



Analyzing the factors influencing a tourism consumer's online purchase intention

Análisis de factores que influyen en la intención de compra *online* de un consumidor turístico

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Abstract

Over the years, the tourism sector has presented significant technological changes, forcing travel agencies to reinvent how they offer and provide their services to adapt to this new online travel environment, and since there are two types of intermediaries in this service, it is essential to study the consumer's purchase intention and the factors behind that decision-making. Therefore, the objective of this study was to examine factors that affect the purchase intention of tourists through online travel sales websites, through an adaptation of the TAM. Data were collected from 404 individuals over 18 years old from Tamaulipas, Mexico. For its analysis, the statistical technique of structural equations with partial least squares was applied. The results highlight the difference in the respondents' age with respect to their purchase intention and its relationship with perceived usefulness and trust.

Keywords:

Online travel agencies, TAM, e-commerce, purchase intention.

Resumen

Con el paso de los años, el sector turístico ha presentado significantes cambios tecnológicos, obligando a las agencias de viaje a reinventar la forma en que ofrecen y prestan sus servicios para adaptarse a este nuevo entorno de viajes en línea, y debido que existen dos tipos de intermediarios en este servicio, resulta fundamental estudiar la intención de compra del consumidor y los factores detrás de esa decisión. Por lo que el objetivo de este estudio fue examinar factores que afectan la intención de compra de turistas mediante sitios web de venta de viajes online, a través de una adaptación del TAM. Los datos fueron recolectados de 404 personas mayores de 18 años del estado de Tamaulipas, México. Para su análisis se aplicó la técnica estadística de ecuaciones estructurales con mínimos cuadrados parciales. Los resultados resaltan la diferencia de los encuestados según su edad con respecto a su intención de compra y su relación con la utilidad y confianza percibida.

Palabras clave:

Agencias de viaje en línea, TAM, comercio electrónico, intención de compra.

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Introduction

Internet implementation in companies' business processes caused disruptive changes in the way they manage, develop and offer their products and services, a fact that does not exempt the tourism market and to adapt the sector players had to find a new way to provide these services through the so-called online agencies (Niu & Lee, 2018), which consist of a business model dedicated to the sale of reservations for accommodation, flights, tours, and even house or apartment rentals, all through the Internet (Talwar *et al.*, 2020; Albayrak *et al.*, 2020; Barragan & Castro, 2020), in addition to the fact that they act as a social network that encourages the user to share their travel experiences, through opinions and pictures (Dominguez *et al.*, 2015), thus empowering potential consumers (Manosalvas & Paredes, 2021). This raises the need to better understand those factors that may influence the intention to purchase travel packages by electronic means, since, as indicated by Cruz-Cardenas *et al.*, (2021), not only socioeconomic factors have an impact, but also those related to behavioral patterns, tastes, psychological traits and even learning acquired through previous shopping experience.

In this sense, the literature review provides a glimpse of studies related to the topic, in which attitudinal and behavioral theories such as the theory of reasoned action, the theory of planned behavior and the technological acceptance theory were applied (Lin & Shuang-Shii, 2018; Assaker, 2019; Wicaksono & Maharani, 2020; Manosalvas & Paredes, 2021), where their results have established the relevance of different elements that influence purchase intention in computerized environments, but also the relevance of the aforementioned theories for their analysis (Chen & Chenglaur, 2015; Kim *et al.*, 2017; Sukno & Pascual Riquelme, 2019; Cabero-Almenara, 2018).

