# Exploring User Satisfaction of Trip.Com: Influence of Perceived Usefulness, Ease, Enjoyment, and Social Interaction from Tourist Perspectives

**Teh Kai Yang[1], Aini Khalida Muslim[1*], Muhamad Izaidi Ishak[2], Amir Aris[1], Athirah Mohd Tan[1], Naveed Ahmad[3], Vimala Govinda Raj[4]**

**[1]Fakulti Pengurusan Teknologi dan Teknousahawanan, Universiti Teknikal Malaysia Melaka, Malaysia**

**[2]Faculty of Business and Communication, Universiti Malaysia Perlis, Malaysia**

**[3] Faculty of Business Education, Social Science and Humanities, Department of Management Science, Isra University, Hyderabad, Pakistan**

**[4]GV Universal Resources, Malaysia**

**[*]Corresponding Author**

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## ABSTRACT

In recent years, there has been an explosion of mobile applications for tourism, ranging from planning to managing activities; therefore, researchers needed to identify the factors that influenced users' satisfaction with these applications. The objective of this study was to evaluate how user satisfaction was affected by perceived usefulness (PU), perceived ease of use (PEOU), perceived enjoyment (PE), and perceived social interaction (PSI) among Trip.com users in Malaysia. User satisfaction was examined as the dependent variable, reflecting users' overall assessment of their experience with the application, while the four independent variables captured functional and experiential perspectives that influenced how users perceived and used tourism mobile applications. Moreover, this study was based on the Extended Technology Acceptance Model (TAM), as it was applicable for explaining how users evaluated technology through perceived usefulness and perceived ease of use. Additionally, by incorporating the perceived enjoyment and perceived social interaction constructs, the TAM model was extended to better represent tourism mobile applications. Using a quantitative approach, a cross-sectional research design was employed to collect data from Malaysian tourists who had used the Trip.com application through online and offline questionnaires. Purposive sampling was used as the primary sampling method to obtain a target sample of 384 respondents. To identify trends associated with this research, the data were analysed using IBM SPSS Statistics Version 27. Overall, the findings revealed that all four predictors significantly influenced user satisfaction, collectively explaining 74.8% of its variance ($R^2 = 0.748$). Perceived usefulness and perceived ease of use emerged as the strongest predictors of user satisfaction. Furthermore, this research extended the existing knowledge of technology acceptance and user satisfaction within the academic community. It also provided practical insights for industry practitioners to improve the design and service quality of tourism applications and offered valuable implications for government agencies in strengthening Malaysia's digital tourism ecosystem through more effective digital tourism strategies.

**Keywords**— User Satisfaction, Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Perceived Social Interaction.

## INTRODUCTION

With the fast-paced development of mobile technology, the utilization of digital services by customers through mobile devices changed drastically. Global mobile website traffic increased from 31.16% in 2015 to 62.39% in 2025, indicating the extensive use of mobile applications across different industries. The prior literature

highlighted the significance of consumer satisfaction when using mobile applications. For example, perceived ease of use influenced customer satisfaction in South Korea (Park et al., 2025), while trust and perceived risk affected application adoption in China (Li et al., 2023). In addition, Imtiaz and Mohd Suki (2022) reported that system quality and ease of navigation had positive effects on user satisfaction with mobile travel applications. However, despite these previous studies, there was still limited research on user satisfaction with mobile tourism applications in Malaysia (Ubaidillah et al., 2022).

Malaysia experienced extensive internet and mobile application usage, where social networking, downloading digital content, searching for goods and services, and downloading applications became some of the most common online activities (DOSM, 2024). User satisfaction had been extensively examined in various sectors, including mobile banking, food delivery, and public transportation, with convenience, service quality, reliability, and responsiveness identified as key drivers of satisfaction (Tan et al., 2021). Despite the growing importance of digital platforms, the tourism sector received relatively little attention regarding user satisfaction with mobile applications.

In 2024, the domestic tourism sector in Malaysia experienced substantial growth, recording 260.1 million visitors and RM106.7 billion in tourism expenditure (DOSM, 2024). This growth was attributed to the increasing popularity of tourism mobile applications such as Trip.com. Most previous tourism studies focused on behavioural intentions and technology acceptance factors, including perceived usefulness and perceived ease of use (Hamouda, 2022). Comparatively, limited research examined the perceived factors that directly influenced customer satisfaction, such as perceived enjoyment and perceived social interaction (Palos-Sanchez et al., 2021). Therefore, this study aimed to address this gap by investigating the effects of these variables on tourists' satisfaction with the Trip.com application.

**Problem Statement**

The growing usage of travel mobile applications changed the way tourists searched for information, compared travel options, and booked travel-related services. Applications such as Trip.com became essential tools for tourists in planning their trips; however, maintaining a high level of user satisfaction remained a significant challenge. User satisfaction was affected by various issues, including information overload, variability in service quality, complex interfaces, and differing levels of technological competency (Al-Shamaileh & Sutcliffe, 2023; Dodd et al., 2021). Although user satisfaction was widely recognised as an important factor influencing users' intentions, loyalty, and recommendations of mobile applications, limited attention had been given to the factors that directly influenced user satisfaction.

Previous researchers proposed several perceptions that could influence user satisfaction. Perceived usefulness was challenged by the underutilisation of application features, excessive information, and inconsistent service performance, which reduced users' confidence in the application and led to dissatisfaction (Habbal et al., 2024; Lee, 2022). Similarly, perceived ease of use was influenced by complex user interfaces, variations in users' technological skills, and language differences (Lam et al., 2022; Vos et al., 2025). Beyond these functional perceptions, perceived enjoyment became increasingly important as users sought more engaging and personalised experiences, while perceived social interaction, particularly through reviews and ratings, influenced travellers' decision-making processes (Arafa et al., 2022; Frögéli et al., 2023). Despite their importance, these perceptions had been largely overlooked in previous studies examining user satisfaction with travel mobile applications.

