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Readiness in Adopting Online Booking Platforms for Kuala Lumpur and Selangor Travel Agents

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Abstract: Tourism is a unique product that is only available as information at the point of sale. Internet commerce is evolving beyond basic contact information web pages to include significant travel information, possibilities for consumers to interact with a tour operator and other viewers in communicating experiences, and a tool where consumers can perform online transactions via secure network channels. This study aims to gauge travel agents in Kuala Lumpur and Selangor's readiness to adopt an online booking platform as one of their marketing, promotion, and selling tool. With the availability of internet connection and exposure to online shopping in Kuala Lumpur and Selangor, travel agents should be embarking on a new platform to maintain their relevance and visibility in the industry as well as business survival. For this study, the Unified Theory of Acceptance and Use of Technology (UTAUT) has been applied to assess travel agents' technology acceptance and use for online booking platforms in their business operation and a way to move forward in the industry. Four direct predictors of acceptance and usage behavior were investigated to understand better Kuala Lumpur and Selangor's travel agents' attitudes regarding online booking platforms. The result of the study suggested that travel agents in Kuala Lumpur and Selangor intend to adopt online business platforms as a way to move forward and survive the industry.

Keywords: UTAUT, Online Booking Platform, Readiness, Travel Agent

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Introduction

Travel service providers are increasingly driven to offer their services online as online reservations become more popular (Albuquerque, 2002). Marketers are looking into emails and search engine optimization (SEO) to reach their targeted segment. Consumers find the ease of getting product information in the comfort of their office or home seats very satisfying. It is also very convenient to marketers as marketers see these mediums as an influential push factor. Lim *et al.* (2013) examined that the Internet is one of the essential tools for marketing, selling, and suggesting vacations; in Europe, 40 percent of vacation reservations are online. As Van der Merve and Bekker (2003) suggested, firms with a web presence will provide communication and transactional platforms for clients and are crucial to company success by serving a bigger market segment. Travel agencies that do not have a website or that have a website but do not enable e-commerce may lose some of their potential sales (Ellion & Equinus, 2007). They also elaborated that whenever a website cannot provide the relevant information, a client can quickly search for another competitor's website that will supply the necessary information. Smith (2008) examined that the amount of information available on an Internet commerce website has been a significant determinant of successful sites and their perceived efficacy.

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Nowadays, travelers seek a much easier way to cater to their travel needs. According to Ho and Amin (2019), the viewpoint of personalization motivates travelers to use integrated travel websites and apps. In the tourism industry, integration is defined as a situation in which an organization owns multiple components of the distribution process, such as flights, hotels, and travel agencies. Many renowned integrated travel websites, such as Skyscanner, a travel agency based in Edinburgh, Scotland, allow users to research and book travel options like flights, hotels, and car rentals. As for Southeast Asia, websites and apps such as WEGO, a Singaporean travel metasearch engine, have emerged as one of the popular platforms for internet users to compare and shop flights and hotel prices. Another tourism-related website and app proliferating in Southeast Asia and Australia are Traveloka, an Indonesian unicorn company offering various booking services such as airline tickets, hotel bookings, attraction tickets, car rentals, and restaurant vouchers.

According to the Nielsen Global Survey of E-Commerce conducted in 2014, comprising 30,000 respondents, including 60 nations, Malaysia is in sixth place in the top market using mobile for online shopping with a total of 47 percent (Sia *et al*., 2017). In another survey done by MasterCard Mobile Shopping Survey done in 2014, Malaysia ranked number three behind Taiwan and India with a growth of 20 percent with contributing factors of the convenience of shopping online using mobile phones (44.8%) and lenience to shopping using mobile apps (46.2%). The survey also discovered that travel services are the most common online item. Malaysians purchase online flight tickets (67%), the highest globally, with a booking of accommodations and tour reservations at 62%. Malaysian travel agents will quickly lose out on such opportunities, and Ringgit Malaysia will pour out of Malaysia every second if this matter is not considered.