Therefore, this study aims to analyze how the variables ease of use, usefulness, security, and perceived trust influence the purchase intention of tourists through online travel sales websites, all based on the technological acceptance model, since it has been successfully applied in various related contexts, including tourism (Cabero-Almenara, 2018; Barragan & Castro, 2020; Hsieh, 2019; Wicaksono & Maharani, 2020; Manosalvas & Paredes, 2021). The results will benefit current or potential managers or travel agency owners, whether they are online or in traditional ways, as it can be a guide to determine what other relevant factors are part of this process and thus enable a better implementation in their marketing strategies, websites and business processes. On the other hand, this document consists of several sections, the first one focuses on describing the relevance of the subject, followed by its theoretical background and the proposed model, and then the applied methodology, followed by the data analysis results. Finally, the conclusions and limitations obtained are presented, which will serve as a reference for future studies.

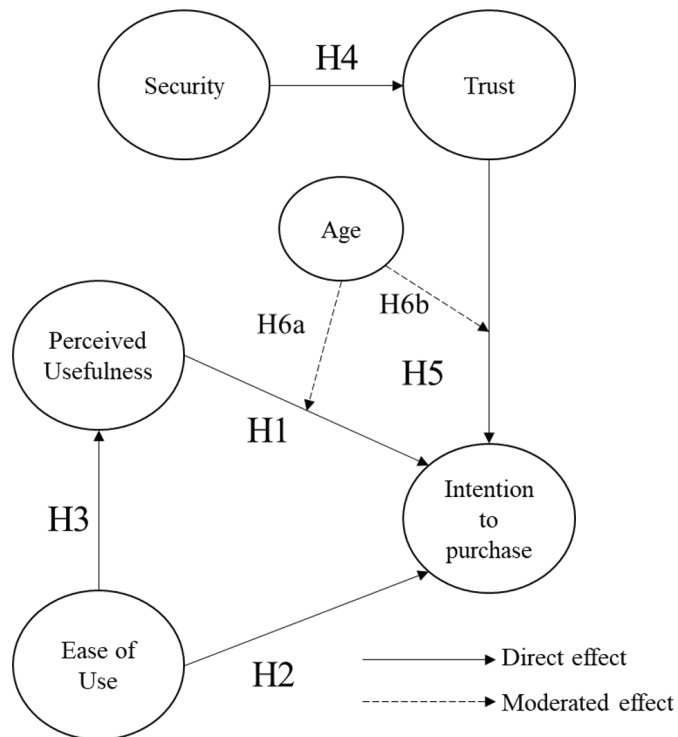
Literature review and hypothesis defense

When a new technology is presented to users, there are certain factors that can influence their decision on how and when to use it, so Davis (1993) proposes the technological acceptance model (TAM), which is an improvement proposal to Ajzen & Fishbein's 1980 Theory of Reasoned Action. This model tries to answer the questions about which factors encourage people to use or not a new technology (Patiño *et al.*, 2020; Kimathi *et al.*, 2019), which has led it to be considered one of the

most influential in its field, since it has been applied in several studies involving several technologies ranging from e-learning, mobile devices, virtual libraries or video games, among others (Bedregal-Alpaca et al., 2019; Chen & Chenglaur, 2015; Cabero-Almenara, 2018).

According to Davis, the TAM states that the acceptance and use of a technology is consisting of two variables: perceived usefulness and perceived ease of use, both of which influence the attitude, which determines the behavioral intention to use and consequently the actual use of the technology (Reyes & Castañeda, 2020). For perceived usefulness, this assesses the level at which users improve in their productivity by using a new technology (Wicaksono & Maharani, 2020), while perceived ease of use measures the degree to which a user thinks that the usage of a technology will be effortless (Cabero-Almenara, 2018). Both have a direct effect on behavior, in this case user purchase intention. However, the TAM, being a versatile model, suggests the inclusion of external factors or variables that may complement the intention to adopt a particular technology, and among the most addressed factors are perceived trust and perceived security, since several authors have written about the importance of these as multidimensional factors that directly and indirectly influence purchase intention (Cabero & Llorente, 2020; Ventre & Kolbe, 2020; Bayona-Ore & Leyva, 2020), therefore, the suggested theoretical model derived from the analysis carried out for its construction is shown in figure 1, while the following paragraphs set out the defense of the hypotheses exposed.