Furthermore, previous studies on these constructs primarily focused on technology adoption, behavioural intentions, or service quality rather than user satisfaction. The relationships between perceived usefulness, perceived ease of use, perceived enjoyment, perceived social interaction, and user satisfaction had not been extensively investigated, particularly within the Malaysian context (Taye, 2023). Given the increasing role of Trip.com in facilitating travel planning, addressing this research gap became essential (Perwitasari, 2022). Therefore, this study examined the effects of perceived usefulness, perceived ease of use, perceived enjoyment, and perceived social interaction on user satisfaction with the Trip.com application in Malaysia (Razaque et al., 2025).

## Research Objectives

This study was conducted based on the following research objectives:

1. To examine the influence of perceived usefulness on user satisfaction among Trip.com users in Malaysia.
2. To investigate the influence of perceived ease of use on user satisfaction among Trip.com users in Malaysia.
3. To determine the influence of perceived enjoyment on user satisfaction among Trip.com users in Malaysia.
4. To understand the influence of perceived social interaction on user satisfaction among Trip.com users in Malaysia.

## Research Questions

The research questions constructed based on the proposed research objectives are as follows:

1. What is the influence of perceived usefulness on user satisfaction among Trip.com users in Malaysia?
2. To what extent is the influence of perceived ease of use on user satisfaction among Trip.com users in Malaysia?
3. How does perceived enjoyment influence user satisfaction among Trip.com users in Malaysia?
4. How has the perceived social interaction influence on user satisfaction among Trip.com users in Malaysia?

## Scope of Study

The study analysed the factors affecting the level of user satisfaction with the Trip.com mobile application among tourists in Malaysia. User satisfaction was examined as the dependent variable, while four independent variables such as perceived usefulness, perceived ease of use, perceived enjoyment, and perceived social interaction were investigated. These variables were selected to capture both the functional and experiential aspects of mobile application usage. The study aimed to address the research gap in tourism mobile applications, as most previous studies had focused on behavioural intention, service quality, or technology adoption rather than user satisfaction.

The study employed quantitative cross-sectional research design and collected primary data using structured questionnaires administered through both online and offline surveys. The sample consisted of Malaysian citizens aged 18 years and above who had used the Trip.com application for travel purposes within the previous 12 months. Data were collected from respondents across Malaysia without restricting participation to any specific state or region, thereby ensuring a geographically diverse sample. Purposive sampling was adopted to ensure that all participants had relevant experience using the Trip.com application. Based on the Krejcie and Morgan sampling table, a minimum sample size of 384 respondents was required. The relationships among perceived usefulness, perceived ease of use, perceived enjoyment, perceived social interaction, and user satisfaction were analysed using IBM Statistical Package for the Social Sciences (SPSS) Version 27.

## Limitations/ Study Constraints

Several limitations of the study should be acknowledged. First, the study employed a cross-sectional research design, which captured respondents' perceptions at a single point in time. Consequently, the findings identified associations among the variables but did not establish causal relationships or examine changes in user satisfaction over time. Future research was recommended to employ longitudinal research designs to investigate changes in users' perceptions and satisfaction throughout their continued use of tourism mobile applications.

Second, the sample consisted only of Malaysian tourists who had experience using the Trip.com application. Although this approach provided valuable insights into the Malaysian tourism context, the findings could only

be generalised to a similar population and might not be applicable to users from other countries or to different tourism mobile applications.

Third, the study focused on four determinants of user satisfaction, namely perceived usefulness, perceived ease of use, perceived enjoyment, and perceived social interaction. Although these determinants were well supported by previous literature, other factors, such as service quality, information quality, trust, perceived value, and application security, might also influence user satisfaction. Therefore, future research was encouraged to incorporate additional determinants to provide a more comprehensive understanding of user satisfaction with tourism mobile applications.

Another limitation was related to the use of non-probability purposive sampling, which might have introduced selection bias and limited the representativeness of the sample. Although this sampling approach ensured that only respondents with relevant experience using the Trip.com application were included, it reduced the extent to which the findings could be generalised to the broader population of tourism application users. Furthermore, respondents who voluntarily participated in the survey might have possessed characteristics that differed from those who did not participate, potentially influencing the study outcomes.

In addition, the study relied on self-reported questionnaire data, which might have introduced several forms of response bias. Social desirability bias might have occurred when respondents provided answers they perceived as more socially acceptable rather than reflecting their actual experiences with the Trip.com application. Recall bias might also have arisen because respondents evaluated their experiences based on their use of the application during the previous 12 months, which could have affected the accuracy of their responses. Although several procedural remedies, including ensuring respondent anonymity, using neutral questionnaire wording, and employing screening questions, were implemented to minimise common method bias, the possibility of shared method variance could not be completely eliminated because all variables were measured using the same survey instrument at a single point in time. In addition, acquiescence bias, whereby respondents tended to agree with questionnaire statements regardless of their actual opinions, might also have influenced the findings despite the use of carefully developed measurement items. Therefore, the findings were interpreted with appropriate caution, and future research was encouraged to employ longitudinal research designs, multiple data sources, or mixed-method approaches to minimise these potential biases.

To enhance the external validity of future studies, researchers were encouraged to adopt probability-based sampling techniques, particularly stratified random sampling, to ensure adequate representation across demographic characteristics such as age, gender, income, education level, and travel frequency. Where feasible, multi-stage or simple random sampling could also be employed to minimise sampling bias and improve the generalisability of the findings. Furthermore, comparative studies involving different online travel platforms and cross-country samples were recommended to provide additional evidence regarding the applicability of the Extended Technology Acceptance Model across diverse tourism settings.

Overall, while the findings provided valuable insights into user satisfaction with the Trip.com application among Malaysian users, caution was required when generalising the results beyond the study population. Future studies adopting more representative sampling approaches were expected to provide stronger empirical evidence and further improve the generalisability of the proposed research model.

## LITERATURE REVIEW

### User Satisfaction and Extended Technology Acceptance Model (TAM) by Teo (2010)

In the Technology Acceptance Model (TAM), user satisfaction was considered a post-adoption construct that represented users' overall assessment of a system following its use. Although TAM initially focused on behavioural intention, recent studies found that user satisfaction provided a better measure because it captured both the cognitive and emotional responses associated with users' experiences when interacting with a system (To & Trinh, 2021; Yang, 2025). TAM proposed that perceived usefulness and perceived ease of use influenced users' evaluations of a system, while the extended TAM models also recognised the importance of experiential factors in shaping user outcomes (Kala et al., 2024). Therefore, user satisfaction was considered an appropriate

dependent variable for this study because it measured the actual experiences of tourists using the Trip.com application.