Online booking platforms can either be run by Online Travel Agents (OTAs) or start-ups company so long the sellers on the platform are registered under MOTAC, Ministry of Local Housing and Government Malaysia, and Ministry of Transport. The idea of an integrated booking platform is a venue for all tourism-related services such as booking of air tickets, bus tickets, ferry tickets, accommodations, transfers, tours, entrance fees to tourist attractions, theatre tickets, arts & culture shows, and many more can be done using one platform and at one click. The function should not just be limited to making a booking but also enhance to a Virtual Reality (VR) tour of the product marketed, the optimization of Artificial Intelligence (AI) in Search Engine Optimisation (SEO) to connect to users, and finalizing sales. The challenge industry players need to adopt new innovative methods to remain visible in the market and offer a new experience to travelers. To better recognize the factors that affect the behavior and attitude of Malaysian industry players towards integrated booking platforms, it is crucial to conduct the study.

Literature Review

Online Booking Platform

The Internet opens possibilities to Small-Medium Enterprises (SMEs) by providing affordable operation and marketing solutions. It enables SMEs to reach wider customers and suppliers than conventional ways, such as attending business-to-business (B2B) and business-to-customer (B2C) events held at a specific time of the year for a specific area or market segment. Whether on its website or social media, Internet adoption allows travel agents to reach out and engage with potential customers daily (Kim,2006).

According to Alexander (2000) and Karanosis (2008), many small businesses are either uninformed or lack the resources necessary to exploit the Internet's prospects. Beekhuyzen *et al.* (2005) examined those small businesses that are usually hesitant to adopt new technology. However, the Internet allows small businesses to take advantage of ICTs cost-effectively and straightforwardly. Kim *et al.* (2006) examined that small businesses must

attain economies of scale and scope to cut transaction costs, enhance productivity, and gain market dominance in an increasingly competitive global market. According to Burgess *et al.* (2003), The travel and tourism business has surpassed all others as the most popular category of items and services sold on the Internet.

Online booking offers more excellent visualization of travel destinations than the conventional illustrated catalog (Bogdanovych *et al.*, 2006). Online booking gives a glimpse of destinations by allowing customers to experience 3D interactive tours, for example, by giving a better impression of the destination marketed. It also assists customers in decision-making by offering curated offerings based on individual interests, behaviors, and personal preferences.

As the Internet has affected every area of our lives, it has also altered the tourism industry, where technological advancements have altered how tourism businesses operate, mainly how they engage with clients (Musa *et al*., 2016). In addition, many firms invest in technology to help them compete in today's market and grow their revenue (Mengyang *et al.*, 2017). The same scenario can be observed in Malaysia, where the rapid development of the tourism sector is likewise a result of technological advancements and supportive infrastructure (Musa *et al*., 2016).

Unified Theory of Acceptance and Use of Technology (UTAUT)

Research has concluded that individual technology adoption and use decisions in businesses are no longer explainable by UTAUT (Venkatesh *et al*., 2003), yet UTAUT-based research has continued to thrive (Venkatesh *et al*., 2012). UTAUT has been used in research to explore a range of technologies in both organizational and non-organizational settings, either alone or in combination with other theories. This sustained increase in interest in UTAUT-based research is partially owing to the development and dissemination of new information technologies (ITs), such as enterprise systems (Sykes, 2015; Sykes, Venkatesh, and Johnson, 2014), collaboration technology in knowledge-intensive enterprises (Brown and Venkatesh 2010), mobile Internet for consumers (for example, Venkatesh et al. 2012), and agile information systems (Haas *et al*., 2012).