Figure 1. Proposed model



Source: Own elaboration.

First, the relationship between perceived usefulness and purchase intention is discussed. A variety of studies demonstrate the existence of a causal relationship between these two variables in a technological context, and for the purposes of this study, utility has been quantified considering the efficiency, productivity, performance and benefits of using a technology, based on the research of González *et al.* (2015), Patiño-Toro *et al.* (2020), Sukno & Riquelme (2019) and Wicaksono & Maharani (2020), which show the existence of a significant connection between usefulness and perceived intention in various technological environments, demonstrating usefulness as a precedent of behavioral intention. Likewise, perceived intention has been operationalized through a consumer's desire to buy online travel packages in the near future (Patiño-Toro *et al.*, 2020; Ruiz & Almazán, 2021; Wickansono & Maharani, 2020), therefore, individuals will tend to make use of certain technology if they distinguish that using it will prompt them to improve their desired performance in certain tasks, even if it initially implies a difficulty when using it. Thus, the hypothesis was formulated as follows:

H1. Perceived usefulness is positively related to the intention of the tourism consumer to purchase from an online travel agency.

Now, regarding the relationship between ease of use and purchase intention, Hahn & Kodó (2017) determine that perceived ease of use is a determining factor in influencing people's behaviors and behaviors, thus affecting satisfaction and intention when purchasing a product or service through an e-commerce site or application, regardless of the consumer's previous experiences. Studies by Bayona-Ore & Leyva (2019), Wicaksono & Maharani (2020), Medina-Quintero *et al.* (2021) and Renadie & Sharif (2019) also confirmed the effect of ease of use on purchase intention, also and with reference to the mentioned studies, ease of use was measured in this paper considering simplicity, ease of understanding and ease of access to tourism websites.

On the other hand, contrary to the results of Sukno & Pascual Riquelme, (2019) who conclude that ease of use does not present significant consequences on purchase intention. The above allows highlighting the importance of perceived ease with respect to purchase intention, given that designing a website that is simple to use and with information accessible to users, could specify whether a person manifests the intention to make purchases by this channel. Therefore, the following hypothesis is proposed:

H2. Perceived ease of use in the purchase of travel packages through an online agency positively influences purchase intention.

Regarding the causal relationship between ease of use and perceived usefulness, the literature review shows that this has been repeatedly verified (González, 2015; Castro *et al.*, 2021). An example of this is the study of Cruz *et al.* (2019) who analyze the link between hotel websites and their online shopping, proving the positive compatibility of the constructs in question. Likewise, different authors (Bayona-Ore & Leyva, 2019; Sukno & Pascual del Riquelme, 2019; Peng *et al.*, 2019) state that the more user-friendly it is to use and navigate an application or website, the easier it will be to value its usefulness for online shopping, which in turn positively impacts the intention to use it for that purpose. This clarifies the relevance of ease of use to perceived usefulness, since ensuring that

a website is easy to use will raise the feeling that it will enhance the shopping experience, so it is imperative that companies develop their websites to facilitate, as much as possible, the operations of their online stores. Therefore, the following hypothesis is presented:

H3. Perceived ease of use is positively related to perceived usefulness in the purchase of travel packages through an online travel agency.

As for the perceived security variable, this can be defined as the feeling of trust or absence of danger/risk perceived by the consumer to certain technology, although it has also been estimated through aspects such as information protection, the feeling of security provided by websites and secure payment systems (Bayona-Ore & Leyva, 2020; Monsalve & Betancur, 2020), hence websites need to be developed with appropriate security mechanisms to provide and ensure the safeguarding of consumer and business information (Wong & Mo, 2019).