**Perceived Usefulness**

The concept of perceived usefulness (PU) referred to the extent to which users believed that a system enhanced their effectiveness in performing tasks (Wu & Lai, 2021). As a major component of the Technology Acceptance Model (TAM), perceived usefulness influenced how users evaluated a system based on the benefits it provided during its use (Adu-Gyamfi et al., 2022). In the context of Trip.com, perceived usefulness was associated with the application's ability to assist users in searching for travel information, comparing available options, and making reservations. When users perceived that the application was beneficial to their travel planning, they evaluated it more positively and reported higher levels of satisfaction (Romero et al., 2023). Therefore, perceived usefulness was expected to have a positive effect on user satisfaction with the Trip.com application.

**Perceived Ease of Use**

Perceived ease of use (PEOU) was defined as the degree to which users believed that using a system required minimal effort (Lee et al., 2022). As a core construct of the Technology Acceptance Model (TAM), perceived ease of use influenced users' evaluations of a system by enhancing its simplicity and usability (Muhammad et al., 2024). In the context of Trip.com, an application that was easy to navigate and facilitated a smooth booking process was expected to enhance users' satisfaction. Previous studies reported that the ease of use of a system was positively associated with higher levels of user satisfaction (Al-Okaily et al., 2021). Therefore, perceived ease of use was expected to have a positive effect on user satisfaction with the Trip.com application.

**Perceived Enjoyment**

Perceived enjoyment was defined as the degree of enjoyment and pleasure experienced by users while using a system (Mohamad et al., 2021). In the Technology Acceptance Model (TAM), perceived enjoyment was recognised as an external factor that influenced users' evaluations of technology (Abdalla, 2024). In the context of Trip.com, users were expected to experience higher levels of satisfaction when the application provided an engaging and enjoyable user experience. Therefore, perceived enjoyment was expected to have a positive effect on user satisfaction with the Trip.com application.

**Perceived Social Interaction**

Perceived social interaction (PSI) referred to the extent to which users were able to engage in social interaction through available features such as reviews, ratings, and shared experiences (Khan et al., 2021). The extended Technology Acceptance Model (TAM) considered perceived social interaction as a social factor that influenced users' perceptions of a system (He et al., 2023). In the context of Trip.com, users were likely to rely on reviews and recommendations from other travellers when making travel-related decisions. When users perceived a high level of social interaction within the application, they developed greater trust in the system, which consequently enhanced their overall satisfaction (Wang & Shin, 2022). Therefore, perceived social interaction was expected to have a positive effect on user satisfaction with the Trip.com application.

**Framework of Study**

The theoretical framework of the study, presented in Figure 1, was developed based on the Technology Acceptance Model (TAM). The framework examined how four independent variables such as perceived usefulness, perceived ease of use, perceived enjoyment, and perceived social interaction affected user satisfaction with the Trip.com mobile application. These variables were selected because they represented both the functional and experiential dimensions of users' interactions with tourism mobile applications.

Perceived usefulness and perceived ease of use represented the functional dimensions of TAM. Perceived usefulness reflected the extent to which users believed that Trip.com enhanced the efficiency and effectiveness of their travel planning activities, whereas perceived ease of use referred to the degree to which users found the application easy to learn and operate. Based on TAM, users were expected to develop more favourable

evaluations and experience higher levels of satisfaction when the application was perceived as both useful and easy to use.

The experiential dimensions of the framework comprised perceived enjoyment and perceived social interaction. Perceived enjoyment referred to the degree of enjoyment and engagement experienced by users while using the application, whereas perceived social interaction referred to users' ability to access and interact with reviews, ratings, and shared experiences from other travellers. Both experiential factors were expected to enhance users' overall experience and increase their satisfaction with the Trip.com application. Accordingly, the study hypothesised that all four independent variables would have positive effects on user satisfaction.

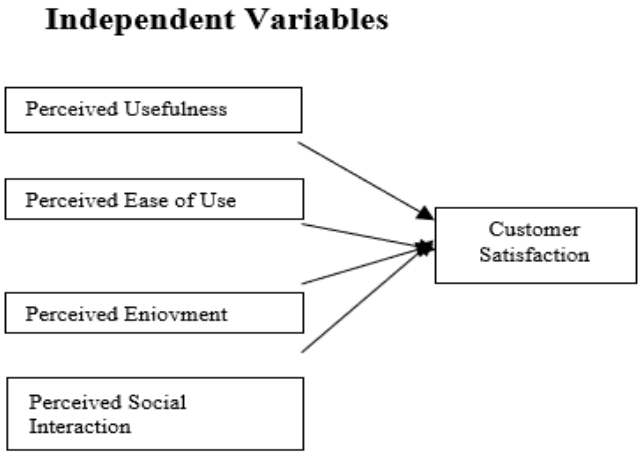


Fig. 1 Research Framework

**Theoretical Background**

**Extended Technology Acceptance Model (TAM) (Teo,2010) (Kartal et al., 2022)**

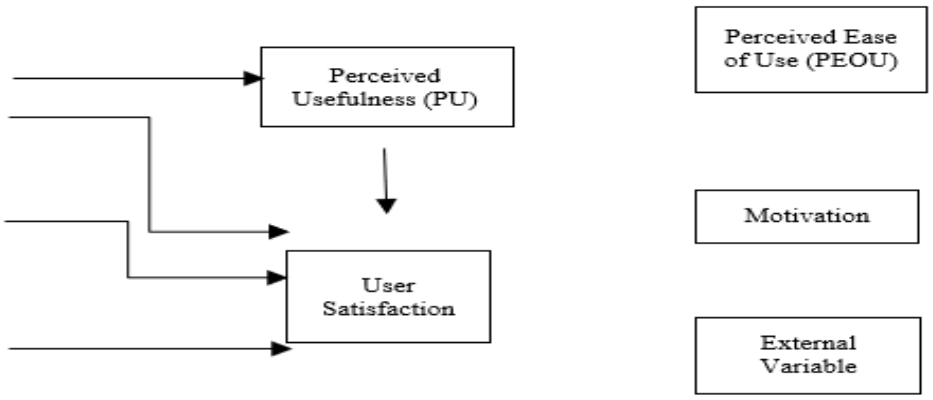


Fig. 2 Extended Technology Acceptance Model (TAM) (Teo,2010) (Kartal et al., 2022)

The current research employed the Extended Technology Acceptance Model (TAM) proposed by Teo (2010). While the original TAM primarily focused on two constructs, namely perceived usefulness (PU) and perceived ease of use (PEOU), the extended TAM allowed additional constructs to be incorporated according to the research context without altering the original structure of the model. This flexibility enhanced the applicability of TAM across various research domains, including tourism and mobile applications.