UTAUT has been applied to a variety of organizations, including educational institutions, universities, and schools (El-Gayar & Moran, 2007; Liao, Shim, & Luo, 2004; Pynoo *et al.*, 2011), academic societies (Gruzd, Staves, & Wilk, 2012), government agencies (Al-Shafi, Weerakkody & Janssen, 2009; Alapetite, Andersen, & Hertzum, 2009; Chang *et al.*, 2007). These organizations were spread not only over a wide range of economic sectors but also across a wide range of countries and locations, including Asia (India, Qatar, Taiwan), Europe (Belgium), and the United States of America (USA). Students and instructors, government personnel, and physicians have all been users. Researchers have also looked at a variety of technologies (mobile computing technologies such as Tablet PCs: (El-Gaydar & Moran, 2007; Garfield, 2005), clinical decision support systems (Chang *et al.*, 2007), e-government services (Al-Shafi *et al.*, 2009), digital-learning environments (Liao *et al*., 2004; Pynoo *et al.*, 2011), and social media (Gruzd *et al.*, 2012). In terms of timing, most UTAUT applications were concerned with the adoption decisions of their users.

Behavioral Intention to Use

The motivating factors that influence a particular behavior are referred to as behavioral intention, and the stronger the intention to do the behavior, the more likely it will be carried out. Ajzen and Fishbein (1975) define intention to use as "the strength of one's intention to engage in a certain behavior." Emotions experienced by users when using the system impact their desire to use it again in the future. Positive emotions encourage users to utilize the system again, whereas negative emotions discourage them. It's also defined as when consumers voluntarily participate in an activity with no apparent reward other than executing itself.

Methodology

With a quantitative approach, the required information for this study is obtained through a self-reported and self-administered questionnaire survey. The self-reported survey is among the most remarkable ways to measure human feelings, attitudes, beliefs, or other activities from the preferred respondents (Shaw & Wright, 1967). Since this study aims to investigate the insight of Malaysia's tourism industry players' readiness toward adopting online booking platforms, the causal study is used as the type of investigation, and the unit analysis is travel agents' licenses under MOTAC.

Applying the UTAUT Framework to Malaysia's tourism players in this study will uncover the cause for the industry's late transition and adoption of online booking platforms to market Malaysia's tourism products and services, engage with travelers, and develop content to entice visitors. However, it will also create tough competition among industry players. The assumptions may be apprehensive about changing their business model, or it may be prohibitively expensive for industry participants to transition from traditional travel agents to online travel agents (OTAs), particularly if they lack IT expertise, which creates the concern of subscribing to online booking platforms developed by start-up companies.

This study uses non-probability through purposive sampling in which the population is among the travel agencies registered with the Ministry of Tourism, Culture, and Arts (MOTAC) operating in Kuala Lumpur and Selangor. Kuala Lumpur and Selangor travel agencies were chosen because they have superior internet connectivity, are more exposed to changing consumer needs, and are thus more receptive to incorporating technology into their business models. For the sample size calculation, the G*Power software provides the conventional effect size values of 0.2, 0.5, and 0.8 for small, medium, and large effect sizes, respectively. In this case, the researcher attempted to calculate the sample size using a small effect size (0.2), meaning that the minimum number of respondents is around 94 – 100. However, the researcher will try to get as much as he can.

It is worth mentioning that, at the initial stage, self–administered and face-face is survey questionnaire was planned to be undertaken among the travel agencies registered with the Ministry of Tourism, Culture, and Arts (MOTAC) and operating in Kuala Lumpur and Selangor. However, due to the current situation of the pandemic of Covid- 19, the data gathering method has to be changed to online, in which a questionnaire form was distributed to targeted travel agents. The link to the questionnaire was distributed to travel agents' associations like the Malaysia Association of Tour & Travel Agents (MATTA), Malaysia Inbound Chinese Association (MICA), and Malaysian Inbound Tourism Association (MITA) via messaging programs like WhatsApp. WhatsApp is considered the most popular texting app for mobile phones in Malaysia. Before answering the questionnaire, the respondents were briefed through the cover letter on the aim of the study and the purpose of the survey conducted and informed that the information provided would be kept strictly confidential and that no single respondent involved would be identified. One month was given to the respondents to respond to the questionnaire. Owing to the pandemic of Covid-19 and a few other reasons, most of the respondents or travel agencies are reluctant to participate in the survey. After a few initiatives, 95 questionnaires were successfully collected in the end.

