefulness and ease of use (Taylor & Todd, 1995). Several academics revised TAM, argued that user traits, organisational variables, and technological development procedures influenced on how people perceive different technologies (Szajna, 1996). The realisation that system designers' feedback on perceived usefulness (PU) and ease of use (PEU) was insufficient to address crucial information technology features like flexibility and integration was another factor in the TAM revision and enlargement (Wixom & Todd, 2005). Davis, Bagozzi, and Warshaw (1989) introduced intention as a factor that influenced how a computer system was genuinely utilised in order to modify the original TAM.

To understand the research issue, TAM was used to identify the determining external factors perceived by consumers and how those factors influence consumers behavioral intention. The TAM was used because it can reliably explain consumer attitudes and behavioral intention compared to other models and its high validity has been proven empirically in many previous studies (Kusdibiyo, Amalia, Senalasari, & Kania, 2020; Fan, 2023; Davis, 1989). To provide confidence to the theoretical framework, passion and privacy concerns act as external variable that influence TAM model components which were PU and PEU while BI serving as the dependent variable.

2.7 Research Framework

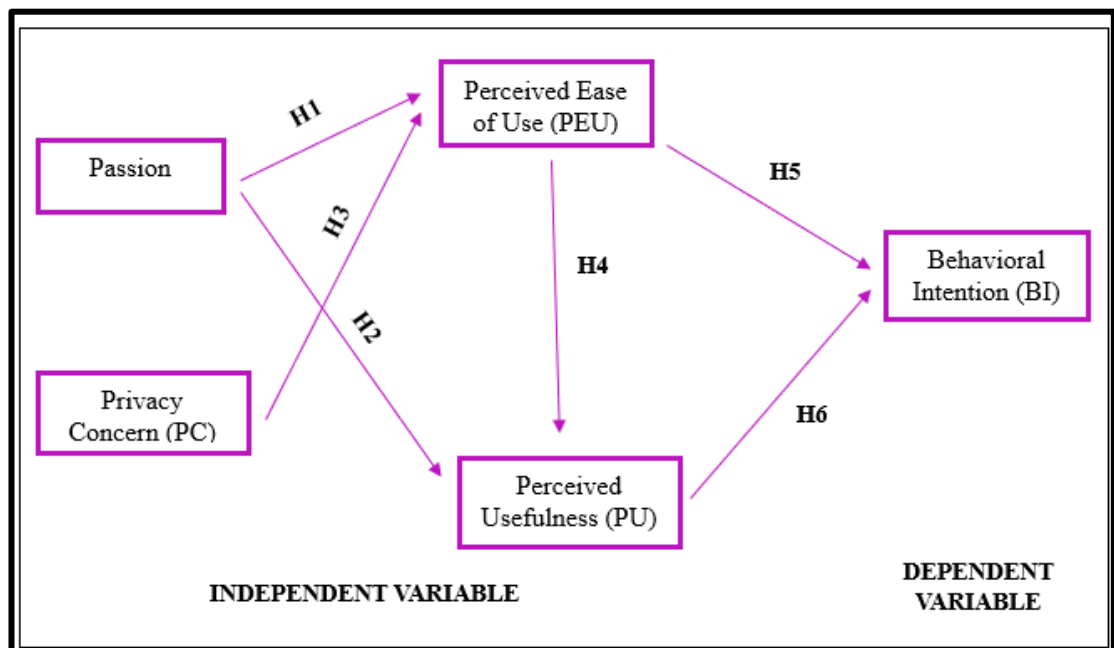


Figure 2.2
The Theoretical Research Framework

The theoretical approach offered in this paper was based on the TAM framework, and depicted in Figure 2.2, which claimed external variables such as passion and privacy concerns acted as catalysts to influence people's perception on PU and PEU, which in turn influenced their future behavioral intention to use e-ticketing systems. This was because behavioral intention to use had a close link with actual behavior (Kiraz & Ozdemir, 2006). Using behavioral intention as a dependent variable had advantages since asking participants about their actual use of E-learning may discouraged them from participate in a study. In addition, compared to actual use, behavioral intention to use was a more progressive dependent variable (Mailizar, Almanthari, & Maulina, 2021). Therefore, the present study employed behavioral intention as a dependent variable.

The framework addressed external variables whereas passion and privacy concerns acted as new variables to examine the current consumer's behavioral intention in Malaysia to use e-ticketing technology. This was because passion was an

often-overlooked dimension within e-ticketing landscape and aimed to decipher the emotional underpinnings between PU and PEU that drove ticketing behavioral intention in the digital realm. Passion represented a strong affectionate tie and consumers were known to develop strong affectionate relationships not only with people, but with products and activities as well (Maduku, et al., 2023). Privacy concerns denoted as external variables that were likely to negatively or positively influence PEU and directly influenced behavioral intention towards e-ticketing technology. In general, individuals were more concern towards information privacy concern due to their engagement and the growing habitat nature towards adopting the new technologies (Rath & Kumar , 2021). As a result, with two new external variables along with TAM elements to examine behavioral intentions through e-ticketing technology, were considered in the framework. The investigators evaluated their significance desired behavioral outcomes of the study. The relationships between the model's constructs were further explained in the following subsections.

2.8 Hypotheses Development

2.8.1 Relationship Between Passion and Perceived Ease of Use (PEU)

Ease of use refers to the extent to which people could become skilled with technology without requiring significant mental or physical effort (Davis, 1989; Li & Huang, 2022). It may be interpreted as opinions expressed by customers on how easy a product is to use. Ease of use served as an independent variable in the TAM framework, which in turn encouraged consumers' enthusiasm for BI, the study's theoretical framework. In the context of this study, ease of use was described as the e-ticketing technology's user-friendliness and the customers' ability to quickly become

acquainted with it. Manis and Choi (2019) contended that a technology product's usability was crucial to its success.

As a result, previous research on the adoption of technology by Nedra et al. (2019), Li et al. (2020), and Golden and Krauskopf (2016) consistently highlighted the crucial role that ease of use played in the adoption of technology as well as its extended use. Scholars who studied the literature on digital assistants (DA) agreed that one important predictor of AI technology, including personal DAs, was simplicity of use (Balakrishnan & Dwivedi, 2021; Fernandes & Oliveira, 2021; Pitardi & Marriot, 2021). People's passion demonstrated their desire to employ personal digital assistants. Customers were therefore more inclined to wish to employ personal digital assistants (DAs) if they thought they were easy to use and run. In a study looking into how privacy issues affected Snapchat users in North America, Lemay et al. (2017) made the case that enthusiasm and usability were positively correlated. Consequently, this study proposes that:

H1: Passion significantly has a positive relationship with Perceived Ease of Use (PEU) towards e-ticketing technology.

2.8.2 Relationship Between Passion and Perceived Usefulness (PU)

Previous study on e-commerce by Amsal et al. (2020), Arghashi and Yuksel (2022), and Abd Malik and Syed Annuar (2021) has emphasised the importance of perceived usefulness, a crucial element in studies on technology adoption. In the subject of Digital Assistance (DA) literature, Pitardi and Marriott (2021) as well as Fernandes and Oliveira (2021) reaffirmed the significance of utility in the adoption and intention to utilise technology. Additionally, academics thought that the desire to

utilize technology was influenced by perceived utility, which was a crucial factor. For instance, Gaohui et al. (2017) found that customers' enthusiasm for online reviews was indirectly influenced by perceived utility in their study on Chinese consumers' love of these evaluations. Likewise, Mylonopoulos and Theoharakis (2020) looked into what aspects affected users' use of m-Facebook and found that users' passion was greatly influenced by utility. Furthermore, in a study looking at privacy concerns as factors influencing Snapchat users in North America, Lemay et al. (2017) discovered that usefulness positively and significantly increased passion. Thus, this research implies that:

H2: Passion significantly has positive relationship with Perceived Usefulness (PU) towards e-ticketing technology.

2.8.3 Relationship Between Privacy Concerns (PC) and Perceived Ease of Use (PEU)

Technology adoption frequently made individuals' concerns about privacy more acute (Friedewald & Pohoryles, 2013). Online shoppers understood their right to privacy and wanted discretion over who may see their personal information disclosed, how it was used, and who could receive it. In past studies, Friedewald and Pohoryles (2013) claimed that people's perceptions and experiences with privacy were crucial for increasing technological adoption and that people's perceptions of privacy were influenced by technology. As per Liang and Shiau's (2018) research, buyers' privacy concerned were negatively correlated with their decision to buy e-tickets from vendors, for example. This point of view was supported by Cosmo, Piper, and Vittorio, who contend that privacy concerns also acted as moderators in the negative relationship between attitudes about how technology seen and intentions to utilise it.

Additionally, researchers have studied privacy extensively. Privacy concern was one of the ideas connected to privacy that information science study used most frequently. It has been shown to be among the most accurate measures of actions related to privacy (Dinev & Hart, 2006; K.D., P., & I.S., 2001; Kathy A. & Albert H., 2002). The necessity of capturing privacy nuances has increased as IT expanded its capacity to store, analyse, investigate, and utilise personal data. Dagharra, Goswami and Kumar (2020) stated in their research where there was a dearth of empirical data regarding the relationship between privacy concerns and healthcare technology adoption, despite a rising body of research on the subject. Nonetheless, research to date indicated that people were cautious while utilizing technology and disclosing personal information due to privacy concerns. People may have even chosen not to get some healthcare services in sensitive locations due to privacy concerns about their health information. Consumers' attitudes and behavioral towards the service were significantly impacted if the service provider did not address their privacy concerns (Dhagarra, Goswami, & Kumar, 2020).

Furthermore, data privacy has been identified as one of the most important issues facing marketing today. Yet, to date the extent to which privacy concerns affect adoption of emerging technologies was still not fully understood (Kumar, Ramachandran, & Kumar, 2021; Ng & Wakenshaw, 2017; Rust, Kannan, & Peng, 2002; Wieringa, et al., 2021). Online shoppers wondered if submitting their credit card information or other sensitive financial information was safe when doing business online because of the uncertainty and complexity of e-commerce. Thus, most consumers hesitated to provide credit card information for online transactions due to persistent concerns about privacy and security, as indicated in past studies (Jaspers & Pearson, 2022).

Therefore, it was demonstrated that people's attitudes, subjective norms, and perceptions of the usefulness and simplicity of use of privacy concerns all favourably impacted people's intents to protect their private (Chen, Wang, & Zhang, 2023). Ottemo, Berge, Mendick, and Silfver (2023) found that privacy concerns also had an impact on the relationship between the behavioral intention to use wearable fitness devices and the components of the Unified Theory of Acceptance and Use of Technology (UTAUT). When predicting the intention to utilise these devices, the integrated model displayed a greater variance. Customers' views of security were known to influence their intentions to utilize mobile payments when it came to payments made through mobile devices that transported personal data (Shin, 2009; Oliveira, Thomas, Baptista, & Campos, 2016). Lastly, ease of use and perceived utility were found to have big impact on behavioral intention in monitoring technology. These factors are also positively impacted by privacy concerns. Hence, this research implies that:

H3: Privacy concerns positively influence on Perceived Ease of Use (PEU) towards e-ticketing technology.

2.8.4 Relationship Between Perceived Usefulness and Perceived Ease of Use (PEU)

The extent to which a customer regards a service as valuable. known as perceived usefulness, whereas the simplicity with which they believe a service system may be used known as perceived ease of use (Davis, 1989). Dhagarra, Goswami, and Kumar (2020) suggested consumers assess value of a service through considering the benefits they receive and the cost associated with it. Like with other services, patients in the healthcare system want to receive the proper care in a timely manner with as

little financial strain as possible. Patients more inclined to utilize technology-enabled service, when they believe that the technology can aid in receiving effective treatment. Similar to this, if patients were given the choice to receive treatment anywhere without having to bring their case history with them and were allowed to use technology as a facilitator, they would probably come to embrace the technology if the major criteria remained the same. (Dhagarra, Goswami, & Kumar, 2020). Furthermore, as technological knowledge and proficiency were expected to differ greatly throughout the different population, usability was essential for acceptability. Numerous studies show that perceptions of benefits and convenience of use had a positive and direct influence on the propensity to participate in a particular behavioral. Through perceived utility, perceived ease of use also had indirect influences (Dabholkar, 1996; Dabholkar & Bagozzi, 2002; Davis, 1989; Szajna, 1996; Dhagarra, Goswami, & Kumar, 2020). Therefore, this research implies that:

H4: Perceived usefulness positively influences on Perceived Ease of Use (PEU) towards e-ticketing technology.

