

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the research

The new wave of change has been driven by the explosive growth of the Internet. The Internet is an international network of networks, all running TCP / IP (transmission control protocol / internet protocol), connected through a gateway and a router, and shares a common name and address space. It is based on an open architecture, and there is to facilitate resource sharing and collaboration among anyone, anywhere, at any time, which has connectivity. Although originally designed for use by the military, government agencies and universities, the advent of the World Wide Web (Web), hypertext transfer protocol (HITP) and graphical browsers (i.e. Netscape and Microsoft Internet Explorer) have changed the complexion of the internet entirely. The internet is now an explosively growing narrowcast medium for education, entertainment and commerce.

The development of internet has change the world dramatically. By internet all of people in the world can search about the information that they want. One of the industries that have been directly affected by internet is tourism industry. The tourism sector has been a pioneer in adopting and developing ICT applications and today is rated among the top product or service categories purchased via the Internet (Garín- Muñoz and Pérez-Amaral, 2009; Marcussen, 2009).

Along with the rapidly increasing popularity of the Internet, travel Web sites have become some of the most frequently visited online information facilities by travel planners (Choi, Lehto, & O'Leary, 2007). The Internet is leading businesses into a new era in the field of communication and is changing business transactions. The market of products and services in the tourism industry relies heavily on information and has a highly segmented structure (Roney & Ozturan, 2006)

Tourism is an information-intensive industry (Sheldon, 1997; Werthner & Klein, 1999); therefore, it is critical to understand changes in technologies and consumer behavior that impact the distribution and accessibility of travel-related information. Particularly, it has been argued that understanding the nature of the online tourism domain, i.e., the composition of online tourism related information potentially available to travelers, provides an important stepping-stone for the development of successful marketing programs and better information systems in tourism (Fesenmaier, Wo'ber, & Werthner, 2006; Xiang et al., 2008).

Tourism has been recognised as an information-based and information-intensive industry that is well suited to information and communication technologies (ICTs). Over the last 10 years in particular, there has been an increase in research concentrating on the Internet and small tourism enterprises (Davidson *et al.*, 2006), large tourism enterprises such as hotel chains and airlines (Buhalis, 2004), government tourism boards (Raventos, 2006) and tourist behaviour (Davidson and Yu, 2005).

**Tourists arrivals in recent years:**

|  | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 <sup>1</sup> | 2014 <sup>1</sup> |
|--|------|------|------|------|------|------|-------------------|-------------------|
| <b>Foreign Tourists</b><br>(in millions) | 5.51 | 6.23 | 6.32 | 7.00 | 7.65 | 8.04 | 9.00              | 10.00             |

**sources : Indonesia Statistics**

The effect of Globalization has revolutionized tourism by encouraging the people or the tourist to travel from one place to another place. The role of internet in this revolution is important by increasing the access to information and improving the communication in the world.

Tourism has long been the one of most important components of the online commerce world, whose impact has profoundly changed the structure of the industry. Online travel has anticipated ever since (and partly continues to do so) the development of new market dynamics and consumer behaviors (Werthner & Klein, 1999; Werthner & Ricci, 2004).

The role of online travel in increasingly gaining importance in today's travel and tourism industry. A travel industry without online travel or travel agents is quite unthinkable as it would result chaos and disruption in the industry.

Padang city, one of city in Indonesia that located in Sumatera Island which is in West Sumatera has potential tourism that tourist can visit. There is several beautiful tourism that tourist can visit which are several beaches and also Padang is famous as city of culinary. But since five years ago Padang has suffered several earthquakes and the biggest one happened on September, 30<sup>th</sup> 2009, because of the natural disaster, Padang tourism was collapsed. Not only from the national tourist but the international tourist also decided not to travel to Padang for a while.

This research is purposed to identify the tourism problem by using the travel website or internet that happen in Padang city. The current research focuses on travel website about Padang city to encourage the traveler to visit Padang city.

## **1.2 Problem Statement**

Based on the research background above, the problem researcher wants to analyze is the relationship among self efficacy, actual use, trust and Satisfaction for using e-travel website. This problem statement produces 4 research questions:

1. How does self efficacy influence the use of e-travel website?
2. How does the use influence the trust for using e-travel website?
3. How does the trust influence the satisfaction for using e-travel website?
4. How does the use influence the satisfaction for using e-travel website?

## **1.3 Objectives of Research**

Based on the problem statements above, the objectives of the research are:

1. To examine the effect of self efficacy to use
2. To examine the effect of use to trust
3. To examine the effect of trust to Satisfaction
4. To examine the effect of use to Satisfaction

## **1.4 Contributions of Research**

This research is expected to contribute on:

1. Understanding the variables that influence the use of e-travel website
2. This research provides analysis the effect of self efficacy to use, effect of use to trust and also the relationship between use and trust to Satisfaction. Therefore, the travel agent can use this research as reference to analyze about the Satisfaction using their website .
3. The result of this research is aimed to be used as guidance or resources for the next researches in any areas which relate to self efficacy, trust and satisfaction for using e-travel website.

## **1.5 Outline of Research**

In order to make it easier and make moderate the forwarding of content, this research is divided into six chapter, they are:

CHAPTER I            That is containing about background to the research, problem statements, objectives of research, contributions of research, scope of research, and outline of research.

CHAPTER II            Is the chapter that evaluates the containing bibliography about basis for theory. Basis for the theory tells about definition of self efficacy, use (actual), trust, satisfaction, and theoretical framework of this research.

- CHAPTER III Explaining about research method which discussing about research design, population, data collecting method, variables and measurement, operational definition, data analysis, and hypothesis testing.
- CHAPTER IV Explaining about results and discussion which consist of institutional profile, survey results, questionnaire response, description of research population, descriptive of items respond each variable, checking for data entry, measurement of fit model and discussion of research finding.
- CHAPTER V On this chapter will explain about conclusion of research, suggestions of research, limitation of the location of research and recommendation for further research.