Findings & Discussions

Hypotheses Testing

The initial analyses are further validated by hypothesis testing utilizing a series of simple linear regressions to address the research objectives and questions. Before delving more into it, it is indeed worth restating the study's hypotheses. Four hypotheses were formulated based on the research frameworks presented in Chapter One:

H_1:Facilitating conditions has a positive influence on behavioral intention to use online booking platforms
H_2:Performance expectancy has a positive influence on behavioral intention to use online booking platforms
H_3:Effort expectancy has a positive influence on behavioral intention to use
online booking platforms
H_4: Social influence has a positive impact on behavioral intention to use online booking platforms

Simple linear regression analyses are used to determine the strength of the link between the independent and dependent variables. An individual regression coefficient is projected for each independent variable, which explains its unique association with the dependent variables. As a result, one scholar proposed that the researcher organize the independent variables into the equation based on logical or theoretical considerations (Tabachnick & Fidell, 2007). Cohen (1988) provided a guideline or rules of thumb for regression analysis, and the values are illustrated in Table 1 as follows:

Table 1: Rules of Thumb of R^2 for Regression Analysis

Effect size statistic	Values	Interpretation of effect size
R^2 for Regression Analysis	.0196	Small effect size
	.1300	Medium effect size
	.2600	Large effect size

Source: Cohen, 1988

Therefore, the final section uses simple linear regression to assess the objectives of this study, particularly the influence of facilitating conditions, performance expectancy, effort expectancy, and social influence on behavioral intention to use online booking platforms.

Facilitating Conditions and Behavioural Intention to Use

Hypothesis 1 (H_1) of this study addressed the facilitating conditions to influence behavioral intention to use online booking platforms positively. The result of this hypothesis testing is shown in Table 2.

Table 2: Results of Simple Linear Regressions of Facilitating Expectancy and Behavioural Intention to Use

Predictors	Model 1
	Std. β
Step 1: Model Variable	
Facilitating Expectancy	.670***
r	.670
*r*2	.448
Adjusted *r*2	.442
*r*2 Change	.448
F-Change	73.978

Note: *$p < 0.05$, **$p < 0.01$, ***$p < 0.001$

Table 4.13 shows a positive relationship between facilitating conditions and behavioral intention to use, with a positive value for both correlation coefficients (*r*). The value of correlation coefficient (*r*) in facilitating conditions equals 0.669 toward behavioral intention to use, which is more than the minimum magnitude of 0.3, indicating the variables are positively correlated, with the $p < 0.01$ indicating that the coefficient is significantly different from 0.

Apart from that, R-Square ($r2$) has indicated the contribution percentage of facilitating conditions towards behavioral intention to use, which facilitating conditions can have the contribution of R-square margin of 0.448, which translate to 44.8 percent ($r2$ = .448, F- Change = 73.978, p <.001) of the variance in the behavioral intention to use. Hence, it shows a considerably good contribution margin toward behavioral intention to use online booking platforms. The table above shows that the hypothesis (H_1) is strongly supported. What could be said from this result is that the facilitating conditions positively influence the behavioral intention to use online booking platforms, with the p-value being less than 0.001.

Performance Expectancy and Behavioural Intention to Use

Hypothesis 2 (H_2) of this study conjectured the performance expectancy to positively influence behavioral intention to use online booking platforms. The result of this hypothesis testing is demonstrated in Table 3.

Table 3: Results of Simple Linear Regressions of Performance Expectancy and Behavioural Intention to Use

Predictors	Model 1
	Std. β
Step 1: Model Variable	
Performance Expectancy	.787***
r	.787
*r*2	.619
Adjusted *r*2	.615
*r*2 Change	.619
F-Change	148.011

Note: *p < 0.05, **p < 0.01, ***p < 0.001

Table 3 shows a positive relationship between performance expectancy and behavioral intention to use, with a positive value for both correlation coefficients (r). The value of correlation coefficient (r) in performance expectancy equals 0.787 toward behavioral intention to use, which is more than the minimum magnitude of 0.3, indicating the variables are positively correlated, with the p < 0.01 indicating that the coefficient is significantly different from 0.

