

FACTORS AFFECTING PURCHASE INTENTION ON TIX.ID MOBILE APP

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ABSTRACT

Internet and smartphone nowadays have evolved, many people make use of it to do online transaction. One of them is to purchase movie ticket through online. TIX.ID itself is a mobile app that have a feature to buy movie tickets online. In this case study, it has a purpose to know factors affecting purchase intention on TIX.ID mobile app. Factors that has been used on this case study are Perceived Ease of Use, Perceived Usefulness, Trust Security, Subjective Norm and using Age as moderating variable to find out whether Age has affect on connection between those variables with purchase intention. In this case study, it uses quantitative method by using questionnaire that has been sent to respondents as data source for this case study. From the questionnaire that has been sent through social media, it received 451 respondents which the respondents have a qualification to ever at least once to purchase movie tickets through TIX.ID mobile app. Result from this case study is that factors affecting purchase intention on TIX.ID mobile app are Perceived Ease of Use, Perceived Usefulness, Security and Subjective Norm.

Keywords: *Online Movie Ticket, E-commerce, M-commerce, Purchase Intention, TIX.ID*

1. INTRODUCTION

The development of information technology today has a considerable impact on business owners. The development of information technology is expected to be used to accelerate and facilitate business processes. One of the information technologies that is developing quite rapidly is a mobile application.

The current development of mobile applications in Indonesia can be seen on statistics conducted by [1]. As of January 2020, 175 million internet users got 94% of internet users using smartphones and was followed in second place, namely using personal computers.

Mobile applications in Indonesia have developed rapidly, Based on [1], where mobile applications are dominated for the use of chatting, social media and entertainment or video apps.

Based on [1], it was found that the use of mobile applications for entertainment needs and watching videos was 83% and also 25% of smartphone users in Indonesia aged 16 to 64 years use their mobile phones as tickets or boarding passes. It can be

concluded that very few use their smartphones to buy movie tickets via mobile applications, this is directly proportional to the results of the survey conducted by [2], out of 5900 respondents, only 0.9% have bought tickets online.

With the internet, many movie ticket sales businesses use the internet as their sales medium. One of them is using mobile apps as a tool to sell movie tickets.

In Indonesia, there are many applications that can be used to purchase movie tickets via smartphones. For example, TIX.ID, BookMyShow, CINEMA XXI (M-TIX), GO-TIX and CGV.ID.

Based on information obtained from the TIX.ID website, TIX.ID is the leading entertainment service application in Indonesia that provides new experiences in purchasing movie tickets and other entertainment. With TIX ID, users can find out information about the latest films and make cinema ticket reservations easily, quickly, and safely. The TIX.ID application can be downloaded on the Google Play Store and Apple App Store.

At the beginning of the introduction of online ticket purchases, there were several problems, namely the problem of ease of use of the application, trust in using the application, and security problems of the application.

Based on a survey conducted by We Are Social & Hootsuite in 2020, 59% of respondents expressed concern about how companies use their personal data[1].

Especially with the BukaLapak and Tokopedia cases, where there was a leak of their user data that occurred in March 2019 for BukaLapak and April 2020 for Tokopedia. Reported on Indonesian News Site, that almost 13 Million BukaLapak's users data was sold on Dark Web but it was denied by the company that all users' data was monitored and recorded if there are any people who access, read, replaced or deleted its data[3].

Also reported on Indonesian News Site, that Tokopedia was got data breach as well in March 2020. Almost 15 million user's data were exposed by the hacker and was being sold online. The database contains emails, password hashes and names[4].

This incident makes users more careful in providing their personal data to e-commerce applications and the like.

Based on news published by Suara.com on July 30, 2018, Andrew Pangestu Chief Technology Officer Cinema 21 Jakarta stated that there was an increase in online ticket purchases by 20-30 percent, which in 2017 was only 5 percent[5].

Based on research conducted by [6] which involved 100,000 viewers who watched films in theaters in the United States in 2018. Stated that there was an 18.7% increase in purchasing movie tickets online. These viewers usually buy tickets through the cinema's website or application, but millennials prefer to use third-party applications. The reason viewers buy online is because they can buy premium things, such as group purchases, the freedom to buy more and choose more premium seats and spaces.