2.8.5 Relationship Between Perceived Usefulness (PU) on Behavioral Intention (BI)

Perceived usefulness (PU) referred to users' perception of deriving advantages or enhancing individual employee performance by using a particular system. Systems that exemplified perceived usefulness demonstrated a positive correlation between job execution and outcome accomplishment (Chen & Aklikokou, 2020; Tavitiyaman, Zhang, & Tsang, 2022). Numerous studies, including those by Oyman, Bal, and Ozer (2022), have found that consumers' propensity to continue using platforms driven by technology, like websites and smartphone apps, was positively and statistically

significantly squeezed by their perception of the usefulness of technology. However, a distinct empirical study by Zhao, Sun, Zhou, Cui, and Liu, (2022) discovered users' behavioral intention was not significantly affected by their confidence in a hassle-free technology experience. Sinha and Bag, (2023) conducted a noteworthy study highlighting the significant correlation among behavioral intention and perceived utility. Specifically, the study focused on the inclination of students towards utilizing internet-based platforms, in which was predisposed by their own positive opinion towards technology.

Furthermore, according to Davis (1989), perceived usefulness in the TAM model was the feature of a programme that worked for users, encouraging them to adjust and forming the core of their behavioral intention. Intentions to make repeated purchases from an e-service website were more strongly influenced by perceived usefulness, according to TAM. To enhance the online buying habits of consumers, Delafrooz et al. (2011) emphasized the importance of online retailers underlining perceived usefulness. Researchers frequently included perceived usefulness as an independent variable in the TAM model since research had demonstrated that it significantly affected consumers' behavioral intentions. So, perceived usefulness was recognized as a prominent individualistic variable capable of impacting consumers' behavioral intentions (Mohd Johan, Bahar, Mohd Noor, Yap, & Wen, 2016). Thus, this research implies that:

H5: Perceived Usefulness (PU) positively influence on Behavioral Intention (BI) towards e-ticketing technology.

2.8.6 Relationship Between Perceived Ease of Use (PEU) on Behavioral Intention (BI)

Perceived ease of use (PEU) denotes to the perception of how difficult a specific technology to use (Davis, 1989). In other words, PEU was a representation of how users felt about the difficulty of new technology (Mallat, 2007). Although the TAM model-based research on passengers' acceptance of e-ticketing was scarce, what was known from the studies were available indicated PEU had direct impact on users' intentions to utilize a tool for a particular activity as well as their perception of its utility, which in turn affected their performance in general (Benzine & Tiar, 2022; Zhong, Oh, & Moon, 2021). In addition, Lu, Yao, and Yu (2005) found that customers' perceptions of how easy it was to obtain wireless internet services using smartphones were strongly predictive of their intentions to adopt mobile gadget. According to Alalwan et al. (2008), the PEU had a positive effect on Saudi Arabians' intentions to utilize and uptake of smartphones internet services. Roh and Park (2019) found that consumer propensity to use food delivery applications was favourably influenced by simplicity of use.

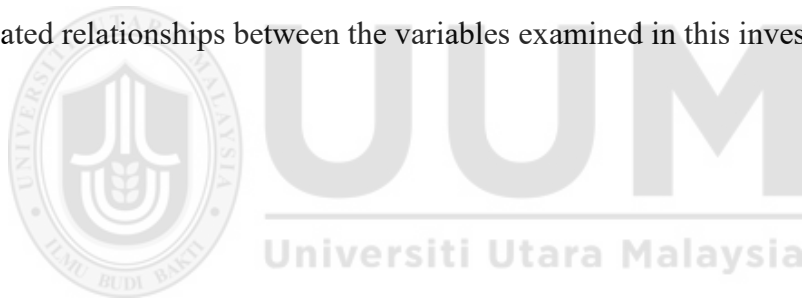
Furthermore, Ngubelanga and Duffett (2021) found that the perceived usefulness and ease of use were antecedent aspects influencing customer pleasure. Lee, Park, and Wi (2022) found that users' intents to use were positively impacted by ease of usage. In their study, Mohd Johan, Bahar, Mohd Noor, Yap, and Wen (2016) asserted that PEU enabled buyers to easily comprehend and process information before making an informed decision, emphasizing its importance in influencing customers' behavioral intention to make online purchases. Moreover, according to Wu and Wang's (2005) research on the uptake of mobile commerce, PEU significantly affected behavioral intentions. PEU was a crucial precondition to the intention to utilize mobile

technology, as determined by Tsai et al.'s (2011) investigation. Several other studies have also shown that the PEU significantly affects behavioral intention or use intention. Thus, this research implies that:

H6: Perceived Ease of Use (PEU) positively influence on Behavioral Intention (BI) towards e-ticketing technology.

2.6 Summary

This chapter summarized the theories developed for empirical testing in light of the synthesized literature, serving to compile the review of the existing research. The determination of providing theoretical framework with a clear picture of anticipated relationships between the variables examined in this investigation.



CHAPTER THREE

METHODOLOGY

3.0 Introduction

Below section addressed study design, describing the findings also research hypotheses as well as the data collection techniques, such as demographics, research samples, questionnaires, sampling techniques, and variable measurement. A theoretical framework was selected to more clearly depict the factors that were discussed and listed below. Data analysis techniques were applied in chapter four based on the research that was conducted.

3.1 Research Design

Procedure of collecting, examining, interpreting, and presenting data for studies known as a research design. Put another way, the techniques for gathering and analysing data were specified by the study design, along with how this would contribute the resolution of research issue. Survey data was collected using a quantitative methodology. This method assisted in establishing comprehension of research participants' experiences via allowing researcher gain insight into the participants' emotions and ideas through the use of investigative procedures (Sutton & Zubin, 2015). Additionally, this study employed a deductive strategy to move from the general to the specific. This strategy started with a theory, developed hypotheses based on it, tested those assumptions, and then updated the theory (Locke, 2007; Nola & Sankey, 2007). According to the father of philosophy, Aristotle, deduction followed logic to assess and refine hypotheses that were different from induction in order to generate theories that were credible (Harriman, 2010).

This study used a causal research approach, which concentrated on cause-and-effect correlations between variables. Analysing relationships among one or more independent variables, or potential causes, or outcome variables, was the main goal of a causal research. As an illustration, think about the importance of contentment in marketing. Knowing what constituted contentment was satisfying from an academic standpoint, but knowing what steps marketers could take to improve satisfaction was also highly pertinent from a practical standpoint (Oppewal, 2010). Therefore, causal research was appropriate for this study, to find out how ridership of public transportation in Malaysia perceive and their current behavioral intention through undergraduate students in the School of Technology Management and Logistics (STML) of Universiti Utara Malaysia (UUM) related to e-ticketing technology on perceived usefulness, perceived ease of use, passion, privacy concerns on Behavioral Intention (BI).

3.2 Research Population

The group of individuals from whom the intervention was intended to collect information and made inferences was known as the target populations (Barnsbee, Barnett, Halton, & Nghiem, 2018). The purposes of this paper set out to find out how ridership of public transportation in Malaysia perceive and their current behavioral intention towards the e-ticketing system through undergraduate students in the School of Technology Management and Logistics (STML) of Universiti Utara Malaysia (UUM) related to e-ticketing technology on perceived usefulness, perceived ease of use, passion, privacy concerns on Behavioral Intention (BI). Based on UUM student's records statistic of STML, the population of undergraduates' students' semester A231 was estimated to be around 1,838 thousand students stated in the Appendix F. The

target participants encompass undergraduate students pursuing three distinct programs: Bachelor of Business Administration (Logistics and Transportation), Bachelor of Operations Management, and Bachelor of Technology Management.

3.3 Research Sample

In a study endeavour, the process of choosing a subset of the target population was called sampling. Compared to trying to contact every person of the population, it was frequently more realistic and enabled data to be collected quickly and at a cheaper cost (Turner, 2020). According to Krejcie and Morgan (1970) table of sample size, following UUM undergraduates' students from STML populations estimated around 1,838 thousand students resulted 317 undergraduate students as sample size for this study, shown in Figure 3.1.

In this research, the questionnaires distributed to STML's social media and school's group to obtain respondents among undergraduate students on 25th January 2024. Data collection ended on 27th February 2024 with the total respondents answered the questionnaires was 350 respondents and rejected 33 respondents due to did not meet the criteria specified for the study, such as semester, different courses and other demographic factors.

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size
"S" is sample size

Krejcie, Robert V., Morgan, Daryle W., "Determining Sample Size for Research Activities", Educational and Psychological Measurement, 1970.

Figure 3.1
Table of Sample Size
Source: Krejcie and Morgan, 1970

3.4 Sampling Technique

Research's sampling was conducted using the probability sampling technique. Sample strategy's goal was to select the sampling units as a sample from the population. When probability sampling was used, there was an equal chance of selection for every member of the population. Research using quantitative methods as its primary use. If the need arose to provide results that fairly represented the whole population, probability sampling procedures were the most obvious course of action. Instead of employing a different type of probability sampling where the researcher selected an arbitrary portion of participants from population, the study used the simple random sample technique. There was a fair opportunity of being chosen for each individual in the overall population. After then, data was collected from the largest percentage within these arbitrary groupings. For this research study, it focused on UUM undergraduates' students in semester A231 from STML.

3.5 Data Collection Procedures

Data collection executed via Google Forms, an internet-based survey tool. A set of questions relevant to the objectives of the study were arranged in an online survey that was made using Google Forms. The selected individuals were then sent the questionnaire via undergraduates' students school group and social media posts, among other methods of communication. The respondents received a link to the Google Form, so they could access and complete it whenever it was most convenient for them. Participant responses could be electronically submitted thanks to the user-friendly and accessible platform for data collection provided by Google Forms. The platform also made it possible to efficiently organize and manage data, which streamlined the procedures for gathering, assembling, and analysing the data. Throughout the administration of the survey, data security and privacy measures were put in place to guarantee the confidentiality of participant responses.

3.6 Instrument & Measurement

There was a total of 6 sections in our questionnaire consisting of demography, perceived usefulness (PU), privacy concern (PC), passion, perceived ease of use (PEU) and behavioral intention (BI). Following section 1, respondent's demographics were collected including age, gender, course, year of study (semester), types of public transport mostly used, purchasing ticket for and hometown shown in Table 3.1. This was to better understand the possible underlying reason or relation with the answers given. For the section 2 until 6, as shown in Table 3.2, questions regarding respondents' perceived usefulness (PU), privacy concern (PC), passion, perceived ease of use (PEU) were presented, placing total of 4 questions in each section, except for behavioral intention (BI) which had only 3 questions. Nominal and interval measurement were

employed in this study's survey. Nominal scales were used to ask respondents, mainly in the demographic section, about their age, gender, type of public transport mostly used, and a few other questions. The Interval scale was used to answer the questions from section 2 to section 6.

Introducing five-item Likert-type scales, the respondents indicated how many they agreed with the statements and how often they had such experiences. The answer included Strongly disagree (SD), Disagree (D), Neutral (N), Agree (A), Strongly Agree (SA) (Likert , 1932). One of most widely used methods for creating trustworthy measures of individual differences was the Likert scale, which was frequently applied in research on travel behavioral.