On the other hand, Bravo *et al.* (2018), claim that consumers do not perceive security in the absence of a person responsible for showing them the characteristics of their product before acquiring it, in addition to ensuring their payment and the arrival of this product to where it is requested. Therefore, for virtual security it is vital to develop the perception of trust, so that it is perceived by individuals when buying online, allowing to deduce that, according to the article by Kim *et al.* (2017) perceived security is an essential precedent to build trust, which is supported by Wong & Mo (2019) since they analyzed through a structural model that perceived security has a direct and positive impact on trust towards the use of Internet banking services. This allows highlighting the importance of perceived security with respect to users' perception of trust, since ensuring that websites selling tourist packages promote that their customers' personal information is protected in a convenient way would trigger the possibility of turning it into a potential purchase option. So, according to the previous approaches and having knowledge of what was found in the literary review, the following hypothesis is proposed:

H4. Perceived security positively influences trust in an online travel agency.

Regarding the impact of perceived trust on purchase intention, the TAM has the possibility of being adapted for this study by introducing some other variables. That is for this reason that, several studies agree in adding trust to the model, since this variable is considered of special importance in conditions of uncertainty and risk such as those that occur in online shopping (Sukno & Pascual del Riquelme, 2019; Jagan, 2018; Castro *et al.*, 2021), in addition such studies demonstrate a theoretical support of the relationship between user trust and the intention to use the Internet as a means of purchase, since their results confirm the positive influence between the two variables. Therefore, in the present study it has been measured through the users' perception that travel agencies will comply with the promises, commitments and honorability expressed on their websites (Dominguez-Lara, 2016; Castro *et al.*, 2021; Ruiz & Almazán, 2021). The above envisions the relevance of trust as a predictor of intention, given that ensuring that potential users express interest in the website is in the interest of companies so that they manage to radiate the appropriate reassurance and thus attract and retain them. Therefore, based on previous studies demonstrating such influence between the constructs, the following hypothesis is suggested:

H5. Tourist consumer trust in travel agencies directly and positively influences purchase intention.

Now then, Assaker (2020) explained that the inclusion of moderating variables, in certain cases, could support the explanatory power of the TAM, as well as overcome the inconsistencies in the relationship between its key variables and the additional variables included based on evidence from previous studies. That said, age is considered as an important moderating element in tourism shoppers' choices, since Adaji *et al.*, (2018) research detected a significant difference in online shoppers' attitudes and behaviors depending on the age difference. On the other hand, Fang *et al.*, (2016) investigated the impact of age differences in relational benefits and perceived value on online consumers repurchase intention, whereas Hwang *et al.*, (2019) detected a moderating effect of two generations on the relationship between perceived innovative behavior and word-of-mouth purpose.

Although the effect of age has had little attention in the TAM, there are findings specifically in tourism and hotel industry, an example of this is a study (Ye *et al.*, 2019) that demonstrate that maturity level acts as a key role in the online tourism market, so younger people are most likely to use the Internet to improve their lodging and dining out experiences, in contrast to older adults, who show less interest in using a technology as an intermediary in their travel, as they tend to be less autonomous in their decision and are strongly influenced by their closest social circles (Talwar *et al.*, 2020). So, for travel agencies it would be important to detect which age range does not find a utility in making purchases of their tour package through the Internet and identify the way to generate the convincing towards that age range. Therefore, the following hypothesis is proposed:

H6a. The age of the tourism consumer moderates the relationship between perceived usefulness and purchase intention of online travel agencies.

Nevertheless, privacy on the Internet has been a relevant issue for individuals who participate in online activities, as Internet users often disclose personal information to anonymous strangers, but still expect their personal information to be safe and secured (Aboobucker & Bao, 2018). However, younger generations do not have the same perception of trust regarding the privacy of their information as more mature generations (Büchi *et al.*, 2021), i.e., young people who grew up with the Internet in their daily lives are less likely to be concerned about their confidential data and privacy (Chaouali *et al.*, 2016; Büchi *et al.*, 2021). Thus, it would be convenient to analyze the effect that age has in relation to trust and purchase intention, so that travel agencies focus their strategies to generate trust in the age range that is less likely to use this technology. Therefore, the following hypothesis is suggested:

H6b. The age of the tourism consumer moderates the relationship between perceived trust and purchase intention in online travel agencies.