Based on the above background, researchers are interested in finding out what factors influence purchase intentions on the TIX.ID mobile app. Researchers also analyzed how much influence these factors have on purchase intentions on the TIX.ID mobile app. The aim of this study is to find out whether the factors have influence in purchase intention on TIX.ID Mobile App. In this research, it uses quantitative method by using questionnaire

that has been sent to respondents as data source for this case study.

2. THEORITICAL BACKGROUND

2.1 Purchase Intention

Consumer purchase interest is an action and social relationship carried out by individual consumers, groups and organizations to assess, obtain and use goods and services through an exchange or purchase process that begins with a decision-making process that determines these actions [7].

Intention to purchase is the concept of the technology acceptance model (TAM), one of the most successful theories in predicting individual intentions to use a system [8]. There are two core theories for testing and predicting individual intentions to utilize information systems [9]. Intention to buy in this study is defined as the customer's intention to engage in online purchases on social networking sites. TAM is a core theory in learning about e-commerce.

Purchase intention has been used extensively in the literature as a predictor of subsequent purchases and plays an important role in helping companies predict customer actual purchasing behavior[10].

2.2 Perceived Usefulness

According to [11] perceived usefulness is defined as the extent to which a person believes that using certain technology will improve his job performance in an organizational context. In TAM, Usefulness is one of the two keys to measure the impact of attitudes on new technology. To apply this definition to the context of research on the acceptance of new technology, the perceived benefits are classified as individual perceptions indicating the performance of online shopping via the internet. Usefulness is the individual's perception that using the internet as a shopping medium will improve their shopping performance. This perception affects consumers' attitudes to shop online and their intention to shop using the internet.

2.3 Perceived Ease of Use

According to [11] perceived ease of use is a belief in ease of use, that is, the level at which users believe that the technology / system can be used easily and is free of problems.

The extent to which an innovation is easy to understand or use can be considered as perceived ease of use[12]. The ease of use of a company's e-commerce system can determine how well a company can attract and retain customers. In other

words, perceived ease of use explains most of the variants for intention to use information technology [13].

Ease of use arises when a person believes that using a new technology can free himself from the need to put more effort into the process of using the application[14].

A technology can be said to be easy to use if the technology is easy to understand and operate. The new technology also makes it easier for individuals to achieve their goals[15].

In the context of e-booking, ease of use can be defined if users feel that e-booking does not require more effort in its use and is not difficult to use[16].

2.4 Security

Security in the context of e-commerce can be defined as the ability of e-commerce to control and maintain the security of customer transactions and personal data. Security guarantees play an important role in building a sense of security by reducing consumer concerns about misuse of personal data and transactions. If consumers assume that online sellers' websites offer security, such as security policies, safe shopping guarantees, and other protection mechanisms, then consumers will conclude that sellers provide security guarantees during online transactions [17].

Security involves the practice of protecting users from the risk of fraud and financial loss from the use of credit card or other financial information - not sharing personal information about customers with other sites, protecting anonymity, and giving consent. Security issue is one

the main reason given by Internet users not to buy over the Internet [18].

[18] also stated that there are 5 privacy and security issues for consumers who use information technology:

1. First is the privacy of consumers. This issue is not new, it has been a major problem that has caused consumers to worry for years about how their data is used by the government, especially by businesses.
2. The second is Maintaining privacy and anonymity while browsing the Internet, it will be difficult for them to maintain privacy and anonymity when they enter cyberspace. The cyberspace has tons of scouts and scammers alike. Users are expected to take care of themselves when venturing into cyberspace.
3. The third is security problems and threats. Security does not only focus on online transactions and hacker attacks, but also

on payment fraud which is very influential on online merchants as well as stalking, impersonation, and identity theft.

4. The fourth is E-mail. E-mail is a messaging application that is still popular today, all corporations and individuals use this messaging. In the last few years, many junk or spam messages have started to develop which can cause security problems because some junk emails can lead to theft of personal data.
5. The fifth is child protection on the internet. Many corporations ask for children's data without the parents' knowledge.

2.5 Trust

[19] define trust as a subjective belief from consumers about online sellers who will fulfill their transactional obligations. [13], [17] defines trust is an assessment of a person's relationship with other people who will carry out certain transactions according to the expectations of believers in an uncertain environment. In other words, trust is a form of trust from a certain party to another party in a transaction, according to which it will fulfill all obligations as expected.