The suitability of the extended TAM for tourism research had been demonstrated in previous studies. For example, Alkhatib and Bayouq (2021) applied the extended TAM by incorporating technological and behavioural factors, such as trust and attitude, to examine their effects on users' acceptance of e-tourism websites. Similarly, Li et al. (2024) extended TAM by including emotional factors, such as perceived enjoyment, and

found that both rational and emotional factors significantly influenced the adoption of technology-based travel services among tourists.

Within the extended TAM framework, motivational constructs and external variables were commonly incorporated to enhance the explanatory power of the model. Specifically, motivational factors played an important role in influencing users' engagement, technology acceptance, and continued system usage by encouraging users to interact actively with a system (Mustafa & Garcia, 2021; Talukdar & Yu, 2021). At the same time, external variables influenced users' perceptions of technology through their effects on perceived usefulness and perceived ease of use (Alismaiel et al., 2022). In the context of tourism mobile applications, perceived enjoyment was conceptualised as a motivational construct, whereas perceived social interaction was treated as an external variable within the extended TAM framework.

**Empirical Research**

**Relationship Between Perceived Usefulness and User Satisfaction**

Previous research consistently demonstrated a positive relationship between perceived usefulness and user satisfaction across various technology contexts. For example, Panyahuti et al. (2024) found that perceived usefulness played an important role in enhancing e-learning users' satisfaction because the system enabled learners to achieve their learning objectives more effectively. Similarly, a study involving ChatGPT users in the United States reported that perceived usefulness had a positive effect on user satisfaction, as users perceived the system to be effective in providing relevant and useful information. Furthermore, Simbolon and Klesia (2024) found that perceived usefulness played a significant role in increasing user satisfaction with PayLater services.

Collectively, previous studies consistently demonstrated that perceived usefulness was one of the strongest determinants of user satisfaction across various digital platforms, including e-learning, artificial intelligence, financial technology, and tourism applications. Users generally reported higher satisfaction when a system improved task performance, reduced decision-making effort, and enhanced overall efficiency. Within the tourism context, perceived usefulness was also found to influence travellers' evaluations of online travel platforms by facilitating information searching, booking decisions, and travel planning. However, most previous studies focused primarily on technology adoption or behavioural intention rather than post-adoption user satisfaction. Furthermore, empirical evidence on tourism mobile applications within the Malaysian context remained limited. Therefore, the present study extended the existing body of knowledge by examining the direct influence of perceived usefulness on user satisfaction among Malaysian Trip.com users:

H1: Perceived usefulness was expected to have a positive and significant effect on user satisfaction with the Trip.com application among Malaysian users.

**Relationship Between Perceived Ease of Use and User Satisfaction**

Perceived ease of use emerged as an important predictor of user satisfaction in digital systems because it reduced users' effort and enhanced the quality of system interaction. The importance of this relationship was demonstrated in previous studies across various contexts. For instance, Boubker (2024), in a study of AI-based learning systems among students in higher education institutions in Morocco, found that perceived ease of use had a positive effect on both perceived usefulness and user satisfaction by reducing the complexity of interactions within digital systems. Similarly, Wang et al. (2023), in an integrated TAM–TTF study on educational video platforms, reported that perceived ease of use played an important role in improving user satisfaction by enhancing accessibility and enabling users to complete learning tasks more efficiently. In addition, Fakfare (2021) found that users of food delivery applications in Thailand who perceived mobile applications as easy to use reported higher levels of satisfaction due to the increased convenience and reduced effort required to use the service.

Collectively, previous studies consistently demonstrated that perceived ease of use positively influenced user satisfaction by reducing cognitive effort, simplifying system navigation, and improving users' interactions with digital technologies. Across various technological contexts, including educational platforms, mobile services,

and tourism applications, systems that were intuitive and easy to operate were more likely to generate favourable user evaluations. Within the tourism context, perceived ease of use was particularly important because travellers often needed to search for information, compare alternatives, and complete bookings within a single application under time constraints. However, most previous tourism studies focused primarily on users' technology adoption intentions rather than post-adoption user satisfaction. Consequently, further investigation was required to determine whether perceived ease of use remained a significant determinant of user satisfaction within Malaysian tourism mobile applications such as Trip.com. Therefore, the present study proposed the following hypothesis:

H2: Perceived ease of use was expected to have a positive and significant effect on user satisfaction with the Trip.com application among Malaysian users.

**Relationship Between Perceived Enjoyment and User Satisfaction**

Perceived enjoyment has been widely recognised in the literature as an important determinant of user satisfaction, particularly in systems that provide hedonic or interactive experiences. For example, Choi et al. (2021), in a study of mobile short-video platform services in China using a structural equation modelling (SEM) approach, found that perceived enjoyment positively influenced user satisfaction because engaging and enjoyable content enhanced users' positive emotional experiences. Similarly, Kim et al. (2025), in their study on the use of generative artificial intelligence in education involving 398 university students in the United States, reported that perceived enjoyment positively affected user satisfaction by increasing emotional engagement and reducing stress during system interaction. Furthermore, Sari et al. (2023) found that perceived enjoyment positively influenced user satisfaction among mobile commerce users in Indonesia because of the pleasurable and entertaining nature of application usage.