Section A: Demographic Measurements

Table 3.1
Demographic Measurement

Demographic	Category	Sources
Age	Below 25 26 -35 36 – 45 46 - 55 Above 56	(Turker, Altay, & Okumus, 2022)
Gender	Male Female	(Turker, Altay, & Okumus, 2022)
Courses	Bachelor of Business Administration (Logistics and Transportation) Bachelor of Operations Management Bachelor of Technology Management	(Kusdibiyo, Amalia, Senalasari, & Kania, 2020)

Year of Study (Semester)	1 2 3 4 5 6 7 8 9 Above 9	(Kusdibiyo, Amalia, Senalasari, & Kania, 2020)
Types of Public Transport Mostly Used	Bus Train/ ETS/ KTM Flights LRT/MRT/MONORAIL Others:	(Kusdibiyo, Amalia, Senalasari, & Kania, 2020)
Purchasing Ticket for	Own Family Friends	(Kusdibiyo, Amalia, Senalasari, & Kania, 2020)
Hometown	Kelantan Terengganu Pahang Johor Melaka Negeri Sembilan Selangor Wilayah Persekutuan Perak Pulau Pinang Kedah Perlis Sabah Sarawak Others:	(Kusdibiyo, Amalia, Senalasari, & Kania, 2020)



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Section B: Variables Measurements

Table 3.2

Variables Measurements

Variables	Statements	Sources
Behavioral Intention (BI)	BI1: In future, I will say positive things about e-ticket apps to others.	(An, Eck , & Yim , Understanding Consumers' Acceptance Intention to Use Mobile Food Delivery Applications through an Extended Technology Acceptance Model, 2023)
	BI2: In future, I will recommend using e-ticket apps to others.	
	BI3: In future, I will encourage others to try using e-ticket apps.	
Perceived Usefulness (PU)	PU1: I find e-ticket apps useful in my life.	(Maduku, et al., 2023)
	PU2: Using e-ticket applications speeds up my task completion.	
	PU3: Using e-ticket apps increases my productivity.	
	PU4: Using e-ticket apps helps me to perform many things more conveniently.	
Perceived Ease of Use (PEU)	PEU1: My interaction with e-ticket apps is clear and understandable.	(Turker, Altay, & Okumus, 2022) (Maduku, et al., 2023)
	PEU2: My interaction with e-ticket apps does not require mental efforts.	
	PEU3: E-ticket apps are simple to use and accomplish my desired goals.	
	PEU4: I find it is easy to perform the steps required in e-tickets apps.	

Privacy Concerns (PC)	PC1: In general, it would be risky to give my personal information to e-ticket apps. PC2: There would be a high potential for privacy loss associated with giving personal information to e-ticket apps. PC3: Personal information could be inappropriately used by the manufacturers of this e-ticket apps. PC4: Providing my personal information to e-ticket apps would involve unexpected problems.	(Maduku, et al., 2023)
Passion	PAS1: I cannot imagine another e-ticket apps making me as happy as this one. PAS2: My relationship with e-ticket apps is important to me. PAS3: I am passionate about e-ticket apps. PAS4: I adore e-ticket apps.	(Maduku, et al., 2023)

3.7 Data Analysis Technique

3.7.1 Descriptive Analysis

Data were characterised and condensed using descriptive statistics, the initial stage of analysis. Availability of significant volume of information and effectiveness computer methods strengthened statistical field (Sarmiento & Costa, 2017). In addition, it consisted of a compilation of a brief description of the data obtained, reflecting the whole population or study. It helped to explain the data in the simplest possible way. In the form of descriptive research, all the unstructured data obtained from the survey. Questionnaires were carried out and presented in the form of charts. Overall, all the data, such as mean, average, and frequencies, were measured using the measurement method in order to make it easier.

3.7.2 Reliability Test

Assessed stability and consistency in study instrument's measurement of the constructs, a reliability test was employed. Reliability testing was conducted for this study to see if the questionnaire's items were related to one another. The coefficient, which has a range of 0 to 1, was averaged in order to apply reliability test Cronbach's Alpha (Cronbach, 1951). The degree of dependability shown Table 3.3 underneath.

Table 3.3
Cronbach's Alpha Coefficient Size

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9 to 1.0	Excellent

Source: Cronbach, (1951)

3.7.3 Pearson's Correlation Analysis

Pearson's correlation analysis demonstrated the direction and degree towards relationship among two variables. The studies analysis used e-ticketing technology to evaluate the covariation between following variables: perceived ease of use (PEU), privacy concerns (PC), passion and perceived usefulness (PU) towards behavioral intentions (BI). The coefficient (r), which was based on Table 3.4, showed the direction and magnitude of the linear relationship. A correlation coefficient of 0 indicated no linear relationship, while values between (+1.0) and (-1.0) indicated perfect negative and positive relationships, respectively (Magnello, 2009).

Table 3.4
Scale of Pearson's Correlation Coefficient

Scale of Correlation Coefficient	Value
$0 < r \leq 0.19$	Very Low Correlation
$0.2 \leq r \leq 0.39$	Low Correlation
$0.4 \leq r \leq 0.59$	Moderate Correlation
$0.6 \leq r \leq 0.79$	High Correlation
$0.8 \leq r \leq 1.0$	Very High Correlation

Source: Magnello, (2009)

3.7.4 Regression Analysis

Regression analysis was a collection of mathematical methods employed for statistical analysis. Assessed correlations among either one independent variable or a dependent variable and several independent variables. It could be cast-off to estimate how variables will relate in the future and determine how strong the link is currently. Other variations included a wide range of variations, such as multiple linear, nonlinear, and linear variations. Multiple linear and basic linear models were the two most widely used model types. Nonlinear regression analysis was frequently applied to complex

datasets where the dependent and independent variables exhibited a non-linear relationship (Galton, 1886).

3.6 Summary

Methodology for this study's chapter was explained. This research emphasized the utilization of statistical analysis, sample selection, research tools, variable assessment, data gathering techniques, and procedures.



CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.0 Introduction

Results of data analyses presented in this chapter. The respondents' profiles according to their demographics are presented in the first section of chapter. Outcomes of the multiple regressions, consistency tests, correlation tests, and descriptive analyses are then emphasised. Version 23 of the Statistical Package for the Social Sciences (SPSS) used to evaluate all data's.

4.1 Respondent's Profile

The demographics variables were subjected to a descriptive analysis (see Appendix B). Out of 317 responses, 47% of respondents revealed themselves as male, whereas 53% as female, according to analysis. The majority responders (78.5%) were under 25 years old. On the other hand, others ranged between 26 and 35 years old (21.1%), and 36 to 45 years old (0.3%). For the courses, which were Bachelor of Business Administration (Logistics and Transportation) are 34.4%, 31.9% were taking Bachelor of Operations Management, while 33.8% fell in Bachelor of Technology Management as this study focused on the student population in STML.

In addition, for the semester section which totalled up to 1 to 9 and above semesters, semester 1 (23.3%), semester 2 (3.8%), semester 3 (25.6%), semester 4 (2.8%), semester 5 (22.4%), semester 6 (2.5%), semester 7 (18.9%) and 0.6% in semester 8. Moreover, types of public transport used, most of respondents chose one mode to travel which was bus 43.8%, bus and flights (3.5%), bus, flights, Light Rail

Transit (LRT)/Mass Rapid Transit (MRT)/Monorail (0.3%), Bus and LRT/MRT/Monorail (1.3%), Bus, train/Electric Train Service (ETS)/ Keretapi Tanah Melayu (KTM) (35.3%), Bus, Train/ETS/KTM and flights (5.4%), Bus, train/ETS/KTM, flights and LRT/MRT/Monorail (1.3%), Bus, train/ETS/KTM, LRT/MRT/Monorail and flights (1.6%), Flights (3.2%), LRT/MRT/Monorail (0.6%), Train/ETS/KTM (2.5%), Train/ETS/KTM, flights and LRT/MRT/Monorail (0.6%) while other 0.6% fell into the category train/ETS/KTM and LRT/MRT/Monorail out of 317 respondents.

Furthermore, in the section purchasing ticket for, most of the half respondents bought their own tickets which are 83.9%, own and family (12.9%), own, family and friends (1.3%), own and friends (0.6%), friends (0.9%) and 0.3% only bought towards family. Lastly, hometown was the last demographic variables which the students travelled back and forth to UUM whereas Kelantan (6.0%), Terengganu (6.3%), Pahang (7.6%), Johor (10.1%), Melaka (4.1%), Negeri Sembilan (5.7%), Selangor (12.6%), Wilayah Persekutuan (3.5%), Perak (11.0%), Pulau Pinang (10.4%), Kedah (11.4%), Perlis (8.2%), Sabah (1.3%) and Sarawak (1.9%). All of the study participants' demographic profiles were condensed in Table 4.1.

Table 4.1
Respondents Demographic Profile

Demographic Variables		Frequency	Percentages (%)
Age	Below 25	249	78.5
	26 – 35	67	21.1
	36 – 45	1	0.3
	46 – 55	-	-
	Above 56	-	-
Gender	Male	149	47.0
	Female	168	53.0
Courses	Bachelor of Business Administration (Logistic Transportation)	109	34.4
		101	31.9

		Bachelor of Operations Management	107	33.8
		Bachelor of Technology Management		
Semester		1	74	23.3
		2	12	3.8
		3	81	25.6
		4	9	2.8
		5	71	22.4
		6	8	2.5
		7	60	18.9
		8	2	0.6
		Above 9	-	-
Types of Public Transport		Bus	139	43.8
		Bus, Flights	11	3.5
		Bus, Flights, LRT/MRT/Monorail	1	0.3
		Bus, LRT/MRT/Monorail	4	1.3
		Bus, Train/ETS/KTM	112	35.3
		Bus, Train/ETS/KTM, Flights	17	5.4
		Bus, Train/ETS/KTM, Flights,	4	1.3
		LRT/MRT/Monorail	5	1.6
		Bus, Train/ETS/KTM/,	10	3.2
		LRT/MRT/Monorail,	2	0.6
		Flights	8	2.5
		LRT/MRT/Monorail		
		Train/ETS/KTM	2	0.6
		Train/ETS/KTM, Flights,		
		LRT/MRT/Monorail	2	0.6
		Train/ETS/KTM,		
		LRT/MRT/Monorail		
Purchasing Ticket For		Own	266	83.9
		Own, Family	41	12.9
		Own, Family, Friends	4	1.3
		Own, Friends	2	0.6
		Friends	3	0.9
		Family	1	0.3
Hometown		Kelantan	19	6.0
		Terengganu	20	6.3
		Pahang	24	7.6
		Johor	32	10.1
		Melaka	13	4.1
		Negeri Sembilan	18	5.7
		Selangor	40	12.6
		Wilayah Persekutuan	11	3.5
		Perak	35	11.0
		Pulau Pinang	33	10.4

Kedah	36	11.4
Perlis	26	8.2
Sabah	4	1.3
Sarawak	6	1.9
Others	-	-

4.2 Descriptive Statistic of the Behavioral Intention (BI)

Four elements were engaged in the behavioral intention (BI): passion, and privacy concern (PC), perceived usefulness (PU) and perceived ease of use (PEU). Appendix C, comprehensive SPSS result provided.

4.2.1 Behavioral Intention (BI)

Three elements were measured towards intention of consumers' behavioral intention. Based Table 4.2, standard deviation score varies from 0.46 to 0.54, while the mean score spans from 4.59 to 4.75. "In the future, I will say positive things about e-ticket apps to others" received a score of more than 4.50 from the respondents (M=4.59, SD=0.54). On the other hand, respondents gave a score of greater than 4.70 for the items "In the future, I will encourage others to try using e-tickets apps" (M=4.74, SD=0.46) and "In the future, I will recommend using e-ticket apps to others" (M=4.75, SD=0.46).

Table 4.2

Descriptive Statistics of Behavioral Intentions (BI)

Behavioral Intentions (BI) (N=317)	Mean (M)	Standard Deviation (SD)
1. In future, I will say positive things about e-ticket apps to others.	4.59	0.54
2. In future, I will recommend using e-ticket apps to others.	4.75	0.46
3. In future, I will encourage others to try using e-tickets apps.	4.74	0.46

4.2.2 Perceived Usefulness (PU)

Four questions were used to assess perceived usefulness. Based Table 4.3, standard deviation varies from 0.32 to 0.41, while the mean score spans 4.05 to 4.86. The construct's first item, "I find e-ticket apps useful in my life," had highest mean score (M=4.86, SD=0.41). "Using e-ticket applications speeds up my task completion" (M=4.13, SD=0.36), "Using e-ticket apps increases my productivity" (M=4.05, SD=0.32), and "Using e-ticket apps helps me to perform many things more conveniently" (M=4.11, SD=0.34) received scores greater than 4.0 from the respondents for the remaining items.