[20] define trust as the perceived integrity and virtue of the online shop according to the customer's view.

[8] states that all existing interactions require trust, especially in uncertain conditions in an e-commerce environment. Trust itself also plays a long role in the customer-marketer relationship where the trust leads to a transaction. Trust is an important element in shaping customer behavior, especially in the context of transacting via e-commerce. Lack of trustworthiness is the reason why many customers are reluctant to transact online.

2.6 Subjective Norm

Subjective norms are user perceptions that are influenced by the environment they are in. They are their friends, their family and their community. [21] states that subjective norms influence people to behave in any particular way around them. [22] stated that their environment is their reference and this reference is very influential on people to act in a certain way and they have an impact on their intention to use.

[23] stated that subjective norms reflect a person's perception of other people's opinions about whether he should perform certain behaviors, namely the approval of others about consumption behavior, which means that other people put forward the "norm" of consumption for consumers.

[15] states that subjective norms or social pressure can influence a person's behavior, including when transacting in e-commerce. the role of subjective norms in influencing users to transact in e-commerce, such as getting testimonials from friends, friends, family about transacting in e-commerce.

The difference between Subjective Norm and Word-of-mouth is where the Subjective Norm is a person's perspective whether a person will take an action based on their environment such as family, friends or relatives. While word-of-mouth is a marketing technique that can be used verbally, in writing and electronically which is distributed to the public which aims to explain the advantages or experiences of using a product or service [24].

2.7 Previous Research

Perceived Usefulness is a major factor in the intention to buy tickets online because the website must meet the shopping needs of customers. By advertise commercially the convenience of an online ticket purchasing system and its benefits, it can increase user's perception of the ease of using an online ticket purchase system[25].

Perceived Usefulness has a significant effect on Purchase Intention in e-commerce, not limited to generation Y and generation X. Because it is human nature to seek and prefer something useful, which affects one's decision-making process. If an action brings no advantage or benefit, it will be avoided directly[15].

Perceived Ease of Use also has effect on Purchase Intention. [25] stated that users find it easy to use the ticket purchase system. They also provide clear information and consistent detailed indications for first-time ticket users online.

Security also one of main factor that affect purchase intention. Based on research conducted by [25], because the IT infrastructure in Vietnam is still weak it makes consumers hesitate to use a payment system using a credit card. And of course, security when transacting online is an important factor in purchasing tickets online. Based on research conducted by [26], it is stated that security is one of the factors affecting purchase intention because the safer the application is, the more users will use the application to make transactions.

[25] states that Trust is also part of transaction security. To create trust from users, developers must also increase the security of their websites to prevent hackers from stealing money from users.

Based on research conducted by [26], it is stated that trust is also one of the factors that affect purchase intention because if users believe in this

application, users will prefer to use the application compared to using other applications.

Research conducted by [15] states that subjective norms have a very significant effect on purchase intention in e-commerce. The results of this study also state that subjective norms have a significant effect on purchase intention in generation Y respondents compared to generation X. Because Generation Y is still relatively young and spends more time socializing with their peers, where certain impulses can be accepted. by their peers appeared. Hence, they tend to follow the perceptions of their peers on certain behavior because they are afraid that they will become social pariah or be considered different by others. Research was also conducted by [27], who stated that the Subjective Norm has an impact on purchasing Low-Cost plane tickets. Where Southeast Asian citizens, when they want to buy plane tickets tend to follow the recommendations of their family and friends or can see if they have ever used them or are satisfied with the services provided by airlines.

Table 1: Previous Research

Variable \ Author	PEOU	PU	TR	SC	SN	PI
[25]	x	x		x	x	x
[15]	x	x			x	x
[26]			x	x		x
[28]					x	x
[13]	x	x	x			x
[29]	x	x	x			x
[30]	x	x	x		x	x
[31]	x	x	x		x	
[32]	x	x	x			x

3. RESEARCH METHODOLOGY

3.1 Research Model

Identification of factors that affecting purchase intention in this research are formed based on literature such as journal, books and other sources. The research model itself is presented in Figure 1. In this study, the variables used will be adjusted to the factors that affect purchase intention on the TIX.ID mobile apps. The variables used are Perceived Ease of Use, Perceived Usefulness, Trust, Security, Subjective Norms, Age which are used as moderating variables for the relationship between Perceived Ease of Use, Perceived Usefulness, Trust, Security, Subjective Norms on Purchase Intention and Purchase Intention.