The literature increasingly recognised that technology acceptance was influenced not only by utilitarian benefits but also by hedonic experiences. Previous studies consistently demonstrated that perceived enjoyment enhanced users' emotional engagement, intrinsic motivation, and overall satisfaction across various digital environments. Within tourism mobile applications, enjoyable user experiences, attractive interface designs, and interactive features were found to contribute to more favourable user evaluations because travel planning involved both functional and experiential elements. Although the integration of perceived enjoyment into the Technology Acceptance Model received growing attention, most previous studies primarily examined technology adoption and behavioural intention rather than post-adoption user satisfaction. Therefore, investigating perceived enjoyment as a determinant of user satisfaction further extended the application of the Technology Acceptance Model within the Malaysian tourism context. Accordingly, the present study proposed the following hypothesis

H3: Perceived enjoyment was expected to have a positive and significant effect on user satisfaction with the Trip.com application among Malaysian users.

**Relationship between Perceived Social Interaction and User Satisfaction**

Perceived social interaction has been recognised as an important factor influencing user satisfaction in digital systems, particularly those that facilitate interaction among users. Xie et al. (2022), in their review of chatbot studies based on the Uses and Gratifications (U&G) framework, found that social interaction played a significant role in enhancing user satisfaction because users reported greater satisfaction when they were able to engage in meaningful interactions through the system. Similarly, Nugroho (2024), in a study involving 1,633 users of mobile shopping game applications, found that perceived social interaction positively influenced user satisfaction, as greater interaction enhanced users' overall experiences with the application. Furthermore, Almulla (2024), in a study involving 262 university students in Saudi Arabia, applied the Technology Acceptance Model (TAM) and found that perceived social interaction positively affected users' satisfaction with ChatGPT.

Previous research consistently suggested that perceived social interaction had become an increasingly important factor in shaping user satisfaction with digital platforms, particularly within tourism applications where user-generated content influenced travel decision-making. Reviews, ratings, recommendations, and interactions with other travellers reduced uncertainty, strengthened users' trust, and enhanced their overall experiences. Studies

within the tourism context also demonstrated that meaningful social interaction improved user engagement and satisfaction by providing both informational and emotional support throughout the travel planning process. Despite these findings, most previous tourism studies focused on the relationship between perceived social interaction and behavioural intention, destination experience, or revisit intention, while relatively limited attention had been given to its direct influence on post-adoption user satisfaction in tourism mobile applications. Therefore, the present study examined perceived social interaction as an important determinant of user satisfaction among Malaysian Trip.com users. Accordingly, the following hypothesis was proposed:

H4: There is a positive relationship between perceived social interaction and user satisfaction.

Overall, previous studies consistently confirmed the importance of perceived usefulness, perceived ease of use, perceived enjoyment, and perceived social interaction in technology-related research. However, three important research gaps remained. First, most previous studies focused primarily on technology adoption or behavioural intention rather than post-adoption user satisfaction. Second, many studies were conducted in contexts such as e-learning, artificial intelligence, e-commerce, and financial technology, whereas relatively limited empirical evidence was available for tourism mobile applications. Third, empirical research involving Malaysian users of tourism mobile applications remained scarce. Therefore, the present study extended the Technology Acceptance Model by integrating both functional and experiential constructs to explain user satisfaction among Malaysian users of the Trip.com application.

# METHODOLOGY

## Research Design

In this study, a quantitative research design and methodology were adopted to examine the relationships among perceived usefulness, perceived ease of use, perceived enjoyment, perceived social interaction, and user satisfaction among Malaysian users of the Trip.com application. Data were collected over a three-month period using structured questionnaires administered through both online and offline platforms based on the specified respondent inclusion criteria. A minimum sample of 384 respondents was purposively selected according to the sample size determination table developed by Krejcie and Morgan (1970). A five-point Likert scale was employed to measure all study constructs. The collected data were analysed using IBM Statistical Package for the Social Sciences (SPSS) Version 27. The statistical analyses included descriptive statistics, frequency analysis, reliability analysis, Pearson correlation, and multiple regression to examine the relationships among the study variables. Prior to the main analysis, data screening procedures, including the assessment of outliers and normality, were conducted to determine the suitability of the data for parametric analyses. In addition, both a pre-test and a pilot study of the questionnaire were conducted to ensure the validity and reliability of the measurement instrument.

## Population

The target population for this study comprised Malaysian tourists who had previously used the Trip.com mobile application to book flights and hotel accommodation, representing a total population of approximately 93.7 million domestic tourists. This population was considered appropriate for evaluating perceived usefulness, perceived ease of use, perceived enjoyment, perceived social interaction, and user satisfaction based on respondents' actual experiences with the Trip.com application (Raihan, 2024; Hamid et al., 2021). Furthermore, the growing popularity of digital platforms within the Malaysian tourism industry made this population particularly relevant for understanding mobile application-based travel behaviour (Hanafiah et al., 2021; Chin et al., 2022). In addition, the diversity of Malaysian tourists in terms of demographic characteristics, such as age and gender, as well as travel behaviour, contributed to the reliability and representativeness of the research findings (Katahenggam et al., 2025; Kunasekaran et al., 2022).

## Sampling

For respondent selection, the non-probability purposive sampling technique was employed to recruit Malaysian tourists who had used the Trip.com application. This sampling method was considered appropriate because there

was no comprehensive sampling frame for the target population, and only individuals with prior experience using the application were relevant to the study (Stratton, 2023; Ahmed, 2024). Purposive sampling enabled the inclusion of respondents who met the predefined eligibility criteria, namely Malaysian citizens aged 18 years and above who had used the Trip.com application within the previous 12 months (Nyimbili & Nyimbili, 2024; Garg et al., 2022). Compared with other non-probability sampling techniques, such as convenience and snowball sampling, purposive sampling ensured that only respondents with relevant experience were selected (Wang, 2024; Magnone & Yezierski, 2024). Furthermore, purposive sampling had been widely adopted in tourism research because it improved the relevance and accuracy of data collected from the target population (Sudarsono et al., 2021; Sugiama et al., 2022).

**Data Collection Methods**

The study employed a quantitative cross-sectional research design in which data were collected once over a three-month period (August–October 2026) to examine the relationships among perceived usefulness, perceived ease of use, perceived enjoyment, perceived social interaction, and user satisfaction with the Trip.com application (Cvetković Vega et al., 2021; Maier et al., 2023). Data were collected using a structured questionnaire designed to measure all variables included in the study (Wu et al., 2022). The survey was administered through both online platforms, including Google Forms distributed via social media, travel forums, and messaging applications, and offline channels, such as universities, transportation hubs, and tourist destinations.