Method

The present study uses a quantitative approach of the correlational-explanatory type and cross-sectional design by adapting the TAM. The procedure followed consisted of a review of the literature related to the topic to develop and support the proposed hypotheses. Subsequently, a list of items was generated for the creation of the questionnaire employed, which was validated through the participation of experts and researchers on the topic, whose suggestions were incorporated into the collection instrument, and the result was a questionnaire consisting of 7 general questions and 15 items on a 5-point Likert-type scale, where 5 corresponds to "totally disagree" and 1 to "totally agree".

Data collection was non-probabilistic and by convenience during July 2021 in Tamaulipas, Mexico, through a web form. The required sample size was 385 inhabitants over 18 years of age with a confidence level of 95% and a margin of error of 5%. A total of 404 valid questionnaires were collected. In addition, by analyzing the power tables of Chin and Newstead (1999), Cohen (1998) and Green (1991), based on the maximum number of predictors used in the proposed model and the statistical software GPower 3.1, it was verified that the collected sample was sufficient to show an adequate effect size in the proposed relationships (Faul *et al.*, 2009), and thus be able to determine their influence and statistical significance (f^2 of 0.15, and number of predictors of 3). Finally, the statistical analysis applied was using structural equation modeling using the partial least squares technique (PLS-SEM).

Results

The sample collected was composed of 55% women and 45% men. Of the total number of respondents, the highest percentage was between 26 and 40 years of age (43%), followed by 55 to 41 years (32%) and 25 to 18 years (14%). Most respondents (67%) come from the central zone of Tamaulipas, Mexico, followed by 21% from the northern zone and 12% from the southern zone. In addition, the sample indicates that at least 42% of the respondents have purchased more than 3 times through an online travel agency, and 28% have not purchased at all, which shows that the sample meets the expectations for this type of analysis, which is to determine the intention-current use of computer applications for online purchase by tourism consumers.

On the other hand, the PLS technique was applied for the inference analysis, which indicates that the process should be performed in three phases: estimating the model fit, analysis of the measurement model and analysis of the structural model. The model fit allows detecting discrepancies between the observed and predicted correlations, for this the SRMR coefficient is calculated, in which a value less than 0.080 would demonstrate an adequate fit (Hair *et al.*, 2017; Cho *et al.*, 2020), so it is concluded that it is met, since what was obtained was 0.075.

Continuing with the evaluation of the PLS model. The validation of the measurement model comprises three aspects: i) internal construct consistency; ii) convergent validity and iii) discriminant validity (Hair *et al.*, 2017, 2019). For the first point, the item loadings (λ) are evaluated, which must be over 0.707 (Hair *et al.*, 2019) and as can be seen in table 1, all items comply except for IC3 (intention to

frequent use of tourism websites) which was not included for further analysis. Regarding the reliability of the construct. To estimate it, two main parameters are considered: the composite reliability (CR) and the Rho_A where values above 0.70 are considered adequate (Hair et al., 2019). Now, for the estimation of convergent validity, the coefficient called average variance extracted (AVE) is used, where values of 0.50 or more are acceptable (Chin, 1998), table 1 shows that the limits established by the literature are met.