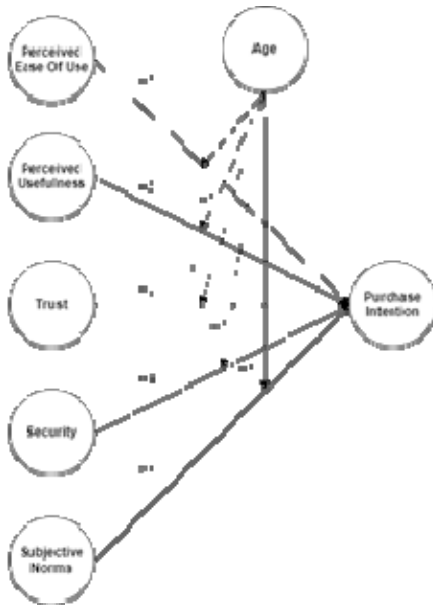


Figure 1: Research Model

All the variables and indicators, as shown in Table 1, that used in this study were adapted from previous research that were found on journal, textbooks, and other sources. Likert scale is used as measurement that ranging from 1 (strongly disagree) to 5 (strongly agree). Appendix A shown the results based on respondent’s answers.

Table 2: Variable Measurement

Variable	Adapted From
Perceived Ease of Use	[25][15][30]
Perceived Usefulness	[25][15][30]
Trust	[30]
Security	[25]
Subjective Norm	[25][15][30]
Purchase Intention	[25][15]

Outer model analysis will be conducted in this research to evaluate whether the measurement scales used are valid and reliable. The analysis will consist of three test which is convergent validity test, discriminant validity test and reliability test. Convergent Validity is the extent to which a measure can correlate positively with alternative measures with the same construct [33]. In this test, the Outer Model will see the loading factor value and the Average Variance Extracted (AVE) value. A variable can be said to be valid if it has a loading factor value of more than 0.7 and an AVE of more than 0.5 [33].

Discriminant Validity is the extent to which a construct is completely different from other constructs. In the discriminant validity testing stage, 2 stages will be carried out, namely, testing using cross-loading then testing using the Fornell-Larcker criterion. Cross-Loading is a test by looking at the outer loading value on each indicator, it can be said to be valid if the outer loading value on each indicator is greater than the correlation value between other constructs. Fornell-Larckel criterion is a test by comparing the value of the square root of AVE with latent variables. It can be said to be valid if the value of the square root is greater than the value of other correlated latent variables.

Reliability test will used Cronbach’s Alpha value and Composite Reliability value. Both values have to be above 0,7 to be said as reliable[33].

From the Research based on Figure 1, it can be developed as equation structure model, which are:

$$PI = \beta_0 + \beta_1PEOU + \beta_2PU + \beta_3TR + \beta_4SC + \beta_5SN + \beta_6PEOU.Age + \beta_7PU.Age + \beta_8TR.Age + \beta_9SC.Age + \beta_{10}SN.Age + \epsilon... (1)$$

Where:

PEOU = Perceived Ease of Use

PU = Perceived Usefulness

TR = Trust

SC = Security

SN = Subjective Norm

Age = Age

PI = Purchase Intention

Inner model analysis will be conducted in this research to evaluate whether the hypothesis is accepted and the relationship between variable are significant or not.

In this study, the path coefficient test was carried out using bootstrapping using the SmartPLS 3 application. [33] recommends bootstrapping using 5,000 sub-samples with a significance level (α) of 0.05. The relationship between variables can be said to be significant and the tested hypothesis can be accepted if the p-value is ≤ 0.05 and vice versa if the p-value is ≥ 0.05 . To find out whether the relationship between variables is significant or not, it can be seen from the t-statistic value. If the t-statistic value is ≥ 1.96 , the relationship between variables can be said to be significant.