Screening questions were used to ensure that only eligible respondents were included in the study. Participants were required to be Malaysian citizens aged 18 years and above who had used the Trip.com application within the previous 12 months. Before completing the questionnaire, participants were informed about the purpose of the study and assured that their responses would remain confidential. Upon completion of the data collection process, all responses were screened and analysed using IBM Statistical Package for the Social Sciences (SPSS) Version 27.

**Questionnaire Design**

Respondent profiles were analysed based on demographic characteristics, including gender, age, and educational background. Prior to completing the questionnaire, respondents were screened using a series of eligibility questions. To qualify for participation, respondents were required to be Malaysian users of the Trip.com application, have prior experience using the application, be aged 18 years and above for ethical compliance, have used the application within the previous 12 months to ensure recent user experiences, and have used the application at least once for domestic travel within Malaysia. The questionnaire items used to examine the relationships between the independent variables and the dependent variable are presented in Table 5.

**TABLE 5 QUESTIONNAIRE DESIGN**

| Code | Content | Authors |
|---|---|---|
| Perceived Usefulness (PU) | | |
| PU1 | Using Trip.com helps me book travel services more efficiently. | (Eze et al., 2021; Strijbos et al., 2021; Inggang Perwangsa Nuralam et al., 2024; Cheah et al., 2022; Alshammari & Babu, 2025) |
| PU2 | Trip.com makes travel planning easier for me. | |
| PU3 | Trip.com helps me save time when arranging trips. | |
| PU4 | Using Trip.com improves the effectiveness of my travel planning. | |
| PU5 | Trip.com is useful for managing my travel activities. | |
| Perceived Ease of Use (PEOU) | | |
| PEOU1 | Learning to use Trip.com is easy for me. | (Ebadi & Raygan, 2023; Prastiawan et al., 2021; Nuseir et al., 2022; Luo et al., 2024; Malik |
| PEOU2 | The features on Trip.com are easy to understand. | |
| PEOU3 | It is easy for me to navigate the Trip.com application. | |
| PEOU4 | I can use Trip.com without much mental effort. | |

| | | |
|---|---|---|
| PEOU5 | Overall, Trip.com is user-friendly. | & Annuar, 2021) |
| Perceived Enjoyment (PE) | | |
| PE1 | I enjoy using the Trip.com application. | (Nguyen, 2022; Schaffer, 2022; Huang & Liu, 2024; Li et al., 2024; Davidson et al., 2022) |
| PE2 | Using Trip.com is entertaining for me. | |
| PE3 | I find the Trip.com application enjoyable during travel planning. | |
| PE4 | Using Trip.com makes travel planning more interesting. | |
| PE5 | I feel happy when using the Trip.com application. | |
| Perceived Social Interaction (PSI) | | |
| PSI1 | User reviews on Trip.com help me make better travel decisions. | (J & Prabakar S, 2024; Lieberz et al., 2021; Pavin Ivanec, 2022; Li et al., 2025; Zamanian et al., 2021) |
| PSI2 | Ratings and feedback from other users are useful to me on Trip.com. | |
| PSI3 | I feel connected to other travellers through Trip.com features. | |
| PSI4 | Trip.com allows users to share useful travel experiences. | |
| PSI5 | Social interaction features on Trip.com improve my overall experience. | |
| User Satisfaction (US) | | |
| US1 | I am satisfied with my overall experience using Trip.com. | (Hajesmaeel-Gohari et al., 2022; Tensen et al., 2021; Vlachogianni & Tselios, 2023; Nouriska et al., 2023; Mochammad Aldi Kushendriawan et al., 2021) |
| US2 | Trip.com meets my expectations for travel planning and booking. | |
| US3 | I feel satisfied with the services provided by Trip.com. | |
| US4 | My experience using Trip.com has been pleasant. | |
| US5 | Overall, I am happy with the performance of the Trip.com application. | |

### Common Method Bias

To minimise potential sources of bias during data collection, several measures were implemented in both the online and offline survey procedures. Self-selection bias was reduced by distributing the questionnaire through multiple online and offline channels to reach a more diverse group of respondents. Response bias was minimised by ensuring respondent anonymity and using neutral, non-leading wording throughout the questionnaire. Recall bias was controlled by including only respondents who had used the Trip.com application within the previous 12 months, thereby ensuring that participants reported relatively recent experiences. For the offline survey, geographical bias was minimised by conducting data collection across multiple locations. In addition, non-response bias was reduced through the researchers' presence during questionnaire administration to provide clarification when necessary and to encourage questionnaire completion.

These procedures were implemented to enhance the validity, reliability, and representativeness of the collected data by reducing potential sources of bias and ensuring that the findings more accurately reflected respondents' actual experiences.

## FINDINGS AND DISCUSSIONS

### Respondent Profiles

A total of 384 valid responses were analysed. The respondents comprised Malaysian tourists who had used the Trip.com application within the previous 12 months. The demographic profile showed a balanced distribution across gender, age groups, education levels, and travel frequency, suggesting that the sample adequately represented a diverse population of Trip.com users in Malaysia. The majority of respondents were young adults, reflecting the increasing reliance of digitally literate travellers on mobile tourism applications for planning and booking travel activities. This demographic pattern was consistent with the growing adoption of digital tourism services in Malaysia, where younger consumers frequently relied on mobile applications for travel-related decision-making.