Table 4.3

Descriptive Statistics of Perceived Usefulness (PU)

Perceived Usefulness (PU) (N=317)	Mean (M)	Standard Deviation (SD)
1. I find e-ticket apps useful in my life.	4.86	0.41
2. Using e-ticket applications speeds up my task completion.	4.13	0.36
3. Using e-ticket apps increases my productivity	4.05	0.32
4. Using e-ticket apps helps me to perform many things more conveniently.	4.11	0.36

4.2.3 Perceived Ease of Use (PEU)

Four questions evaluated on perceived ease of use. Based on Table 4.4, The standard deviation score spans from 0.30 to 0.47, while the mean score falls between 4.05 and 4.25. The construct's item number two, "My interaction with e-ticket apps does not require mental efforts," has lowest mean score (M=4.05, SD=0.30), while item number three, "E-ticket apps are simple to use and accomplish my desired goals," has a mean score that is slightly higher (M=4.08, SD=0.30), by 0.2 points. The

respondents scored more than 4.1 on all other items in the construct, with highest mean score going to "I find it is easy to perform the steps required in e-tickets apps" (M=4.25, SD=0.47) and "My interaction with e-ticket apps is clear and understandable" (M=4.18, SD=0.42). The respondents' responses were more slanted towards agreeing and strongly agreeing with the propositions when the mean scores for variable perceived ease of uses were more than value of 4.0.

Table 4.4

Descriptive Statistics of Perceived Ease of Use (PEU)

Perceived Ease of Use (PEU) (N=317)	Mean (M)	Standard Deviation (SD)
1. My interaction with e-tickets apps is clear and understandable.	4.18	0.42
2. My interaction with e-ticket apps does not require mental efforts.	4.05	0.30
3. E-ticket apps are simple to use and accomplish my desired goals.	4.08	0.30
4. I find it is easy to perform the steps required in e-tickets apps.	4.25	0.47

4.2.4 Privacy Concern (PC)

Four items were used to measure privacy concern. Based on Table 4.5, The standard deviation score varies from 0.38 to 0.79, while the mean value spans from 3.47 to 3.96. The two and third privacy-related items with the highest mean scores were "Personal information could be inappropriately used by the manufacturers of this e-ticket apps" (M=3.96, SD=0.40) and "There would be a high potential for privacy loss associated with giving personal information to e-ticket apps" (M=3.96, SD=0.38). The remaining items have means scores greater than 3.0 for the following statements: "In general, it would be risky to give my personal information to e-ticket apps" (M=3.47, SD=0.79) and "Providing my personal information to e-ticket apps would

involve unexpected problems" ($M=3.51$, $SD=0.71$). The respondents' responses lean more towards strongly agreeing with the statements than disagreeing with them.

Table 4.5

Descriptive Statistics of Privacy Concerns (PC)

Privacy Concerns (PC) (N=317)	Mean (M)	Standard Deviation (SD)
1. In general, it would be risky to give my personal information to e-ticket apps.	3.47	0.79
2. There would be a high potential for privacy loss associated with giving personal information to e-tickets apps.	3.96	0.40
3. Personal information could be inappropriately used by the manufacturers of this e-tickets apps.	3.96	0.38
4. Providing my personal information to e-ticket apps would involve unexpected problems.	3.51	0.71

4.2.5 Passion

There were four items used to gauge passion. Based on Table 4.6, the standard deviation score spans from 0.34 to 0.50, while the mean score falls between 3.85 and 3.97. The items "My relationship with e-ticket apps is important to me" ($M=3.97$, $SD=0.36$) and "I am passionate about e-ticket apps" ($M=3.97$, $SD=0.34$) had the highest mean scores, both of which closed at 4.0. "I adore e-ticket apps" ($M=3.95$, $SD=0.34$) and "I cannot imagine another e-ticket apps making me as happy as this one" ($M=3.85$, $SD=0.50$) were the remaining items.

Table 4.6
Descriptive Statistics of Passion

Passion (N=317)	Mean (M)	Standard Deviation (SD)
1. I cannot imagine another e-ticket apps making me as happy as this one.	4.18	0.42
2. My relationship with e-ticket apps is important to me.	4.05	0.30
3. E-ticket apps are simple to use and accomplish my desired goals.	4.08	0.30
4. I find it is easy to perform the steps required in e-tickets apps.	4.25	0.47

4.2.6 Summary of Descriptive Statistics of the Variables

Table 4.7 laid out recap statistic on study's variables. The study variables had means of 4.69 (related to behavioral intention), 4.29 (perceived usefulness), 4.14 (perceived ease of use), 3.73 (privacy concern), and 3.94 (passion).

Table 4.7
Summary of Descriptive Statistics of the Variables

Variables (N=317)	Mean (M)	Standard Deviation (SD)
Behavioral Intentions (BI)	4.69	0.43
Perceived Usefulness (PU)	4.29	0.23
Perceived Ease of Use (PEU)	4.14	0.29
Privacy Concerns (PC)	3.73	0.43
Passion	3.94	0.32

4.3 Reliability of Data

After that, a reliability test was performed on all the data to make sure that every measurement was accurate and yielded a consistent result. The reliability test result was evaluated using the Cronbach's Alpha indicator. Readings above 0.50, indicates the test has verified the stability and consistency in every instrument used.

Results of Cronbach's Alpha analysis shown behavioral intentions were 0.864, perceived usefulness was 0.708, perceived ease of use was 0.748, privacy concern was 0.687, and passion was 0.835. Appendix D contained the SPSS output, and Table 4.8 tabulated the reliability result.

Table 4.8
Results of Reliability Test

Variables	No. of items	Cronbach's Alpha
Behavioral Intention (BI)	3	0.864
Perceived Usefulness (PU)	4	0.708
Perceived Ease of Use (PEU)	4	0.748
Privacy Concern (PC)	4	0.687
Passion	4	0.835

4.4 Correlation Analysis

Every one of the five study variables was subjected to a Pearson correlation analysis. Appendix E displays correlation analysis for the three variables that remain substantial ($p < 0.05$), while the exclusion of single variable that was found not to be statistically significant.

4.4.1 Relationship between Passion and Perceived Ease of Use (PEU)

Table 4.9 demonstrated the results correlation study between perceived ease of use and passion. The findings appeared to have low correlation; however, it showed a significantly positive relationship between perceived ease of use and passion ($r = 0.232$). The first hypothesis (H1), according to which passion would affect how easy something was perceived to use, was well supported.

Table 4.9

Correlation Analysis Between Passion and Perceived Ease of Use (PEU)

Correlations		Passion	Perceived Ease of Use
Passion	Pearson Correlation	1	.232**
	Sig. (2-tailed)		.000
	N	317	317
Perceived Ease of Use	Pearson Correlation	.232**	1
	Sig. (2-tailed)	.000	
	N	317	317

**. Correlation is significant at the 0.01 level (2-tailed)

4.4.2 Relationship Between Passion and Perceived Usefulness (PU)

Referring Table 4.10, the investigation towards the relationship between perceived utility and passion was presented. The findings indicated a low correlation; however, it showed a substantial positive association between perceived usefulness and passion ($r=0.213$). According to the findings, strong senses of perceived usefulness were also present in those with strong passions. With regards to the second hypothesis (H2) which predicted that passion would influence perceived usefulness, the hypothesis was supported.

Table 4.10

Correlation Analysis Between Passion and Perceived Usefulness (PU)

Correlations		Passion	Perceived Usefulness
Passion	Pearson Correlation	1	.213**
	Sig. (2-tailed)		.000
	N	317	317
Perceived Usefulness	Pearson Correlation	.213**	1
	Sig. (2-tailed)	.000	
	N	317	317

**. Correlation is significant at the 0.01 level (2-tailed)

4.4.3 Relationship Between Privacy Concerns (PC) and Perceived Ease of Use (PEU)

The results correlation analysis between privacy concerns and perceived ease of use showed a significant positive relationship ($r=0.180$), however had a very low correlation among the two. This suggested that respondents were highly concerned about privacy with usability of e-ticket apps. The third hypothesis (H3), which asserted that privacy concerns would affect how easy something was seen to be to use, was supported. The analysis's outcome showed in Table 4.11 underneath.

Table 4.11

Correlation Analysis Between Privacy Concerns (PC) and Perceived Ease of Use (PEU)

		Correlations	
		Privacy Concerns	Perceived Ease of Use
Privacy Concerns	Pearson	1	.180**
	Correlation		.000
	Sig. (2-tailed)	317	317
	N		
Perceived Ease of Use	Pearson	.180**	1
	Correlation	.001	
	Sig. (2-tailed)	317	317
	N		

**. Correlation is significant at the 0.01 level (2-tailed)

4.4.4 Relationship Between Perceived Usefulness (PU) and Perceived Ease of Use (PEU)

Perceived usefulness and perceived ease of use showed a significant positive relationship ($r=0.506$) with moderate correlation, as predicted, among the two variables. This indicated that respondents believed utilizing e-ticket apps would continue to improve perceived ease of use over time. The result was reliable with hypothesis H4, which stated perceived usefulness would affect perceived ease of use; so, hypothesis was completely accepted. The analysis's conclusion showed in Table 4.12 underneath.

Table 4.12

Correlation Analysis Between Perceived Usefulness (PU) and Perceived Ease of Use (PEU)

		Correlations	
		Perceived Usefulness	Perceived Ease of Use
Perceived Usefulness	Pearson	1	.506**
	Correlation		.000
	Sig. (2-tailed)	317	317
	N		
Perceived Ease of Use	Pearson	.506**	1
	Correlation	.001	
	Sig. (2-tailed)	317	317
	N		

** . Correlation is significant at the 0.01 level (2-tailed)

4.4.5 Relationship Between Perceived Usefulness and Behavioral Intention (BI)

Referring to Table 4.13, it showed findings of a correlation study between the behavioral intention and perceived usefulness. The findings showed the two variables had a very low correlation, however indicated a significantly positive relationship between behavioral intention and perceived usefulness ($r=0.132$). The outcome implied that consumers' inclinations to use e-ticketing apps were influenced by respondents who highly assessed their usefulness. With regards to the fifth hypothesis (H5) which predicted that perceived usefulness influenced behavioral intention, the hypothesis was supported.

Table 4.13

Correlation Analysis Between Perceived Usefulness (PU) and Behavioral Intention (BI)

		Correlations	
		Perceived Usefulness	Consumer Behavioral Intention
Perceived Usefulness	Pearson	1	.132*
	Correlation		.019
	Sig. (2-tailed)	317	317
	N		
Consumer Behavioral Intentions	Pearson	.132*	1
	Correlation	.019	
	Sig. (2-tailed)	317	317
	N		

** . Correlation is significant at the 0.01 level (2-tailed)

4.4.6 Relationship Between Perceived Ease of Use (PEU) and Behavioral Intention (BI)

Perceived ease of use ($r=0.083$) had no significant relationship with behavioral intention and had a very low correlation, according the results of correlation analysis among the two variables. This finding could be explained by the limited correlation found between behavioral intention and perceived ease of use, suggested that consumer intent to utilise certain technology or product may not have been significantly influenced by ease of use. This finding inherently refuted hypothesis H6, which stated that behavioral intention influenced perceived ease of use. The correlation analysis's outcome shown in Table 4.14 underneath.

Table 4.14

Correlations Analysis Between Perceived Ease of Use (PEOU) and Behavioral Intention (BI)

		Correlations	
		Perceived Ease of Use	Behavioral Intention
Perceived Ease of Use	Pearson	1	.083
	Correlation		.142
	Sig. (2-tailed)	317	317
	N		
Behavioral Intentions	Pearson	.083	1
	Correlation	.142	
	Sig. (2-tailed)	317	317
	N		

**. Correlation is significant at the 0.01 level (2-tailed)

Four of the study's projected hypotheses were confirmed based on the previously mentioned correlation analyses, whereas one hypothesis was unsupported. The summary of testing for hypotheses was reported in Table 4.15 underneath.