3.2 Hypothesis Development

The hypothesis for this research is developed from the Figure 1 as follows:

H1: Perceived Ease of Use affects Purchase Intention on the TIX.ID mobile apps

H2: Perceived Usefulness affects Purchase Intention on the TIX.ID mobile apps

H3: Trust affects Purchase Intention on TIX.ID mobile apps

H4: Security affects Purchase Intention on the TIX.ID mobile apps

H5: Subjective Norms affect Purchase Intention on TIX.ID mobile apps

H6: Age moderated Perceived Ease of Use on Purchase Intention through the TIX.ID mobile app

H7: Age moderated Perceived Usefulness on Purchase Intention through the TIX.ID mobile app

H8: Age moderates Trust towards Purchase Intention through the TIX.ID mobile app

H9: Age moderates Security on Purchase Intention through the TIX.ID mobile app

H10: Age moderates Subjective Norms towards Purchase Intention via the TIX.ID mobile app

	24-28	92
	29-33	33
	>33	12
Occupation	Student	243
	Employee	152
	Civil Servant	8
	Housewife	9
	Entrepreneur	17
	Unemployed	22
Domicile	Jakarta	239
	Bogor	50
	Depok	38
	Tangerang	68
	Bekasi	56
Online movie ticket purchase intensity	Once a month	172
	2-3 times a month	236
	4-5 times a month	36
	>5 times a month	7

The majority of respondents in this study came from the age category 19-23 years, where at this age is included in the productive age category and generation Z which is a generation that is able to adapt to technological developments.

4. RESULTS AND DISCUSSION

Research data were collected by distributing online questionnaire that was created using Google Form. The questionnaire was distributed through social media application such as Instagram, Twitter and WhatsApp and Homegrown website called menyelami.co that used to find respondents by share questionnaire that will be used as research data. The questionnaire distribution started on 2nd week of July 2020 and finished on end of July 2020. To make sure all respondents are valid, the first asked on the questionnaire is had they ever purchase movie ticket through TIX.ID. If the answer is “Yes”, they can participate in the questionnaire.

A total of 503 respondents participated in filling out the questionnaire but 52 of them were eliminated because they answered "No" to the question to test the validity. Valid respondents gathered after data cleaning process were 451 respondents. From Table 2, it can be found the respondents characteristics.

Table 2: Respondents Characteristics

Gender	Male	147
	Female	304
Age	<19	73
	19-23	241

Table 3: Result of Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	AVE
Perceived Ease of Use	0,722	0,844	0,644
Perceived Usefulness	0,761	0,862	0,748
Trust	0,791	0,878	0,705
Security	0,789	0,877	0,704
Subjective Norm	0,703	0,834	0,626
Purchase Intention	0,832	0,899	0,748

From the data shown in Appendix A, it can be concluded that all indicators of each variable are valid since each of indicators has loading factor $\geq 0,7$ and from Table 3 all variable has Average Variance Extracted (AVE) value $\geq 0,5$. From Discriminant Validity test result on Appendix B, all variable has the square root value that is greater than the value of other correlated latent variables so it can be concluded as discriminant valid.

From Table 3, Results shown that Cronbach's Alpha and Composite Reliability of

each variable are $\geq 0,7$, it can be concluded that all variable are reliable and trustworthy. The result for discriminant validity test for both Cross Loading and Fornell-Larcker Criterion can be found on Appendix B and C respectively.

Table 4: Coefficient of Determination (R^2)

	R Square	R Square Adjusted
PI	0,432	0,418

Based on Table 4 above, R^2 value of the Purchase Intention variable is 0.432 or it can be categorized as weak. From this data, it can be explained that this model can explain Purchase Intention (PI) for 43.2%, while 56.8% is explained by other variables not included in this research model.

Table 5: Regression Analysis

Hypothesis	Path Coefficient	T-Statistic	P-Value
Perceived Ease of Use→Purchase Intention	0.174	3.151	0.002
Purchase Usefulness →Purchase Intention	0.177	2.824	0.005
Trust→Purchase Intention	0.016	0.26	0.795
Security→Purchase Intention	0.22	3.581	0
Subjective Norm→Purchase Intention	0.28	5.669	0
Perceived Ease of Use moderated by Age→Purchase Intention	-0.039	0.724	0.469
Purchase Usefulness moderated by Age→Purchase Intention	0.088	1.61	0.108
Trust moderated by Age→Purchase Intention	-0.019	0.303	0.762
Security moderated by Age→Purchase Intention	0.028	0.549	0.583

Hypothesis	Path Coefficient	T-Statistic	P-Value
Subjective Norm moderated by Age→Purchase Intention	0.026	0.528	0.597

In the results of the first hypothesis test, namely the effect of the variable Perceived Ease of Use on Purchase Intention, it shows that the p value is smaller than 0.05 with a value of 0.002 and the t-statistic value is greater than 1.96 with a value of 3.151. It is proven that the Perceived Ease of Use has a significant effect on Purchase Intention.