Besides, R-Square ($r2$) has indicated the contribution percentage of performance expectancy towards behavioral intention to use, which performance expectancy can have the contribution of R-square margin of 0.619, which translates to 61.9 percent ($r2$ = .619, F-Change = 148.011, p <.001) of the variance in the behavioral intention to use. Hence, it shows a considerably good contribution margin toward behavioral intention to use online booking platforms. In this sense, performance expectancy significantly and positively contributes to the behavioral intention to use online booking platforms. The p-value is less than 0.001, which signifies that the behavioral intention to use online booking platforms depends on performance expectancy.

Effort Expectancy and Behavioural Intention to Use

Hypothesis 3 (H_3) of this study assumed the effort expectancy to influence behavioral intention to use online booking platforms positively. The result of this hypothesis testing is presented in Table 4.

Table 4: Results of Simple Linear Regressions of Effort Expectancy and Behavioural Intention to Use

Predictors	Model 1
	Std. β
Step 1: Model Variable	
Effort Expectancy	.593***
r	.593
*r*2	.351
Adjusted *r*2	.344
*r*2 Change	.351
F-Change	49.272

Note: *$p < 0.05$, **$p < 0.01$, ***$p < 0.001$

Table 4.15 shows a positive association between effort expectancy and behavioral intention to use, with both correlation coefficients having a positive value of (*r*). The correlation coefficient (*r*) in effort expectancy equals 0.593 about the behavioral intention to use, which is greater than the minimum magnitude of 0.3, indicating that the variables are positively correlated, with the p 0.01 indicating that the coefficient is significantly different from 0.

Worth noting that the R-Square (*r*2) indicated the contribution percentage of effort expectancy towards behavioral intention to use, which effort expectancy is capable of having a contribution margin of 0.351, which translates to 35.1 percent (*r*2 =.351, F-Change = 49.272, *p* <.001) of the variance in the behavioral intention to use. As a result, it demonstrates a very high contribution margin to behavioral intention to use online booking platforms. In this regard, effort expectancy contributes significantly and positively to behavioral intention to use online booking platforms. The *p*-value is less than 0.001, indicating that behavioral intention to use online booking platforms is influenced by effort expectancy.

Social Influence and Behavioural Intention to Use

Hypothesis 4 (H_4) of this study postulated the social influence to influence behavioral intention to use online booking platforms positively. The result of this hypothesis testing is displayed in Table 5.

Table 5: Results of Simple Linear Regressions of Social Influence and Behavioural Intention to Use

Predictors	Model 1
	Std. β
Step 1: Model Variable	
Social Influence	.757***
r	.757
*r*2	.574
Adjusted *r*2	.569
*r*2 Change	.574
F-Change	122.410

Note: *$p < 0.05$, **$p < 0.01$, ***$p < 0.001$

Referring to Table 5, this table shows a significant relationship between social influence and behavioral intention to use, with a positive value for both correlation coefficients (*r*). The value of correlation coefficient (*r*) in social influence equals 0.593 toward behavioral intention to use, which is more than 0.3, which is more than the minimum magnitude of 0.3, indicating the variables are positively correlated, with the $p< 0.01$ indicating that the coefficient is significantly different from 0.

Furthermore, R-Square ($r2$) revealed the percentage contribution of social influence to behavioral intention to use, with social influence able to contribute an R-square margin of 0.574, corresponding to 57.4 percent ($r2 = .574$, F-Change = 122.410, $p <.001$) of the variance in behavioral intention to use. As a result, it demonstrates a significant contribution to behavioral intention to use online booking platforms. In this manner, social influence significantly and positively influences the intention to use online booking services. The *p*-value is less than 0.001, suggesting that social influence significantly influenced the intention to use online booking platforms. The unified Theory of Acceptance and Use of Technology (UTAUT) is supposed to assess the determinants that affect travel and tour companies' decision to use and implement an online booking platform to grow their businesses. The study's findings are hoped to aid tourist sector players, government, and non-government organizations in formulating marketing strategies for Malaysia's technology and tourism industries. It is encouraging to observe that performance expectations, effort expectations, and social influence are all thought to influence behavioral intention to use technology, whereas behavioral intention and enabling conditions to decide technology use.