**TABLE 6 Respondent Profiles**

| Demographic Variable | Category | Frequency (n) | Percentage (%) |
|---|---|---|---|
| Gender | Male | 172 | 44.8 |
| | Female | 212 | 55.2 |
| Age | 18-24 years | 98 | 25.5 |
| | 25-34 years | 156 | 40.6 |
| | 35-44 years | 78 | 20.3 |
| | 45-54 years | 36 | 9.4 |
| | 55 years and above | 16 | 4.2 |
| Education Level | Secondary School | 48 | 12.5 |
| | Diploma | 86 | 22.4 |
| | Bachelor's Degree | 184 | 47.9 |
| | Master's Degree | 50 | 13.0 |
| | Doctorate | 16 | 4.2 |
| Monthly Income | Belo RM2,000 | 70 | 18.2 |
| | RM2,001-RM4,000 | 118 | 30.7 |
| | RM4,001-RM6,000 | 104 | 27.1 |
| | RM6,001-RM8,000 | 52 | 13.5 |
| | Above RM8,000 | 40 | 10.4 |
| Occupation | Student | 88 | 22.9 |
| | Government Sector | 72 | 18.8 |
| | Private Sector | 162 | 42.2 |
| | Self-employed | 42 | 10.9 |
| | Others | 20 | 5.2 |
| Frequency of Using Trip.com (Past 12 months) | 1-2 times | 146 | 38.0 |
| | 3-5 times | 128 | 33.3 |
| | 6-10 times | 72 | 18.8 |
| | More than 10 times | 38 | 9.9 |
| Primary Purpose of Using Trip.com | Hotel Booking | 142 | 37.0 |
| | Flight Booking | 118 | 30.7 |
| | Hotel & Flight Package | 78 | 20.3 |
| | Attractions/Tickets | 28 | 7.3 |
| | Others | 18 | 4.7 |
| Domestic Travel Frequency (Per Year) | 1-2 trips | 96 | 25.0 |
| | 3-5 trips | 164 | 42.7 |
| | 6-10 trips | 82 | 21.4 |
| | More than 10 trips | 42 | 10.9 |

## Reliability Test

**TABLE 7 Reliability Test**

| Construct | Cronbach Alpha | CR | AVE |
|---|---|---|---|
| PU | 0.91 | 0.93 | 0.72 |
| PEOU | 0.89 | 0.91 | 0.68 |
| PE | 0.90 | 0.92 | 0.70 |
| PSI | 0.88 | 0.90 | 0.66 |
| US | 0.92 | 0.94 | 0.75 |

Cronbach's Alpha values exceeded 0.70, indicating satisfactory internal consistency. Composite Reliability values were above 0.70, while Average Variance Extracted (AVE) exceeded the recommended threshold of 0.50, confirming convergent validity.

Harman's single-factor test was conducted. The first factor explained only 34.8% of the total variance, below the recommended threshold of 50%. Therefore, common method bias was unlikely to affect the findings.

**Pearson Correlation Analysis**

Pearson correlation analysis revealed that all independent variables were positively and significantly associated with user satisfaction ($p < 0.05$). Among the independent variables, perceived usefulness demonstrated the strongest positive correlation with user satisfaction. Perceived ease of use also exhibited a strong positive relationship, while perceived enjoyment showed a moderate to strong positive relationship. In addition, perceived social interaction demonstrated a significant positive relationship with user satisfaction.

These findings indicated that both the functional and experiential attributes of the Trip.com application contributed to enhancing tourists' satisfaction. Unlike conventional Technology Acceptance Model (TAM) studies that primarily emphasised functional beliefs, the present findings demonstrated that emotional and social dimensions also played important roles in shaping user satisfaction with tourism mobile applications.

**TABLE 8 Pearson Correlation Analysis**

| Variables | Mean | SD | PU | PEOU | PE |
|---|---|---|---|---|---|
| Perceived Usefulness (PU) | 4.18 | 0.58 | 1 | | |
| Perceived Ease of Use (PEOU) | 4.10 | 0.61 | 0.684** | 1 | |
| Perceived Enjoyment (PE) | 4.05 | 0.63 | 0.622** | 0.655** | 1 |
| Perceived Social Interaction (PSI) | 3.92 | 0.67 | 0.548** | 0.574** | 0.631** |
| User Satisfaction (US) | 4.20 | 0.55 | 0.791** | 0.734** | 0.687** |

**Multiple Regression Analysis**

Multiple regression analysis was conducted to examine the individual and collective influence of perceived usefulness, perceived ease of use, perceived enjoyment, and perceived social interaction on user satisfaction. The overall regression model was statistically significant, $F = 281.532$, $p < .001$. The four predictors collectively explained 74.8% of the variance in user satisfaction ($R^2 = 0.748$; adjusted $R^2 = 0.745$), indicating substantial explanatory power. The standardised regression coefficients showed that perceived usefulness was the strongest predictor of user satisfaction ($\beta = 0.387$, $p < .001$), followed by perceived ease of use ($\beta = 0.291$, $p < .001$), perceived enjoyment ($\beta = 0.214$, $p < .001$), and perceived social interaction ($\beta = 0.158$, $p = .001$). The VIF values ranged from 1.73 to 2.15, indicating that multicollinearity was not a significant concern. Accordingly, H1, H2, H3, and H4 were supported.

**TABLE 9 Multiple Regression Analysis**

| Independent Variables | Standardized β | t-value | p-value | VIF | Hypothesis |
|---|---|---|---|---|---|
| Perceived Usefulness (PU) | 0.387 | 8.624 | <0.001 | 2.08 | Supported |
| Perceived Ease of Use (PEOU) | 0.291 | 6.118 | <0.001 | 2.15 | Supported |
| Perceived Enjoyment (PE) | 0.214 | 4.573 | <0.001 | 1.94 | Supported |
| Perceived Social Interaction (PSI) | 0.158 | 3.428 | 0.001 | 1.73 | Supported |

| Model Summary | Value |
|---|---|
| R | 0.865 |
| $R^2$ | 0.748 |
| Adjusted $R^2$ | 0.745 |

| | |
|---|---|
| F-value | 281.532 |
| Sig. | <0.001 |
| Durbin-Watson statistic | 1.96 |

**Discussion of Key Findings**

H1: Perceived Usefulness positively influences User Satisfaction

The findings demonstrated that perceived usefulness significantly predicted user satisfaction, thereby supporting H1. This result suggested that Malaysian tourists evaluated the Trip.com application primarily based on its ability to improve travel planning efficiency, facilitate faster booking processes, and provide useful travel information.

This finding was consistent with the original Technology Acceptance Model (Davis, 1989) and supported previous studies by Panyahuti et al. (2024), Romero et al. (2023), and Simbolon and Klesia (2024), which found that users reported higher levels of satisfaction when digital platforms enabled them to accomplish their intended tasks more effectively.