The results obtained from testing this first hypothesis are in accordance with previous research conducted by [23] and which states that Perceived Ease of Use has a significant effect on Purchase Intention. Different results in research conducted by [28] which state that Ease of Use has no effect on Purchase Intention.

In the results of the second hypothesis test, namely the effect of Perceived Usefulness on Purchase Intention, it shows that the p value is less than 0.05 with a value of 0.005 and the t-statistic value is greater than 1.96, namely with a value of 2.824. It is proven that Perceived Usefulness has a significant effect on Purchase Intention.

The results obtained from testing this second hypothesis are in accordance with previous research conducted by [20][21][26] which states that Perceived Usefulness has a significant effect on Purchase Intention.

In the results of the third hypothesis test, namely the influence of the Trust variable on Purchase Intention, the p value is greater than 0.05, which is 0.795 and the t-statistic value is smaller than 1.96, which is 0.26. It is proven that Trust does not have a significant effect on Purchase Intention.

The results obtained are not in accordance with the results of research previously conducted by [20][22][26] which states that Trust has a significant effect on Purchase Intention.

In the results of the fourth hypothesis test, namely the effect of the Security variable on Purchase Intention, it shows the p value is smaller than 0.05, which is equal to 0,000 and the t-statistic value is greater than 1.96 which is 3.581. It is

proven that Security has a significant influence on Purchase Intention.

The results obtained are in accordance with the results of research previously conducted by [23], [24] which states that Security has a significant effect on Purchase Intention.

In the results of the fifth hypothesis test, namely the influence of the Subjective Norm variable on Purchase Intention, it shows the p value is smaller than 0.05, which is equal to 0,000 and the t-statistic value is greater than 1.96, which is 5,669. It is evident that the Subjective Norm has a significant influence on Purchase Intention.

The results obtained are in accordance with the results of previous research by [14] which states that the Subjective Norm has a significant influence on Purchase Intention. However, it is different from the results of research conducted by [23] which states that the Subjective Norm does not have a significant effect on Purchase Intention.

In the results of the sixth hypothesis test, namely the influence of the variable Perceived Ease of Use, which is moderated by the Age variable, on Purchase Intention, it shows that the p value is greater than 0.05, which is 0.469 and the t-statistic value is smaller than 1.96, which is equal to 0.724. It is proven that the Perceived Ease of Use moderated by the Age variable does not have a significant effect on Purchase Intention.

In the results of the seventh hypothesis test, namely the influence of the variable Perceived Usefulness which is moderated by the Age variable on Purchase Intention, it shows that the p value is greater than 0.05, which is equal to 0.108 and the t-statistic value is smaller than 1.96, which is 1.61. It is evident that Perceived Usefulness which is moderated by the Age variable does not have a significant effect on Purchase Intention.

In the results of the eighth hypothesis test, namely the influence of the Trust variable as moderated by the Age variable on Purchase Intention, the p value is greater than 0.05, namely 0.726 and the t-statistic value is smaller than 1.96, which is 0.303. It is evident that the Trust which is moderated by the Age variable does not have a significant effect on Purchase Intention.

In the results of the ninth hypothesis test, namely the effect of the Security variable as moderated by the Age variable on Purchase Intention, the p value is greater than 0.05, which is

0.583 and the t-statistic value is smaller than 1.96, which is 0.549. It is evident that the Security which is moderated by the Age variable does not have a significant effect on Purchase Intention.

In the results of the tenth hypothesis test, namely the influence of the Subjective Norm variable which is moderated by the Age variable on Purchase Intention, it shows that the p value is greater than 0.05, which is 0.597 and the t-statistic value is smaller than 1.96, which is 0.528. It is evident that the Subjective Norm which is moderated by the Age variable does not have a significant effect on Purchase Intention.