Table 4.15
Summary of Hypothesis Testing

Hypothesis		Result
H₁	Passion positively influenced perceived ease of use	Supported
H₂	Passion positively influenced perceived usefulness	Supported
H₃	Privacy concerns positively influenced perceived ease of use	Supported
H₄	Perceived usefulness positively influenced perceived ease of use	Supported
H₅	Perceived usefulness positively influenced behavioral intention	Supported
H₆	Perceived ease of use positively influenced behavioral intention	Not Supported

4.5 Multiple Regression Analysis

Regression analysis was performed between four independent factors and the dependent variable, perceived ease of use, perceived usefulness, privacy concerns and passion towards behavioral intention. Furthermore, collinearity diagnostics were examined to ensure the variables did not exhibit multicollinearity. With reference to Table 4.16 below, R² had a value of 0.107. The number showed that independent variables accounted for 10.7% of the variation in the intents of behavioral intention. Other variables not included in the study may have accounted for an additional 89.3% variance in the intention of consumers' behavioral conduct. Appendix F contained the SPSS results for the detailed multiple linear regression analysis.

Derived from the collinearity data outcomes in Table 4.17, the tolerance value range was 0.708 to 0.964 and the variation inflation factor (VIF) varies from 1.037 to 1.412. There was no indication of multicollinearity among the variables, as indicated by the tolerance value range of greater than 0.1 and the VIF range of less than 10. A

higher absolute value of Standard Coefficient Beta (β) indicated a stronger influence on the dependent variable, t-value indicated the significance of each predictor variable's contribution to the model. Larger t-values indicated a greater significance of the predictor variable while p-value ($p < 0.05$) indicated that the predictor variable was statistically significant and had a meaningful effect on the dependent variable.

Table 4.17 indicated that passion appeared to have the highest Standard Coefficient Beta value ($\beta = 0.306$, $t = 5.524$, $p < 0.000$), indicating stronger influenced with greater significance and p-value statistically significance on behavioral intentions. In addition, perceived usefulness ($\beta = 0.082$, $t = 1.311$, $p > 0.191$), indicated there was a positive relationship between perceived usefulness and behavioral intention, however it was weak and not statistically significant. Moreover, privacy concerns ($\beta = 0.068$, $t = 1.243$, $p > 0.215$) indicated there was a weak and statistically insignificant positive relationship between privacy concerns and the behavioral intention while perceived ease of use ($\beta = -0.042$, $t = -0.659$, $p > 0.511$) also indicated that there was a weak and statistically insignificant negative relationship between perceived ease of use and the dependent variable based on the results.

In summary, passion appears to be the most influential factor in predicting behavioral intention, showing a strong and statistically significant positive relationship. However, perceived usefulness, privacy concerns, and perceived ease of use show weak relationships with behavioral intention and were not statistically significant.

Table 4.16
Model Summary of Multiple Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.328 ^a	.107	.096	.410

Table 4.17

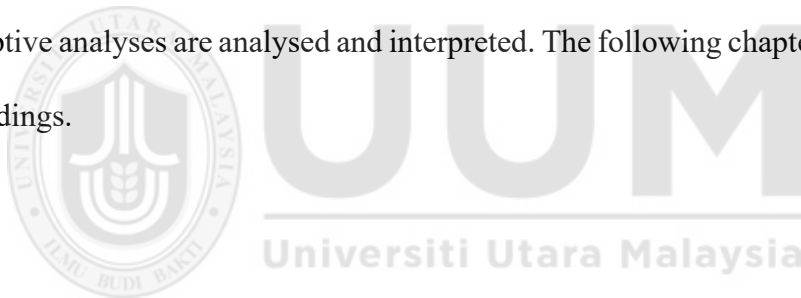
Coefficients of Multiple Regression Analysis

Model	Coefficients ^a			Collinearity Statistics	
	Standard		Sig	Tolerance	VIF
	Beta	t			
1 (Constants)		4.805	.000		
Perceived Usefulness	.082	1.311	.191	.734	1.362
Perceived Ease of Use	-.042	-.659	.511	.708	1.412
Privacy Concerns	.068	1.243	.215	.964	1.037
Passion	.306	5.524	.000	.931	1.074

a. Dependent Variable: Behavioral Intention

4.6 Summary

The demographic features of the respondents were emphasised in this chapter. The outcomes from multiple regressions, reliability tests, correlation tests, and descriptive analyses are analysed and interpreted. The following chapter then discusses the findings.



CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.0 Introduction

Below chapter stated an explanation of research's findings and conclusions that followed. There are seven main sections to it. The study will be summarised in the first section. The results of the study are discussed in the following section. Research flaws and ramifications are then discussed in detail. The study's recommendation and conclusion are finally highlighted.

5.1 Recapitulation of the Study Findings

The purposes of this paper were set out to find out how ridership of public transportation in Malaysia perceive and their current behavioral intention towards the e-ticketing system through undergraduate students in the School of Technology Management and Logistics (STML) of Universiti Utara Malaysia (UUM) as respondents to test the model related to e-ticketing technology on perceived usefulness, perceived ease of use, passion, privacy concerns on Behavioral Intention (BI). The TAM framework served as the foundation for this investigation. The study's six main objectives were:

1. To investigate the impact of passion on Perceived Ease of Use (PEU).
2. To investigate the impact of passion on Perceived Usefulness (PU)
3. To investigate the impact of privacy concerns on Perceived Ease of Use (PEU).
4. To investigate the impact of perceived usefulness on Perceived Ease of Use (PEU).

5. To investigate the impact of perceived usefulness on Behavioral Intention (BI).
6. To investigate the impact of perceived ease of use on Behavioral Intention (BI).

Four independent variables laid out and combined into model of this study, representing TAM model factors (perceived usefulness and perceived ease of use) and external variable added to act as external factors influencing TAM model (privacy concerns and passion). The sampling frame for this study was the UUM undergraduates' students from STML populations estimated around 1,838 thousand students with a sample size of 317 respondents.

With reference to Chapter One, research questions were detailed as follows:

1. Does passion has impact on Perceived Ease of Use (PEU)?
2. Does passion has impact on Perceived Usefulness (PU)?
3. Does privacy concerns has impact on Perceived Ease of Use (PEU)?
4. Does perceived usefulness has impact on Perceived Ease of Use (PEU)?
5. Does perceived usefulness has impact on Behavioral Intention (BI)?
6. Does perceived ease of use has impact on Behavioral Intention (BI)?

Six hypotheses were presented to address these questions. Five of the hypothesised theories were supported by the correlation analysis results shown in the previous section, with one remaining unproven. Perceived usefulness, passion, and privacy concerns were three independent variables that had a substantial association with the intention of consumer activity while perceived ease of use was the only feature stuck out. Subsequently, to examine the strongest factor that influenced behavioral

intention, a multiple regression analysis was run. Result revealed passion was strongest factor influencing behavioral intention.

5.2 Discussions of the Findings

The elements influencing behavioral intention are examined through the presentation of six research questions. This section is devoted to looking at the research questions. The preceding section presented empirical research that demonstrated the relationship between the objectives of behavioral intention and four major independent factors: passion, perceived ease of use, perceived usefulness, and privacy concerns. Six hypotheses have been proposed to address the research issues. Thorough analysis and careful assessment of the results further elaborated upon in the subsequent sections.

5.2.1 The Relationship Between TAM External Variable on Behavioral Intention (BI)

From the TAM framework, passion and privacy concerns as external variables that influenced consumer perception on usefulness and usability which in turn affect their behavioral intention. Both of these independent variables were employed to examine how these character and attitudes of the respondents influenced their behavioral intentions in using e-ticket apps.

5.2.1.1 The Relationship Between Passion and Perceived Ease of Use (PEU)

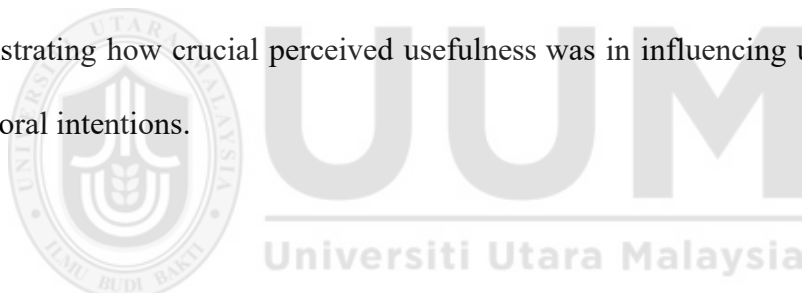
Individuals who harbour greater enthusiasm for a particular technology may have also perceived it as more user-friendly, according to the positive link with a low

correlation was found between passion and perceived ease of use in the correlation analysis. This information illustrated that passion affected perceived ease of use, concluded this validation process, the study's initial hypothesis (H1) was confirmed. Thus, the finding was in line with earlier studies on digital assistants (DAs) that were carried out by Pitardi and Marriot (2021), Fernandes and Oliveira (2021), and Balakrishnan and Dwivedi (2021). All of these studies emphasized how crucial usability was in predicting the uptake of AI technologies, especially personal digital assistants. They implied that people were more likely to employ personal digital assistants (DAs) if they believed them to be clear-cut and easy to use. People's passion demonstrated their desire to employ personal digital assistants. Consumers were therefore more inclined to wish to employ personal digital assistants (DAs) if they thought they were easy to use and run. Furthermore, the claim made by Lemay et al. (2017) supported the relationship between consumers' enthusiasm and their desire to utilize the technology, promoted due to its perceived simplicity in operation. According to their study, on the effect of privacy concerns towards Snapchat users in North America, passion and usability went hand in hand. From this, individuals who exhibited keen interest in technology were predisposed to intend its usage when they perceived it as user-friendly. This highlighted significance of passion influenced perceived ease of use in shaping behavioral intention.

5.2.1.2 Relationship Between Passion and Perceived Usefulness (PU)

Perceived usefulness and passion were significantly positive but with a low correlation among the two variables, according to a correlation analysis. The result was in line with H2, which claimed that passion would affect how valuable something was regarded to be. Consequently, H2 received complete support. This finding aligned

with Gaohui et al., (2017), who found perceived usefulness influenced customers' enthusiasm for online evaluations in their study on Chinese consumers appreciation towards the assessments. In addition, through the use of social media sites, students could engage with others who share their passion for activism or their desire to inspire change using technology, for instance politicians using social media to speak directly to their constituents and voters, creating a climate of truth seeking, exposure, and relatability (Statti & Torres, 2020). Likewise, Mylonopoulos and Theoharakis (2020) looked into what aspects affected users' use of m-Facebook and found that users' passion was greatly influenced by utility. Therefore, the correlation between passion and perceived usefulness reinforces the idea that passion towards a technology or product was bolstered by the perception of its practical benefits and utility, demonstrating how crucial perceived usefulness was in influencing users' views and behavioral intentions.



5.2.1.3 Relationship Between Privacy Concerns (PC) and Perceived Ease of Use (PEU)

Results showed that perceived ease of use and privacy concerns were significantly positive, however had very low correlation between both of the variables. This finding indicated that there was positive support for the third hypothesis (H3), which suggests that perceived simplicity was impacted by privacy concerns. It remained in line with Dhagarra, Goswami, and Kumar's earlier research (2020), which found that although privacy concerns were garnering more attention from researchers, there was a dearth of empirical data regarding how privacy concerns impacted healthcare providers' adoption of technology. The material that was currently available, however, indicated that consumers were cautious while utilizing technology and

disclosing personal information due to privacy concerns. Worries regarding health information privacy in sensitive regions may even led people to forego receiving certain medical services.

In addition, Chen, Wang, and Zhang (2023) reported that their research demonstrated how people's attitudes, subjective norms, and opinions about the practicality and use of privacy all positively impacted people's intentions to protect their private. Together, findings highlighted the crucial role where privacy concerns played in influencing consumers' behaviors and views toward technology adoption and offered a thorough grasp of the complex link between privacy concerns and technology acceptance.