Table 1. Results of the Reflective Measurement Model

Construct	Items	λ	Rho_A	CR	AVE	R ²
Perceived Usefulness (UP)	UP1. Allows me to purchase my travel package more efficiently than personally	0.856				
	UP2. I find it easier to buy my travel package than going to a traditional travel agency in person.	0.830	0.862	0.860	0.672	0.492
	UP3. It allows me to get the information I need before deciding on my purchase.	0.771				
Ease of use (FU)	FU1. The information in the online travel agency is easy to find.	0.843				
	FU2. The structure and contents of the travel agency's website are easy to understand.	0.801	0.844	0.841	0.639	—
	FU3. It would not take me any mental effort to make a purchase through an online travel agency.	0.752				
Trust (CO)	CO1. There will be no problems or unforeseen events when purchasing my travel package through an online travel agency.	0.855				
	CO2. Online travel agencies give the impression that they deliver on promises and commitments.	0.843	0.885	0.885	0.720	0.657
	CO3. Online travel agencies have integrity.	0.848				
Security (SP)	SP1. Online travel agencies implement computer security measures to protect my information.	0.838				
	SP2. Online travel agencies ensure that information is protected during the purchase transaction.	0.865	0.911	0.909	0.769	—
	SP3. The payment systems implemented by online travel agencies are secure	0.926				
Intention to purchase (IC)	IC1. If possible, I will try to buy from an online travel agency in the next 6 months.	0.820				
	IC2. I intend to use an online travel agency in the near future.	0.871	0.835	0.834	0.716	0.435

Source: Own elaboration from results in Smart PLS version 3.3.3.

Now, for the discriminant validity aspect, for its evaluation, the most recent criterion called Heterotrait-Monotrait Correlation Ratio (HTMT) was applied, in which the values obtained must all be less than 0.85, demonstrating that the constructs analyzed are empirically different from each other, that is, this criterion is acceptable as can be seen in table 2.

Table 2. HTMT results for the Reflective Measurement Model

Constructs	CO	FU	IC	SP	UP
CO	–				
FU	0.729	–			
IC	0.590	0.581	–		
SP	0.810	0.643	0.486	–	
UP	0.624	0.700	0.538	0.547	–

Source: Own elaboration from results in Smart PLS version 3.3.3.

On the other hand, for the structural model evaluation, at least three points should be considered (Hair *et al.*, 2017; Zaman *et al.*, 2019): the multicollinearity analysis, the magnitude and statistical significance of the path coefficients and the determination coefficient (R^2). To evaluate the R^2 , the threshold proposed by Hair *et al.* (2017) is considered, where values of 0.25, 0.50 and 0.75 are categorized as weak, medium, and strong, respectively. Based on this criterion, table 1 shows that the R^2 of the constructs studied are in medium to strong ranges. Continuing with the analysis of the structural model, the path (b) relationships of the model are now analyzed to test the hypotheses proposed. For this purpose, the Bootstrapping technique was used, where the 404 cases collected plus a set of 5 000 subsamples are considered; table 3 shows the results of the structural model.

Table 3. Structural Model Results

Hypothesis	b	t-Value	p-Value	Comment
H1 UP > IC	0.205	2.494	0.006	Accepted
H2 FU > IC	0.240	2.294	0.011	Accepted
H3 FU > UP	0.701	14.017	0.000	Accepted
H4 SP > CO	0.811	28.692	0.000	Accepted
H5 CO > IC	0.285	3.069	0.001	Accepted

Source: Own elaboration from results in Smart PLS version 3.3.3.

As can be seen in table 3, Hypothesis H1 presents results that allows for it to be considered as accepted, since perceived usefulness is positively interconnected with user intention when buying from an online travel agency ($\beta = 0.205^{**}$). These results are similar with the studies of González *et al.* (2015), Suko & Pascual Riquelme (2019), Patiño-Toro *et al.* (2020) and Wicksono & Maharani (2020),

who studied the relationship of perceived usefulness and purchase intention making use of online travel agencies, in which they state that perceived usefulness represents the user's impression of the efficiency, productivity, performance and benefits of using technology. Therefore, if users think that a technology has been useful to them, more and more individuals will increasingly make use of it. Thus, it is expected that online travel agencies will continue to provide effective service to maintain customer satisfaction and sustain a competitive advantage over traditional business models.