5. CONCLUSION

This study aims to determine the factors that influence purchase intentions on TIX.ID Mobile App. Based on the results of the research that has been done, it can be concluded that:

1. Hypothesis testing proves that Purchase Intention is influenced by Perceived Ease of Use, Perceived Usefulness, Security and Subjective Norm.
2. For the Purchase Intention variable, the most dominant influence comes from the Subjective Norm variable with a regression coefficient value of 0.280. The dominant variable in the second order is Security with a regression coefficient value of 0.220. The dominant variable in the third order is Perceived Usefulness with a regression coefficient value of 0.177. The dominant variable in the fourth order is Perceived Ease of Use with a regression coefficient value of 0.174.

In this study, the thing that most influences purchase intention is the Subjective Norm. Where the Subjective Norm is a situation where TIX.ID users can be influenced by family, friends and also information from social media. TIX.ID can take advantage of events such as Share, tag your friend and get free movie tickets. At events like this, it is hoped that TIX.ID will get a higher awareness because it uses word-of-mouth.

Security also affects purchase intentions. Security is an important thing in doing transactions online. TIX.ID is advised not only to maintain the payment system but also the pocket of its users so it is not used by irresponsible people.

Current Smartphone applications must have benefits for themselves (Usefulness) and easy to

use. The author advises the developers of TIX.ID, to be able to develop their application to have a UI / UX that is not difficult for users and must be easy for users to use. From that convenience, users will feel the benefits for the users themselves.

6. LIMITATION AND ASSUMPTION

Purchase Intention variable in this study is only influenced by 43.2% by the variables contained in this study. The other 56.8% are influenced by variables outside of this study. The author suggests using variables such as Perceived Behavioral Control, Perceived Risk, Attitude, Perceived Privacy and Price.

This study has several limitations, including it only focuses on the TIX.ID application and movie tickets only. In the future, writers may consider researching other movie ticket applications or ticket purchase applications in general or other fields.

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APPENDIX

APPENDIX A. MEASUREMENT ITEMS

Variables	Indicators	Symbols	Loading Factor
Perceived Ease of Use	The TIX.ID application does not confuse me in its use	PEOU1	0,741
	Payment methods on TIX.ID are very easy to do	PEOU2	0,834
	Purchasing movie tickets via TIX.ID is very easy to do	PEOU3	0,829
Perceived Usefulness	TIX.ID makes it easy for me to buy movie tickets	PU1	0,856
	TIX.ID saves my time	PU2	0,811
	TIX.ID provides complete information	PU3	0,799
Trust	I am not afraid that my DANA balance will be lost on the TIX.ID application	TR1	0,842
	I'm not afraid the purchase will fail on the TIX.ID app	TR2	0,867
	I believe TIX.ID makes honest transactions for its users	TR3	0,809
Security	I feel the TIX.ID payment system is secure	SC1	0,859
	TIX.ID can protect my personal data	SC2	0,860
	The PIN authentication on TIX.ID makes my TIX.ID account more secure	SC3	0,798
Subjective Norm	My friends or colleagues tell and motivate me to buy movie tickets through TIX.ID	SN1	0,774
	My family informed and motivated me to buy movie tickets through TIX.ID	SN2	0,840
	Information through social media made me buy movie tickets through TIX.ID	SN3	0,758
Purchase Intention	I will buy movie tickets through TIX.ID	PI1	0,890
	I will often buy movie tickets through TIX.ID	PI2	0,899
	I will use TIX.ID even though I can buy movie tickets offline	PI3	0,803

APPENDIX B. DISCRIMINANT VALIDITY TEST RESULT TEST (CROSS LOADING)