5.2.2 The Relationship Between TAM Model Factors on Behavioral Intention (BI)

Perceived usefulness and perceived ease of use were TAM model factors reflecting consumers' perceptions towards technology's utility and usability in influencing behavioral intentions on e-ticket technology.

5.2.2.1 Relationship Between Perceived Usefulness (PU) and Perceived Ease of Use (PEU)

Correlation analysis outcomes validated the expected significant connection among perceived usefulness and perceived ease of use with moderate correlation, supporting H4 hypothesis, which stated that perceived usefulness influences perceived ease of use. The outcome supported the theory put forth by Dhagarra, Goswami, and Kumar (2020), according to which customers including patients receiving healthcare

services prioritize offerings that provided noticeable advantages above associated expenses. Within healthcare, patients sought efficient and effective treatment options that alleviated burdens on their resources. Hence, if patients perceived that technology could enhance treatment efficacy and accessibility, adopting solutions that leveraged technology was more likely for them. Moreover, the importance of ease of use could not be overstated, particularly in accommodating varying levels of technological familiarity and skills within diverse populations. Literature already in existence that supported this hypothesis, such as works by Davis (1989); Szajna (1996); Dabholkar (1996); Dabholkar and Bagozzi (2002); Dhagarra, Goswami, and Kumar (2020) had shown time and time again how behavioral intention utilize technology directly and favourably by perceived usefulness and ease of use. Significantly, because of perceived utility, perceived ease of use had an indirect impact. Therefore, the conclusion drawn from these insights strongly supports the adoption and utilization of e-ticketing applications, as they offered users convenience, accessibility, and perceived usefulness, aligning with the preferences and expectations of modern consumers.

5.2.2.2 Relationship Between Perceived Usefulness (PU) and Behavioral Intention (BI)

The outcomes showed that behavioral intention and perceived usefulness participated a positive association but had a very low correlation, thereby supporting H5 and affirming that perceived usefulness indeed influenced behavioral intention but just in small changes. This finding resonated with existing research, such as conducted by Oyman, Bal, and Ozer (2022), which emphasized the beneficial impact of perceived usefulness on consumers propensity to continue using technology-based platforms. Similarly, Sinha and Bag's (2023) study underscored a positive correlation between

behavioral intention and perceived usefulness, particularly evident in students' intention to use online platforms. Moreover, Delafrooz et al. (2011) stressed the importance of online traders emphasizing the perceived usefulness to enhance consumers' online shopping behavioral. Perceived usefulness emerged as a commonly utilized independent variable in the TAM model, consistently demonstrating a significant impact on shoppers' behavioral intentions across various studies. Thus, these findings provide compelling evidence supporting the adoption and utilization of e-ticket apps, as they offered perceived usefulness to users by providing convenient and efficient ticketing solutions, ultimately driving positive consumer behavioral intentions towards their usage.

5.2.2.3 Relationship Between Perceived Ease of Use (PEU) and Behavioral Intention (BI)

A small and inverse relationship between perceived ease of use towards customer behavioral intention supported examination's denial H6 and showed perceived ease of use had little to no effect towards behavioral intention. To justify this finding, perceived of simplicity was commonly considered a vital component in technology acceptance models like TAM by Davis (1989), and the absence of meaningfulness in forecasting behavioral intention via e-ticket applications may have been ascribed to various factors. Firstly, e-ticket apps with the current state of technological advancement, consumers may have found that usability concerns were no longer as important. Users may have grown acclimated to the interface and features of these apps as they become more commonplace and user-friendly over time, which lessened how important perceived ease of use was in affecting their behavioral intentions. Additionally, users' primary focus when using e-ticket apps may have been

on the efficiency and convenience of ticket booking rather than the ease of navigating the app interface. Hence, early adoption phases maintained a strong regard for perceived ease of use, but as consumers gained more tech expertise, its impact may have decreased.

Furthermore, in the context of e-ticket apps, other considerations including perceived usefulness, privacy concerns, and passion may override how behavioral intention affecting perceived ease of use. Users were likely prioritizing the benefits and practicality offered by e-ticket apps, such as time-saving features, ticket availability, and cost-effectiveness, over the ease of navigating the app interface. Thus, even if users perceived the app to be slightly more difficult to use, users may have still exhibited strong behavioral intentions towards its usage due to the perceived benefits it provided. Moreover, perceived ease of use might not have satisfied as much of impact on consumer behavioral intentions towards e-ticket apps as social circle influence, perceived risk, and confidence in the service provider. Overall, in the e-ticketing sector, perceived ease of use remained an important component in acknowledging technology, although its significance varied depending on the specific context and user preferences.

The conclusion of the previously described talks implied that although this study looked at four independent variables as significant influencing behavioral intentions to utilise e-ticket apps, and the outcomes shows only three of these variables have a noticeable impact. Consequently, this outcome effectively addressed all research questions and satisfactorily achieved the research objectives.

5.3 The Strongest Factor Influencing Behavioral Intention (BI)

The multiple regression analysis's findings indicated that the strongest component influencing behavioral intention was passion. The multiple regression analysis outcomes underscored the paramount importance towards of passion in driving consumer behavioral intention towards e-ticket apps. Passion, as a psychological construct, encompassed individuals' strong emotional attachment and enthusiasm towards a particular activity or object, in this case, the utilization of e-ticketing services. E-ticket apps, being a pivotal component of modern ticketing systems, often served as gateways to accessing various events and services. Therefore, individuals who exhibited a high level of passion towards attending events, whether for leisure or professional purposes, were inherently more inclined to utilize e-ticket apps as a means to fulfil their desires and interests. This strong emotional connection propelled them to actively seek out and engage with e-ticketing platforms, leading to a heightened intention to use these apps for ticket bookings.

Furthermore, passion e-ticket apps played a crucial part in influencing people's attitudes and perceptions. Consumers who harboured a deep passion for attending events were likely to view e-ticket apps as indispensable tools that facilitated their access to desired experiences. This positive attitude towards e-ticketing platforms stemmed from their intrinsic motivation to participate in events and their recognition of e-ticket apps as convenient and efficient solutions for securing tickets. As a result, individuals with a strong passion for events were more inclined to develop favourable behavioral intentions towards e-ticket apps, driven by their enthusiasm for attending events and their positive perceptions of the app's utility in fulfilling their desires.

Moreover, passion acts as a powerful motivator that drove individuals to overcome obstacles and barriers associated with e-ticket app usage. Despite potential

challenges such as learning curves or technical difficulties, passionate consumers exhibited a heightened determination and willingness to navigate through these obstacles in pursuit of their desired experiences. Their fervent commitment to attending events fuelled their persistence in using e-ticket apps, regardless of any initial inconveniences encountered. Thus, passion served as a driving force that propelled individuals towards adopting and utilizing e-ticket apps, ultimately influencing their behavioral intentions to use these platforms for ticket bookings.

5.4 Contributions of the Study

The research was executed in order to investigate how ridership of public transportation in Malaysia perceive and their current behavioral intention towards the e-ticketing system through undergraduate students in the School of Technology Management and Logistics (STML) of Universiti Utara Malaysia (UUM) as respondents to test the model related to e-ticketing technology. The study examined the connection among perceived usefulness, perceived ease of use, privacy concerns and passion on behavioral intention towards e-ticketing technology. This was a unique feature of the research. By conducting this study within the e-ticketing domain, the research endeavoured to provide actionable, industry-specific insights that informed strategies, innovations, and optimizations tailored to the unique demands of digital ticketing platforms in Malaysia. The following subsections address the study's contribution.

5.4.1 Theoretical Contributions

The research delved into a significant gap in understanding how ridership of public transportation in Malaysia perceive and their current behavioral intention towards e-ticketing systems, particularly through the lens of undergraduate students in

the School of Technology Management and Logistics (STML) at Universiti Utara Malaysia (UUM). This focus on a specific demographic within the broader context of e-ticketing technology provided a unique opportunity to explore the intricacies of consumer behavior in a rapidly evolving digital landscape. In addition, by examining the connection among perceived usefulness, perceived ease of use, privacy concerns, and passion on behavioral intention towards e-ticketing technology, the study addressed a critical gap in the literature regarding the factors influencing consumer adoption and acceptance of digital ticketing platforms. According to Hoo, Waheeda and Reesha (2023), the world become more driven in technology and for e-marketers, it became an exciting prospect due to the increasing growth of the global internet user population. Due to this, e-ticketing garnered substantial attention owing to numerous services and diverse e-ticketing mobile applications facilitated convenient ticket bookings among ridership in Malaysia. Moreover, this research endeavoured contributed valuable insights into the complexities of consumer decision-making processes within the domain of e-ticketing, offered actionable guidance for stakeholders in the public transportation sector seeking to enhance user experiences and drove greater adoption of digital ticketing solutions.

Furthermore, by focusing on the e-ticketing domain specifically within the Malaysian context, the research provided industry-specific insights that were often lacking in broader studies of consumer behavior. Understanding the unique challenges and preferences of Malaysian consumers in relation to e-ticketing technology was crucial for developing targeted strategies, innovations, and optimizations that meet the specific demands of the local market. In this way, the study not only filled a gap in the theoretical understanding of consumer behavior but also offered practical implications for policymakers, transportation providers, and technology developers seeking to

improve the accessibility, efficiency, and effectiveness of public transportation services in Malaysia.

5.4.2 Managerial Implications

The research outcomes underscored the importance of tailored strategies and innovations to meet the evolving needs and preferences of consumers in the e-ticketing domain, particularly within Malaysia's public transportation sector. For individuals, these findings emphasized the significance of user-centric design and seamless user experiences in e-ticketing applications. By prioritizing perceived usefulness, ease of use, and addressing privacy concerns, e-ticketing platforms could enhance user satisfaction and foster greater trust and loyalty among riders. Additionally, promoting the benefits and practicality of e-ticketing technology, while addressing any existing reservations or barriers, could encourage more individuals to embrace digital ticketing solutions, ultimately leading to more convenient and efficient public transportation experiences.

For society, the adoption and acceptance of e-ticketing technology could lead to broader benefits such as reduced traffic congestion, lower carbon emissions, and enhanced mobility for all segments of the population. Marketers and industry players in the transportation sector should leverage the insights provided by the research to tailor their strategies and offerings to meet the specific needs and preferences of Malaysian consumers. This may involve enhancing app features for improved usability, addressing privacy concerns through robust data protection measures, and leveraging passion and perceived usefulness to drive consumer engagement and adoption. Moreover, by investing in the development and optimization of e-ticketing

infrastructure, policymakers and transportation authorities can position Malaysia as a leader in innovative transportation solutions, enhancing the country's competitiveness and attractiveness to residents and visitors alike. Ultimately, by leveraging the insights gleaned from this research, stakeholders could work collaboratively to drive positive societal impacts and pave the way for a more seamless and sustainable transportation future in Malaysia.

5.5 Limitations of the Study

In examining Malaysia's behavioral intention and perception of consumers towards e-ticketing technology among the test respondents, who were undergraduate students at UUM, several limitations warranted consideration. First off, although the study emphasized passion, perceived usefulness, privacy concerns and perceived ease of use as significant considerations, other possible variable that might have impacted the purpose of behavioral intention were left out of the analysis. Furthermore, the time allocated for research may not have been sufficient to thoroughly explore all facets of these variables and their interrelationships. Given the complexity of consumer behavioral intention and the need for comprehensive data collection and analysis, a longer timeframe would have allowed for more in-depth investigation and validation of findings.

Additionally, the study's scope was limited, focusing only on undergraduate students at UUM, and not all Malaysia's ridership, which may have restricted the generalizability of results to other demographic groups or contexts. Moreover, external factors such as changes in technology, market trends, and consumer preferences could potentially have influenced the study's outcomes, highlighting the need for ongoing

research to capture evolving dynamics in the e-ticketing landscape. Therefore, although the study offers insightful information about the variables influencing UUM undergraduate students' behavioral intention to use e-ticket apps, these constraints still underscored the necessity for further investigation into expanding on and improving the findings over a longer and more comprehensive period of time to provide better suggestion towards e-ticketing technology in Malaysia.