Within the tourism context, perceived usefulness extended beyond transactional efficiency. Users expected the Trip.com application to integrate accommodation booking, transportation services, price comparisons, itinerary management, and payment facilities within a single platform. Such functional integration reduced search costs and decision uncertainty, thereby enhancing overall user satisfaction.

Overall, this finding confirmed that utilitarian value remained the strongest determinant of user satisfaction with tourism mobile applications.

H2: Perceived Ease of Use positively influences User Satisfaction

The findings demonstrated that perceived ease of use had a significant positive effect on user satisfaction, thereby supporting H2. This result indicated that users appreciated interfaces that required minimal learning effort and enabled intuitive navigation throughout the booking process. Tourism mobile applications typically involved multiple decision-making stages, including searching, comparing, selecting, making payments, and managing reservations. Therefore, interface simplicity played a direct role in enhancing users' overall experience.

This finding was consistent with previous studies conducted by Boubker (2024), Wang et al. (2023), and Fakfare (2021), which reported that perceived ease of use reduced cognitive effort and enhanced user satisfaction. Interestingly, perceived ease of use remained a significant determinant of user satisfaction even among digitally experienced users, suggesting that increasing digital literacy did not diminish users' expectations for seamless interface design. Instead, users became increasingly demanding regarding system usability and convenience.

H3: Perceived Enjoyment positively influences User Satisfaction

The analysis demonstrated that perceived enjoyment significantly enhanced user satisfaction, thereby supporting H3. This finding indicated that tourism mobile applications were no longer viewed merely as transactional platforms but also as experiential environments. Users derived satisfaction not only from successfully completing bookings but also from enjoyable browsing experiences, attractive interface designs, personalised recommendations, and interactive features.

This finding was consistent with previous studies by Choi et al. (2021), Kim et al. (2025), and Sari et al. (2023), which reported that emotional engagement significantly enhanced users' overall evaluations of digital platforms. Unlike the traditional Technology Acceptance Model (TAM), which primarily emphasised cognitive evaluations, the present study confirmed that intrinsic motivation remained an important determinant of user satisfaction within tourism mobile applications. Perceived enjoyment also increased users' willingness to continue using the platform even after completing their initial bookings. Therefore, this finding extended the Technology Acceptance Model by demonstrating that emotional experiences contributed substantially to users' post-adoption evaluations.

H4: Perceived Social Interaction positively influences User Satisfaction

The analysis demonstrated that perceived social interaction significantly influenced user satisfaction, thereby supporting H4. This finding suggested that Malaysian tourists increasingly relied on community-generated content, including reviews, ratings, photographs, and recommendations from previous travellers. Such social information reduced uncertainty and enhanced users' confidence when making travel-related decisions.

This finding was consistent with previous studies by Xie et al. (2022), Almulla (2024), Wang and Shin (2022), and Nugroho (2024), which reported that perceived social interaction strengthened users' trust and satisfaction with digital platforms. Within the tourism context, travel decisions were generally regarded as high-involvement purchases because consumers could not physically evaluate tourism services before consumption. Consequently, user-generated content served as an important credibility mechanism that complemented the official information provided by service providers.

These findings highlighted the importance of continuously strengthening Trip.com's review system, traveller communities, verified rating mechanisms, and interactive engagement features to further enhance users' satisfaction.

**Theoretical Contributions**

The novelty of this study lay in the integration of both functional constructs (perceived usefulness and perceived ease of use) and experiential constructs (perceived enjoyment and perceived social interaction) within a single Extended Technology Acceptance Model (TAM) to explain post-adoption user satisfaction among Malaysian users of the Trip.com application. Unlike many previous studies that primarily examined behavioural intention across different technological contexts, this study demonstrated that user satisfaction with tourism mobile applications was jointly shaped by cognitive, hedonic, and social evaluations. By validating the Extended TAM within the Malaysian digital tourism context, this research broadened the theoretical applicability of the model beyond technology adoption and provided a more comprehensive explanation of users' post-adoption experiences.

Among the four predictors, perceived usefulness emerged as the strongest determinant of user satisfaction, indicating that Malaysian tourists continued to prioritise the practical value of tourism mobile applications when evaluating their overall experiences. Nevertheless, the significant effects of perceived enjoyment and perceived social interaction demonstrated that user satisfaction extended beyond system functionality to include emotional engagement and social influence.

Overall, the Extended Technology Acceptance Model explained 74.8% of the variance in user satisfaction, demonstrating substantial explanatory power within the Malaysian tourism mobile application context. These findings broadened the theoretical scope of the Technology Acceptance Model by demonstrating that post-adoption user satisfaction could not be explained solely by cognitive beliefs. Instead, emotional engagement and social interaction were also identified as important complementary determinants of users' evaluations of tourism mobile applications. Consequently, this study provided a stronger theoretical foundation for future research seeking to extend the Technology Acceptance Model within digital tourism and other experience-oriented technology contexts.

**Practical Contributions**

The findings provided several practical implications for tourism application providers and policymakers. As perceived usefulness emerged as the strongest determinant of user satisfaction, Trip.com was recommended to prioritise improvements to functional features such as search efficiency, booking speed, accurate travel information, and integrated travel planning services. The significant effect of perceived ease of use also suggested that application developers should continuously enhance the user interface by simplifying navigation and reducing the complexity of the booking process.

Furthermore, the significant influence of perceived enjoyment indicated that engaging interface designs,

personalised recommendations, and AI-powered travel suggestions could further enhance users' overall experiences and encourage continued application usage. In addition, the positive effect of perceived social interaction highlighted the importance of strengthening verified review systems, user ratings, and community engagement features to increase users' confidence when making travel-related decisions.

From a policy perspective, Tourism Malaysia and other tourism authorities could leverage these findings to promote user-centred digital tourism strategies and encourage greater collaboration between tourism operators and technology providers in developing more integrated and innovative tourism platforms. Collectively, these initiatives were expected to enhance user satisfaction, strengthen customer loyalty, and contribute to the sustainable growth of Malaysia's digital tourism ecosystem.

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