	AGE	PEOU	PEOU x AGE	PI	PU	PU x AGE	SC	SC x AGE	SN	SN x AGE	TR	TR x AGE
AGE * PEOU	-0.154	0.081	1	0.013	-0.026	0.636	-0.033	0.43	0.023	0.408	0.069	0.644
AGE * PU	-0.174	-0.03	0.636	0.004	-0.071	1	-0.08	0.423	-0.016	0.196	0.012	0.609
AGE * SC	0.022	-0.037	0.43	0.047	-0.076	0.423	-0.015	1	0.074	0.491	-0.012	0.599
AGE * SN	0.164	0.026	0.408	0.092	-0.016	0.196	0.075	0.491	0.086	1	0.086	0.46
AGE * TR	0.008	0.076	0.644	0.072	0.012	0.609	-0.012	0.599	0.084	0.46	0.078	1
Age	1	-0.05	-0.154	0.105	-0.02	-0.174	0.011	0.022	0.03	0.164	-0.014	0.008
PEOU1	-0.003	0.741	0.11	0.35	0.36	-0.001	0.296	0.024	0.284	0.116	0.41	0.113
PEOU2	-0.023	0.834	0.08	0.392	0.494	-0.018	0.405	-0.066	0.337	0.02	0.472	0.067
PEOU3	-0.089	0.829	0.011	0.395	0.584	-0.051	0.343	-0.04	0.253	-0.062	0.426	0.01
PI1	0.072	0.435	0.004	0.89	0.45	-0.025	0.468	0.052	0.441	0.082	0.393	0.067
PI2	0.089	0.487	0.025	0.899	0.438	0.003	0.445	0.076	0.44	0.093	0.45	0.08
PI3	0.118	0.283	0.004	0.803	0.229	0.041	0.404	-0.019	0.403	0.059	0.323	0.034
PU1	-0.021	0.519	-0.041	0.357	0.856	-0.06	0.327	-0.091	0.146	-0.068	0.414	0.016
PU2	-0.059	0.52	0.11	0.332	0.811	0.015	0.328	-0.019	0.151	0.055	0.445	0.077
PU3	0.023	0.452	-0.114	0.394	0.799	-0.118	0.417	-0.073	0.264	-0.02	0.471	-0.053
SC1	0.012	0.403	-0.063	0.446	0.399	-0.093	0.859	-0.036	0.367	0.053	0.548	-0.026
SC2	0.011	0.366	0.064	0.426	0.374	-0.012	0.86	-0.014	0.437	0.115	0.577	0.037
SC3	0.005	0.324	-0.085	0.407	0.328	-0.096	0.798	0.014	0.341	0.02	0.422	-0.042
SN1	-0.027	0.282	0.059	0.33	0.168	-0.006	0.293	0.067	0.774	0.122	0.277	0.084
SN2	0.026	0.277	0.016	0.414	0.158	-0.047	0.383	0.097	0.84	0.092	0.352	0.064
SN3	0.061	0.301	-0.011	0.418	0.221	0.015	0.391	0.013	0.758	0.001	0.335	0.056
TR1	-0.003	0.436	0.073	0.362	0.448	0.014	0.513	-0.019	0.343	0.066	0.842	0.052
TR2	0.037	0.449	0.058	0.394	0.411	-0.006	0.528	0.007	0.378	0.109	0.867	0.05
TR3	-0.069	0.483	0.043	0.385	0.504	0.024	0.511	-0.019	0.311	0.04	0.809	0.093

APPENDIX C. DISCRIMINANT VALIDITY TEST RESULT TEST (FORNELL-LARCKER CRITERION)

	AGE	PEOU	PEOU x AGE	PI	PU	PU x AGE	SC	SC x AGE	SN	SN x AGE	TR	TR x AGE
AGE	1											
PEOU	-0.05	0.802										
PEOU x AGE	-0.154	0.081	1									
PI	0.105	0.473	0.013	0.865								
PU	-0.02	0.602	-0.026	0.442	0.822							
PU x AGE	-0.174	-0.03	0.636	0.004	-0.071	1						
SC	0.011	0.436	-0.033	0.508	0.438	-0.08	0.839					
SC x AGE	0.022	-0.037	0.43	0.047	-0.076	0.423	-0.015	1				
SN	0.03	0.363	0.023	0.495	0.232	-0.016	0.455	0.074	0.791			
SN x AGE	0.164	0.026	0.408	0.092	-0.016	0.196	0.075	0.491	0.086	1		
TR	-0.014	0.544	0.069	0.453	0.541	0.012	0.617	-0.012	0.41	0.086	0.84	
TR x AGE	0.008	0.076	0.644	0.072	0.012	0.609	-0.012	0.599	0.084	0.46	0.078	1