5.6 Recommendations for Future Research

For future research, it was recommended to expand the scope beyond undergraduate students in the School of Technology Management and Logistics (STML) at Universiti Utara Malaysia (UUM) to include a broader demographic of public transportation riders in Malaysia. This would have provided a more comprehensive understanding of consumer perceptions and behavioral intentions towards e-ticketing systems across different segments of the population, including working professionals, commuters, and tourists. Additionally, conducting longitudinal studies to track changes in consumer attitudes and behaviors over time would have offered valuable insights into the evolution of e-ticketing adoption and acceptance in Malaysia. Furthermore, exploring the influence of cultural factors and socio-economic status on consumer perceptions and behaviors related to e-ticketing technology could enriched our understanding of the complexities involved in the adoption and utilization of digital ticketing platforms in diverse cultural contexts.

Moreover, future research could have delved deeper into the specific features and functionalities of e-ticketing apps that contribute most significantly to consumer satisfaction and intention to use. This could involve conducting usability testing and user experience evaluations to identify the most preferred and effective design

elements, payment options, and booking processes. Additionally, investigating the impact of promotional strategies, incentives, and loyalty programs on consumer adoption and usage behavior could have provided valuable insights into effective marketing approaches for e-ticketing platforms in Malaysia. Overall, future research endeavours should have aimed to further elucidate the factors driving consumer behavior in the context of e-ticketing technology in Malaysia, ultimately contributing to the development of more user-centric and efficient digital ticketing solutions for public transportation services.

5.7 Conclusion

To conclude, the persistence of this study to examines how ridership of public transportation in Malaysia perceive and their current behavioral intention towards e-ticket technology resulted in the need for evaluation and reassessment for future uses. It identified key factors influencing e-ticketing adoption, highlighting the significance of user-friendly interfaces and addressing privacy concerns to foster trust. The study emphasizes the role of passion in driving adoption decisions, offering actionable insights for stakeholders to enhance user experiences and drive greater adoption. There were six outlined study objectives and six research questions. Only five of the six hypotheses which were perceived utility, passion, and privacy concerns are discovered to be positively significant in affecting consumer behavioral intention while perceived ease of use was not significant.

The biggest impact towards behavioral intention among the four independent variables was the passion for e-ticketing technologies. Marketers in Malaysia would find this study useful as it provides industry-specific insights for creating their

marketing tactics for their e-ticket applications. Moreover, the research contributed towards new existing pool of information by testing how undergraduate students' behavioral intentions in UUM were influenced through perceived usefulness, privacy concerns, perceived ease of use and passion. Continual evaluation and refinement of e-ticketing systems were crucial to meet the evolving needs of Malaysia's ridership and advancing the accessibility and efficiency of public transportation services in the country. Nonetheless, there were few obstacles to be addressed with this study. As a result, suggestions for more research were also marked for future researchers to refer to.



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APPENDICES

Appendix A

Questionnaire



Exploring Technology Acceptance In E-Ticketing Systems: A TAM Perspective

By: Siti Kamilah Binti Osman
Master of Science (Transportation and Logistics Management)
School of Technology Management and Logistic
Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia, Kedah.

Short Google Form Information:

My name is Siti Kamilah Binti Osman, a Master of Science in Transportation and Logistics Management from the School of Technology Management and Logistics, College of Business at Universiti Utara Malaysia (UUM), and currently conducting a survey focusing undergraduate students from School of Technology Management and Logistics (STML) for my master's dissertation on:

“EXPLORING TECHNOLOGY ACCEPTANCE IN E-TICKETING SYSTEMS: A TAM PERSPECTIVE”

This study is a requirement for completing my master's program and I sincerely invite you to take few minutes and participate in this survey by filling in the attached questionnaire. Please read the question carefully before answering and make sure to answer all the questions. This survey will only take around 3 to 5 minutes of your time to fill.

If you have any questions about this study, please do not hesitate to contact us. I also would like to thank you in advance, for your time and response which will contribute a lot towards this study. It is a great assistance to us and highly appreciated. All information provided will be kept strictly **CONFIDENTIAL**.

SECTION A:

1. Age

- ☐ Below 25 ☐ 26 – 35 ☐ 36 – 45
☐ 46 – 55 ☐ Above 56

2. Gender

☐ Male ☐ Female

3. Courses

- ☐ Bachelor of Business Administration (Logistics and Transportation)
☐ Bachelor of Operations Management
☐ Bachelor of Technology Management

4. Year of Study (Semester)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6
☐ 7 ☐ 8 ☐ 9 ☐ Above 9

5. Types of Public Transport Mostly Used

☐ Bus ☐ Train/ETS/KTM ☐ Flights ☐ LRT/MRT/MONORAIL

6. Purchasing Ticket For

☐ Own ☐ Family ☐ Friends

7. Hometown

☐ Kelantan ☐ Terengganu ☐ Pahang ☐ Johor
☐ Melaka ☐ Negeri Sembilan ☐ Selangor ☐ Wilayah Persekutuan
☐ Perak ☐ Pulau Pinang ☐ Kedah ☐ Perlis
☐ Sabah ☐ Sarawak ☐ Others:

Section B:

Please choose to indicate how far you agree or disagree with each statement by using the following scale:

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

i) Perceived Usefulness (PU)

No	Questions	1	2	3	4	5
PU1	I find e-ticket apps useful in my life.					
PU2	Using e-ticket applications speeds up my task completion.					
PU3	Using e-ticket apps increases my productivity.					
PU4	Using e-ticket apps helps me to perform many things more conveniently.					

ii) Perceived Ease of Use (PEU)

No	Questions	1	2	3	4	5
PEU1	My interaction with e-ticket apps is clear and understandable.					
PEU2	My interaction with e-ticket apps does not require mental efforts.					
PEU3	E-ticket apps are simple to use and accomplish my desired goals.					
PEU4	I find it is easy to perform the steps required in e-tickets apps.					

iii) Privacy Concerns (PC)

No	Questions	1	2	3	4	5
PC1	In general, it would be risky to give my personal information to e-ticket apps.					

PC2	There would be a high potential for privacy loss associated with giving personal information to e-ticket apps.					
PC3	Personal information could be inappropriately used by the manufacturers of this e-ticket apps.					
PC4	Providing my personal information to e-ticket apps would involve unexpected problems.					

iv) Passion

No	Questions	1	2	3	4	5
PAS1	I cannot imagine another e-ticket apps making me as happy as this one.					
PAS2	My relationship with e-ticket apps is important to me.					
PAS3	I am passionate about e-ticket apps.					
PAS4	I adore e-ticket apps.					

v) Behavioral Intention (BI)

No	Questions	1	2	3	4	5
BI1	In future, I will say positive things about e-ticket apps to others.					
BI2	In future, I will recommend using e-ticket apps to others.					
BI3	In future, I will encourage others to try using e-ticket apps.					

End of questionnaire. Thank you for your cooperations.

Appendix B

Descriptive Analysis of Respondents' Demographic Profiles

Statistics								
		Age	Gender	Courses	Semester	Types of Public Transport Mostly Used	Purchasing Ticket For	Hometown
N	Valid	317	317	317	317	317	317	317
	Missing	0	0	0	0	0	0	0
Mean		1.22	1.53	1.99	3.84	3.65	1.23	7.22
Std. Deviation		.421	.500	.827	2.151	2.845	.645	3.568
Percentiles	25	1.00	1.00	1.00	2.00	1.00	1.00	4.00
	50	1.00	2.00	2.00	3.00	5.00	1.00	7.00
	75	1.00	2.00	3.00	5.00	5.00	1.00	10.00

1. Age

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below 25	249	78.5	78.5	78.5
26 - 35	67	21.1	21.1	99.7
36 - 45	1	.3	.3	100.0
Total	317	100.0	100.0	

2. Gender

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	149	47.0	47.0	47.0
Female	168	53.0	53.0	100.0
Total	317	100.0	100.0	

3. Courses

Courses				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bachelor of Business Administration (Logistics and Transportation)	109	34.4	34.4	34.4
Bachelor of Operations Management	101	31.9	31.9	66.2
Bachelor of Technology Management	107	33.8	33.8	100.0
Total	317	100.0	100.0	

4. Year of Study (Semester)

Semester				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	74	23.3	23.3	23.3
2	12	3.8	3.8	27.1
3	81	25.6	25.6	52.7
4	9	2.8	2.8	55.5
5	71	22.4	22.4	77.9
6	8	2.5	2.5	80.4
7	60	18.9	18.9	99.4
8	2	.6	.6	100.0
Total	317	100.0	100.0	

5. Types of Public Transport Mostly Used

Types of Public Transport Mostly Used

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bus	139	43.8	43.8	43.8
Bus, Flights	11	3.5	3.5	47.3
Bus, Flights, LRT/MRT/ MONORAIL	1	.3	.3	47.6
Bus, LRT/MRT/ MONORAIL	4	1.3	1.3	48.9
Bus, Train/ ETS/ KTM	112	35.3	35.3	84.2
Bus, Train/ ETS/ KTM, Flights	17	5.4	5.4	89.6
Bus, Train/ ETS/ KTM, Flights, LRT/MRT/ MONORAIL	4	1.3	1.3	90.9
Bus, Train/ ETS/ KTM, LRT/MRT/ MONORAIL	5	1.6	1.6	92.4
Flights	10	3.2	3.2	95.6
LRT/MRT/ MONORAIL	2	.6	.6	96.2
Train/ ETS/ KTM	8	2.5	2.5	98.7
Train/ ETS/ KTM, Flights, LRT/MRT/ MONORAIL	2	.6	.6	99.4
Train/ ETS/ KTM, LRT/MRT/ MONORAIL	2	.6	.6	100.0
Total	317	100.0	100.0	

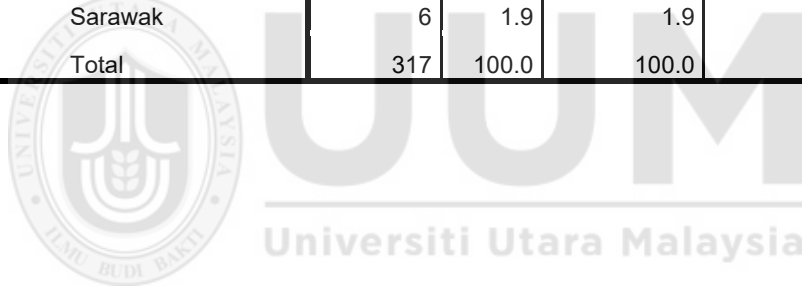
6. Purchasing Ticket For

Purchasing Ticket For

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Own	266	83.9	83.9	83.9
Own, Family	41	12.9	12.9	96.8
Own, Family, Friends	4	1.3	1.3	98.1
Own, Friends	2	.6	.6	98.7
Friends	3	.9	.9	99.7
Family	1	.3	.3	100.0
Total	317	100.0	100.0	

7. Hometown

Hometown				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Kelantan	19	6.0	6.0	6.0
Terengganu	20	6.3	6.3	12.3
Pahang	24	7.6	7.6	19.9
Johor	32	10.1	10.1	30.0
Melaka	13	4.1	4.1	34.1
Negeri Sembilan	18	5.7	5.7	39.7
Selangor	40	12.6	12.6	52.4
Wilayah Persekutuan	11	3.5	3.5	55.8
Perak	35	11.0	11.0	66.9
Pulau Pinang	33	10.4	10.4	77.3
Kedah	36	11.4	11.4	88.6
Perlis	26	8.2	8.2	96.8
Sabah	4	1.3	1.3	98.1
Sarawak	6	1.9	1.9	100.0
Total	317	100.0	100.0	



Appendix C

Descriptive Statistics of E-ticketing Variables

1. Perceived Usefulness (PU)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PU1: I find e-ticket apps useful in my life	317	3	5	4.86	.408
PU2: Using e-ticket applications speeds up my task completion	317	3	5	4.13	.358
PU3: Using e-ticket apps increases my productivity	317	2	5	4.05	.320
PU4: Using e-ticket apps helps me to perform many things more conveniently.	317	3	5	4.11	.337
Valid N (listwise)	317				