Discussion

The Insight of Malaysia's Tourism Industry Players' Readiness Toward Adoption of Online Booking Platform Through Unified Theory of Acceptance and Use of Technology (UTAUT)

The first hypothesis deals with facilitating expectancy on online booking platforms among travel agents. To summarise, the travel agents agreed that their organization has the funds necessary to adapt to the online booking platform, showing that their organization has enough funds to venture into an online booking platform as part of their business operation. They also agreed that their organization has a specific team dedicated to handling the online booking platform, concurring with the statement that their organization knows necessary to adapt to the online booking platform. They even accord that adopting an online booking platform in the organization is compatible with all aspects of the organization's function and believe that there are dedicated instructions concerning the online booking platform system available for the organization. The attribute of facilitating conditions of the technology, particularly the online booking platforms, undoubtedly had encouraged the adoption to use this technology in their daily business operation as it will facilitate them in more ways than one. C. Lang (2000) examined that a massive issue faced in internet adoption is the safety and security of online transactions. By implementing and enforcing the proper law, more business owners and travelers will rest assured that their details are secured.

The second hypothesis deals with performance expectancy on online booking platforms among travel agents. In this sense, the travel agents agreed that an online booking application would enhance their organization's effectiveness in serving their clients, indicating that an online booking system will allow them to customize and open communication with their clients. Overall, travel agents believed adopting an online booking platform would enable their organization to accomplish the task quicker. An online booking application will significantly increase the quantity of output for the same amount of effort the organization invested conventionally. An online booking application will increase the organization's productivity, and adapting an online booking platform will increase its chances of enhancing new clients. The trait of performance expectancy of the technology, particularly within

the online booking platforms, absolutely motivated the adoption to use this technology in the operation as it will increase the travel agent's performance, especially in the online booking processes. Al Awadhi (2008) emphasized that with more Internet experience, the influence of performance expectancy on behavioral intention rose.

Moving on with the third hypothesis that corresponds to the view of effort expectancy on online booking platforms among travel agents, they stand neutral on the supposition that working with online booking platforms is complicated to understand what is happening. This might be because they acknowledge it might be challenging to manage an online booking platform that could only be understood if they are not yet exposed to its function and operation. Using the online booking platform will require the whole team to spend too much time doing back-office operations, further elaborating their unknown expectation on the back-office operation of an online booking system. However, quite a few respondents denoted that learning to adapt the online booking platform in the organization would be an easy task for the team, and they believe that it is easy to get the online booking platform to do what the organization wants it to do. These notions indicate that their acceptance of collective learning of the system will help the team to adapt to the online booking system, which will eventually benefit the organization. The feature of effort expectancy of the technology, especially pertaining the online booking platforms, unequivocally had driven the adoption to use this technology in the travel agencies as it is easy to use, and without exaggerating, it could be said to be effortless online booking process that will help not only the travel agents but also the customers in the future.

As for the fourth hypothesis, this sub-section particularly touches on social influences on online booking platforms among travel agents. With this regard, the travel agents agreed that other travel agents who use the online booking platform have more prestige than one who does not, therefore, indicating that somehow the travel agents are aware of the client's perception towards travel agents having online booking platform better than who does not have one. The staffs are also aware of the importance of adopting an online booking platform to improve business operations. An online booking platform is a status symbol in the industry, demonstrating how technology-savvy a travel agent is by adopting an online booking platform. Friends in the industry think the travel agent's organization must adopt an online booking platform to keep up with client's demands and ways of doing business in the future. Not only that, but other online booking platforms' existence has also influenced travel agents to adapt to online booking platforms since it might be a pull factor for them to embark on an online booking platform. The factor of social influence in inducing the use of online booking platforms illustrates the adoption of this technology among travel agencies as friends in the industry think it is vital for the travel agent's organization to adopt an online booking platform to keep up with client's demands and ways doing business in the future.