The results obtained on table 3 allows it to accept the Hypothesis H2 ($\beta = 0.240^{**}$), which indicates that the perceived ease of use when purchasing a travel package through an online agency reflects a positive effect on purchase intention. This is in line with several studies (Hu *et al.*, 2019; Renadie & Sharif, 2019) that estimated that ease of use is represented by the platform's easy understanding, simplicity, minimal interference, and easy access. Furthermore, the results are similar with the work of Tahar *et al.* (2020), which showed that the greater the perceived ease of interacting with a technology, the greater the user's impression of effectiveness and therefore will be receptive to employing it in their activities. However, it contrasts with the results of Sukno & Pascual Riquelme (2019), who conclude that ease of use does not present a significant correlation on purchase intention. Therefore, online travel agencies, as a provider of a booking service, should pay attention to the web usability of their customers when interacting with their website, from consistency in its form, legible typography, choice of images and content structured in a useful way.

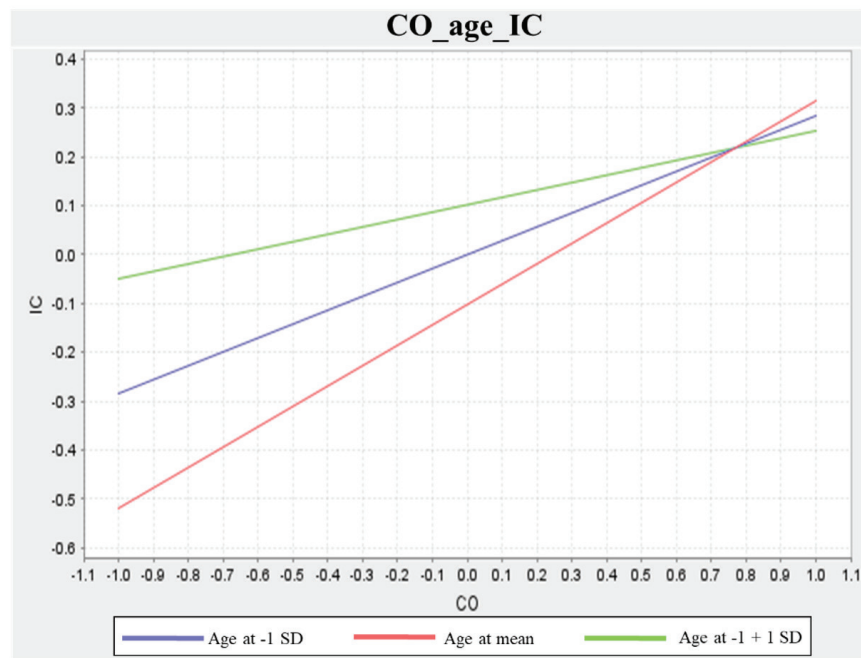
On the other hand, Hypothesis H3 is accepted since perceived ease of use is positively related to the perceived usefulness of purchasing a travel package through online travel agencies ($\beta = 0.701^{***}$). From this, a causality of usefulness with ease of use was observed, as this helped to improve the fulfillment of certain tasks, by allowing outstanding results to be obtained with the same or even less effort applied, as mentioned in the studies of Hsieh (2019) and Sukno & Pascual Riquelme (2019), who evaluate this causal relationship under different commercial technological contexts, yielding similar results.

Hypothesis H4 is accepted, i.e., perceived security has a positive and significant impact on perceived trust ($\beta = 0.811^{***}$). Based on this, it can be affirmed that it corroborates what has been detected in other studies that have analyzed this relationship in other contexts (Bayona-Ore & Leyva, 2020; Monsalve & Betancur, 2020). Consequently, the involvement and influence of security is confirmed and ratifies the relevance of this for the decision to purchase a trip through an online travel agency. Therefore, it is important for these agencies to develop strategies based on the characteristics of privacy, confidentiality and security of personal and financial data that make consumers feel secure and confident when making their purchase.