2. Perceived Ease of Use (PEU)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PEU1: My interaction with e-ticket apps is clear and understandable	317	3	5	4.18	.416
PEU2: My interaction with e-ticket apps does not require mental efforts	317	3	5	4.05	.298
PEU3: E-ticket apps are simple to use and accomplish my desired goals	317	3	5	4.08	.299
PEU4: I find it is easy to perform the steps required in e-tickets apps	317	3	5	4.25	.473
Valid N (listwise)	317				

3. Privacy Concerns (PC)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PRC1: In general, it would be risky to give my personal information to e-ticket apps	317	2	5	3.47	.789
PRC2: There would be a high potential for privacy loss associated with giving personal information to e-ticket apps	317	1	5	3.96	.400
PRC3: Personal information could be inappropriately used by the manufacturers of this e-ticket apps	317	1	5	3.96	.380
PRC4: Providing my personal information to e-ticket apps would involve unexpected problems	317	2	5	3.51	.710
Valid N (listwise)	317				

4. Passion

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PAS1: I cannot imagine another e-ticket apps making me as happy as this one	317	1	5	3.85	.495
PAS2: My relationship with e-ticket apps is important to me	317	1	5	3.97	.364
PAS3: I am passionate about e-ticket apps	317	1	5	3.97	.341
PAS4: I adore e-ticket apps	317	1	5	3.95	.339
Valid N (listwise)	317				

5. Behavioral Intention (BI)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BI1: In future, I will say positive things about e-ticket apps to others	317	3	5	4.59	.535
BI2: In future, I will recommend using e-ticket apps to others	317	3	5	4.75	.456
BI3: In future, I will encourage others to try using e-ticket apps	317	3	5	4.74	.463
Valid N (listwise)	317				



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Appendix D

Reliability Test

1. Perceived Usefulness (PU)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.708	.708	3

Item Statistics

	Mean	Std. Deviation	N
PU2: Using e-ticket applications speeds up my task completion	4.13	.358	317
PU3: Using e-ticket apps increases my productivity	4.05	.320	317
PU4: Using e-ticket apps helps me to perform many things more conveniently.	4.11	.337	317

Item-Total Statistics

	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Deleted
PU2: Using e-ticket applications speeds up my task completion	8.16	.313	.526	.300	.619
PU3: Using e-ticket apps increases my productivity	8.25	.370	.461	.222	.693

PU4: Using e-ticket apps helps me to perform many things more conveniently.	8.18	.313	.597	.358	.527
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2. Perceived Ease of Use (PEU)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.748	.766	4

Item Statistics

	Mean	Std. Deviation	N
PEU1: My interaction with e-ticket apps is clear and understandable	4.18	.416	317
PEU2: My interaction with e-ticket apps does not require mental efforts	4.05	.298	317
PEU3: E-ticket apps are simple to use and accomplish my desired goals	4.08	.299	317
PEU4: I find it is easy to perform the steps required in e-tickets apps	4.25	.473	317

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PEU1: My interaction with e-ticket apps is clear and understandable	12.38	.704	.622	.412	.643
PEU2: My interaction with e-ticket apps does not require mental efforts	12.50	.922	.525	.353	.708
PEU3: E-ticket apps are simple to use and accomplish my desired goals	12.48	.902	.563	.409	.692
PEU4: I find it is easy to perform the steps required in e-tickets apps	12.31	.670	.538	.331	.713

3. Privacy Concerns (PC)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.687	.680	4

Item Statistics

	Mean	Std. Deviation	N
PC1: In general, it would be risky to give my personal information to e-ticket apps	3.47	.789	317
PC2: There would be a high potential for privacy loss associated with giving personal information to e-ticket apps	3.96	.400	317
PC3: Personal information could be inappropriately used by the manufacturers of this e-ticket apps	3.96	.380	317
PC4: Providing my personal information to e-ticket apps would involve unexpected problems	3.51	.710	317

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PC1: In general, it would be risky to give my personal information to e-ticket apps	11.44	1.221	.635	.603	.508
PC2: There would be a high potential for privacy loss associated with giving personal information to e-ticket apps	10.95	2.443	.280	.148	.720

PC3: Personal information could be inappropriately used by the manufacturers of this e-ticket apps	10.94	2.395	.352	.193	.694
PC4: Providing my personal information to e-ticket apps would involve unexpected problems	11.39	1.277	.731	.628	.411

4. Passion

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.835	.852	4

Item Statistics

	Mean	Std. Deviation	N
PAS1: I cannot imagine another e-ticket apps making me as happy as this one	3.85	.495	317
PAS2: My relationship with e-ticket apps is important to me	3.97	.364	317
PAS3: I am passionate about e-ticket apps	3.97	.341	317
PAS4: I adore e-ticket apps	3.95	.339	317

Item-Total Statistics

	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Deleted

PAS1: I cannot imagine another e-ticket apps making me as happy as this one	11.90	.832	.610	.374	.844
PAS2: My relationship with e-ticket apps is important to me	11.77	.988	.702	.592	.777
PAS3: I am passionate about e-ticket apps	11.77	.986	.775	.668	.751
PAS4: I adore e-ticket apps	11.79	1.058	.653	.456	.800

5. Behavioral Intention (BI)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.864	.870	3

Item Statistics

	Mean	Std. Deviation	N
BI1: In future, I will say positive things about e-ticket apps to others	4.59	.535	317
BI2: In future, I will recommend using e-ticket apps to others	4.75	.456	317
BI3: In future, I will encourage others to try using e-ticket apps	4.74	.463	317

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BI1: In future, I will say positive things about e-ticket apps to others	9.48	.769	.656	.430	.902
BI2: In future, I will recommend using e-ticket apps to others	9.33	.810	.796	.696	.763
BI3: In future, I will encourage others to try using e-ticket apps	9.34	.801	.791	.693	.765

Appendix E

Correlation Analysis

1. Passion and Perceived Ease of Use (PEU)

Correlations		
	CMPAS	CMPEU
CMPAS Pearson Correlation	1	.232**
Sig. (2-tailed)		.000
N	317	317
CMPEU Pearson Correlation	.232**	1
Sig. (2-tailed)	.000	
N	317	317

** . Correlation is significant at the 0.01 level (2-tailed).

2. Passion and Perceived Usefulness (PU)

Correlations		
	CMPAS	CMPU
CMPAS Pearson Correlation	1	.213**
Sig. (2-tailed)		.000
N	317	317
CMPU Pearson Correlation	.213**	1
Sig. (2-tailed)	.000	
N	317	317

** . Correlation is significant at the 0.01 level (2-tailed).

3. Privacy Concerns (PC) and Perceived Ease of Use (PEU)

Correlations		
	CMPRC	CMPEU
CMPRC Pearson Correlation	1	.180**
Sig. (2-tailed)		.001
N	317	317
CMPEU Pearson Correlation	.180**	1
Sig. (2-tailed)	.001	
N	317	317

** . Correlation is significant at the 0.01 level (2-tailed).

4. Perceived Usefulness (PU) and Perceived Ease of Use (PEU)

Correlations			
		CMPU	CMPEU
CMPU	Pearson Correlation	1	.506**
	Sig. (2-tailed)		.000
	N	317	317
CMPEU	Pearson Correlation	.506**	1
	Sig. (2-tailed)	.000	
	N	317	317

** . Correlation is significant at the 0.01 level (2-tailed).

5. Perceived Usefulness (PU) and Behavioral Intention (CBI)

Correlations			
		CMPU	CMBI
CMPU	Pearson Correlation	1	.132*
	Sig. (2-tailed)		.019
	N	317	317
CMBI	Pearson Correlation	.132*	1
	Sig. (2-tailed)	.019	
	N	317	317

*. Correlation is significant at the 0.05 level (2-tailed).

6. Perceived Ease of Use (PEU) and Behavioral Intention (BI)

Correlations			
		CMPEU	CMBI
CMPEU	Pearson Correlation	1	.083
	Sig. (2-tailed)		.142
	N	317	317
CMBI	Pearson Correlation	.083	1
	Sig. (2-tailed)	.142	
	N	317	317

Appendix F

Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.328 ^a	.107	.096	.410	.107	9.389	4	312	.000

a. Predictors: (Constant), CMPAS, CMPRC, CMPU, CMPEU

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	6.305	4	1.576	9.389	.000 ^b
Residual	52.382	312	.168		
Total	58.687	316			

a. Dependent Variable: CMBI

b. Predictors: (Constant), CMPAS, CMPRC, CMPU, CMPEU

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.425	.505		4.805	.000		
CMPU	.151	.115	.082	1.311	.191	.734	1.362
CMPEU	-.063	.096	-.042	-.659	.511	.708	1.412
CMPRC	.068	.055	.068	1.243	.215	.964	1.037
CMPAS	.414	.075	.306	5.524	.000	.931	1.074

a. Dependent Variable: CMBI

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	CMPU	CMPEU	CMPRC	CMPAS
1	1	4.981	1.000	.00	.00	.00	.00	.00
	2	.011	21.097	.00	.01	.01	.86	.09
	3	.005	32.888	.01	.06	.17	.08	.79
	4	.002	46.243	.28	.13	.73	.01	.08
	5	.001	60.998	.71	.80	.09	.04	.04

a. Dependent Variable: CMBI



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Appendix G

Statistics of STML's Undergraduate Students

- BILANGAN STUDENT STML -

UNIVERSITI UTARA MALAYSIA
Sistem Rekod Pelajar

Statistik Pelajar Aktif Ikut Program, No. Sem dan Jantina

Program	No. Sem.	Jantina		Jumlah
		L	P	
B.POM (Hons.)	1	30	73	103
	2	1		1
	3	33	84	117
	5	31	97	128
B.POM (Hons.)	6		1	1
	7	36	84	120
	8	5	18	23
	9	28	75	103
	11	3		3
	13	1		1
Jumlah		168	432	600
B.Tech.Mgt. (Hons)	1	49	63	112
	2	1	1	2
	3	52	78	130
	4		3	3
	5	50	94	144
	6	2	1	3
	7	63	84	147
	8	2	15	17
	9	45	71	116
	10	1		1
	11	1		1
	13	1		1
Jumlah		267	410	677
BBA (Log.&Tpt.) (Hons)	1	35	83	118
	2	7	3	10
	3	31	104	135
	4	7	2	9
	5	57	79	136
	6	4	2	6
	7	48	90	138
	8	2	7	9
	9	2	3	5
	11	1		1
Jumlah		194	373	567

Source: School of Technology Management and Logistics, 2024

Appendix H

Google Forms Layout



ASSESSING CONSUMER BEHAVIOUR INTENTION IN PUBLIC TRANSPORT E-TICKETING TECHNOLOGY

Assalamualaikum and Greetings everyone,

My name is Siti Kamilah Binti Osman, a Master of Science in Transportation and Logistic Management from the School of Technology Management and Logistics, College of Business at Universiti Utara Malaysia (UUM), and currently conducting a survey focusing undergraduate students from School of Technology Management and Logistics (STML) for my master's dissertation on:

"ASSESSING CONSUMER BEHAVIOUR INTENTION IN PUBLIC TRANSPORT E-TICKETING TECHNOLOGY"

Section 1: Demographic

Age *

- ☐ Below 25
- ☐ 26 - 35
- ☐ 36 - 45
- ☐ 46 - 55
- ☐ Above 56

Gender *

- ☐ Male
- ☐ Female

Section 2: Perceived Usefulness (PU)

Please choose to indicate how far you agree or disagree with each statement by using the following scale:

1- Strongly Disagree	(SD)
2- Disagree	(D)
3 – Neutral	(N)
4 - Agree	(A)
5 - Strongly Agree	(SA)

PU1: I find e-ticket apps useful in my life *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

Section 6: Consumer Behavior Intention

CBI1: In future, I will say positive things about e-ticket apps to others *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

CBI2: In future, I will recommend using e-ticket apps to others *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

CBI3: In future, I will encourage others to try using e-ticket apps *

	1	2	3	4	5	
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Source: Siti Kamilah, 2024