Limitations and Suggestions for Future Research

It is vital to note that almost all empirical investigations will undoubtedly deal with several limitations, as does this study, which warrants justifications. The first limitation is related to sample size. As indicated in Chapter Three, the scope of this research is limited to travel agencies registered with the Ministry of Tourism, Culture, and Arts (MOTAC) that operate in Kuala Lumpur and Selangor. Due to time constraints and other challenges encountered during the data collection process, the number of respondents who participated was lower than intended (targeted: 94–100, obtained: 93). The question is whether the outcome would be the same if more responses were available. As a result, it was proposed that the replication be carried out by polling at least three hundred (300) people. MOTAC data on registered travel agents are based on yearly subscriptions the agencies paid to ensure their license is valid for business. Unfortunately, while contacting some travel agents for study purposes, some have closed down their operations due to no business opportunities during Malaysia's Control Order application. Some also responded that they were not interested in responding, knowing the study would

not contribute to the government creating new incentives to help their businesses.

The second limitation is concerned with the methodological or research approach. Without a doubt, the quantitative technique yielded solid results on the researched subject. However, since the findings are entirely based on mathematical or numerical data obtained via a structured questionnaire survey, respondents cannot communicate their thoughts about the topic. Thus, mixed methods combining quantitative (questionnaire) and qualitative (observation, interview) approaches may be used for future study since they would give a more in-depth insight and detail important information on the issues being examined.

Implications and Recommendations

Undeniably, one of the most important aspects of undertaking research is identifying the significance and possible benefits of the study findings to academicians and stakeholders. Thus, examining the insight into Malaysia's tourism industry players' readiness toward adopting an online booking platform through the Unified Theory of Acceptance and Use of Technology (UTAUT) is undeniably beneficial through the academic and practical aspects.

Academic Contribution and Implication

Numerous studies have been conducted to elucidate the consumer experience with internet adoption, ranging from websites to banking and many more. The criteria that will enable travel agents as participants to transform their business models by integrating their business operations into an online booking platform have yet to be determined. Some assumptions contribute to the components, but none have been verified thus far. The study was also conducted to ascertain Malaysian travel agents' reliance on new markets and marketing techniques on government initiatives. As a result, this study undoubtedly contributed to a better understanding of the extent to which Malaysian travel agents require government support to aid them in their operations. Researchers and academicians are hopefully able further to investigate the issue in a new study environment now that they are aware of it. This research not only fills in the gaps in the literature but also adds to it.

In the practical aspect, this study undoubtedly gives the means to understand industry players' behavior toward I.T.-based marketing platforms and their readiness to shift their minds to stay competitive. This study also identifies their primary concern in adopting an online booking platform to enhance their business market segmentation and ease of managing it, whether the industry players need to be appropriately trained in marketing and managing an online booking platform. This study also offers new data on organizational behaviors toward innovation or new technology. Since there is a limited study on online booking platforms, especially in the tourism industry, this study provides valuable information on the factors contributing to the intention to use online booking platforms, especially for Malaysian travel agents. This data is useful not only for the industry for also for future research.

Conclusion

This study's objective is on the Kuala Lumpur and Selangor tourism industry players' behavior in adopting online booking platforms and understanding their slow decision in shifting or changing their business model according to market demands. Therefore, hypotheses suggest an insight into the issue. As a result, it is recorded that components of User Acceptance of Information Technology (UTAUT), namely facilitating expectancy, performance expectancy, effort expectancy, and social influence, play a role in respondents' behavior intention

to use or adopt online booking platforms in their business operation. Although generally all components of UTAUT were supported in this study, respondents had more neutral feelings on effort expectancy, especially on the perception of understanding online booking platforms application and training the team. As for the behavioral intention to use aspect, most respondents consider adopting online business platforms to move forward and survive the industry.

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