As for hypothesis H5, it is accepted ($\beta = 0.285^{***}$). The result is interpreted as the consumer's perception that the salesperson is complying with a series of characteristics such as honesty, interest, and concern towards his customer in the treatment and transaction of the purchase. Such results were similar in the studies of Sukno & Pascual del Riquelme (2019), Ventre & Kolbe (2020), Lyne, Moran & Hernández (2018), Castro *et al.* (2021). Thus, it is recommended from a managerial perspective to online travel agencies that the projected image should be a commitment of compliance and interest towards their customers to generate trust and rely on external security mechanisms.

However, for the calculation of the proposed moderations, the results are considered dual, since they indicate that Hypothesis H6b ($\beta = -0.133 *$) is accepted, while Hypothesis H6a was rejected ($\beta = 0.295$ ns). This shows that, the older the age of the buyer, the relationship of trust on intention will be reduced, on the contrary, the younger the buyers are, the higher the relationship will be. Figure 2 shows that the slope of this relationship is positive for all three lines, therefore, confidence in older buyers is closely related to lower levels of purchase intention, coinciding with the study by Sánchez-Mena *et al.* (2017), in which they study the impact of age on the intention of teachers to use educational video games in the classroom. However, the age of the respondents does not moderate the connection between perceived usefulness and purchase intention, which coincides with a study by Assaker (2020) dedicated to observing the effect of trust, ease, and usefulness on the intention to use online tourist reviews, and whose result recognizes that perceived usefulness does not generate a significant effect on purchase intention with respect to the user's age.

Figure 2. Simple slope plot of the moderator variable



Source: Own elaboration from results in Smart PLS version 3.3.3.

Conclusions

Given the rapid growth of e-commerce and online travel agencies and being aware of the need to understand the motivations that promote the adoption of online shopping, the objective was proposed to analyze how the perceived usefulness, ease, security, and trust variables influence the purchase intention of tourists through online travel websites. The results provided strong evidence of the association of all the key factors, thereby confirming that usefulness, perceived ease, and trust form a positive and significant association with purchase intention towards online travel agencies. With this analysis, it was found that the relationship between perceived ease and perceived usefulness is the most influential construct, i.e., the perceived ease of use will determine the level of usefulness of making a purchase through an online travel agency. And in turn, the higher the perceived usefulness, the more positively affected will be the intention to use.

Therefore, online travel agencies should focus their efforts on making their customers find simple processes on their websites when searching for information and making their purchase, through filters, attractive images or links that guide their search. Another important finding is the effect of trust on the intention to purchase from an online travel agency. With the growing development of cybercrime, companies should be aware of the threats that can attack the organizational system at any time and cause losses, which can influence security, trust and the intention of customers to use them, indicating that companies should build trust by improving transaction process security levels used by their customers, employing companies through outsourcing that are dedicated to certify online operations and thus protect the customer's confidential information. This way companies can focus their efforts on improving customer service, achieving goals, and producing a more efficient work structure while ensuring that their systems are protected. Thus, maintaining stakeholder confidence and being able to convince new potential users.

In terms of theoretical significance, this paper provides a literature review that can support future research, in addition to supporting the approval of the TAM and the addition of the constructs of perceived trust and security in the field of online shopping and Mexican tourism. However, it should be noted that the present study has limitations as it was applied in the context of a global pandemic, the survey was conducted through an online platform, so it was not possible to control or observe the response of the volunteers. Also, the results correspond to a single moment in time and to one area of Mexico, so the findings cannot be generalized to all regions of the country.

On the other hand, interested researchers are invited to carry out a replication study in other geographical regions and contexts and compare their findings with those of the present study to extend the replicability of the model proposed and the implied findings. It would also be advisable to conduct a longitudinal study to understand the changes in behavioral intentions towards online travel agencies, furthermore, the scholars can also enrich the existing literature on buyer behavior towards online travel agencies by the application of key theories such as the one related to consumer values.

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