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PERCEIVED EASE OF USE AND PERCEIVED USEFULNESS ON THE INTENTION TO USE E-TICKETING FOOTBALL

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Abstract
Currently, the sphere of sports is continuously expanding in Indonesia. E-ticketing has made it possible for fans to quickly and easily purchase tickets to soccer matches thanks to advances in technology and information. Some studies have found that the ability to distribute tickets rapidly and efficiently is one of the e-greatest ticketing benefits. The goal of this study is to evaluate how soccer fans' perceptions of the ease and advantages of ticket purchasing influence their willingness to make those purchases. Subjects in this study are the 120 football fans who regularly attend PSIS Semarang games in International Stadium Jatidiri Semarang. This study also has a quantitative component. The analysis that is used is a multivariate regression. This study shows that a minimal number of soccer fans still prefer to purchase tickets online. In addition, the study found that ease of use has a positive impact on perceived usefulness of e-ticketing, ease of use has no effect on the intention to use e-ticketing, and perceived usefulness of e-ticketing have a positive impact on the intention to use e-ticketing.

1. INTRODUCTION

E-ticketing usually known as electronic ticketing, is a way to record customer purchases based on their actual travel activities without the need for the distribution of physical tickets or other costly documents. An electronic ticket, often known as an e-ticket, is a digital version of a conventional paper ticket. Electronic tickets can be used for transportation, hotel, cinema, and even some events. E-ticketing often known as electronic ticketing, is a method of selling and buying tickets for various services, especially travel services, using electronic media like the internet and computers according.[1]. There are some benefits of E-ticketing, according to Bienz [1]:

a. Lowering the cost of printing ticket letters.
b. Reducing the work required to print letters and tickets.
c. Security is ensured since the barcode validates the ticket and precludes the possibility of counterfeit or duplicate tickets.
d. Ordering e-ticketing by consumers means knowing how many company consumers there are, because the company stores consumer data in the company's database.
e. Provide additional information that customers need to know.
f. Offers advertising space, which can bring in more money for the company by putting ads on the company website portal.

E-ticketing is a time-saving option for those taking any mode of transportation, be it a plane, boat, or train. People now have many options for purchasing tickets online without ever being required to visit a ticket sales agent's office [2]

The existence of a new technology in the field of information-communication, such as E-Ticketing tools, would exposes from football supporters, specifically acceptance and rejection. However, with the relentless entry of technology into a business process, it is essential to understand how its users accept this technology. User happiness is influenced by the information quality, system quality, and

service quality of the ticket booking application. This study shows that information quality, system quality, and service quality have a significant impact on user satisfaction, in this case customer satisfaction, and demonstrates that information quality, system quality, and service quality have a positive and significant impact on satisfaction[3].

Apart from infrastructure quality, ease of use is also a component of system quality measurement. Ease of use is an interconnected concept of an individual's assessment of his or her business involvement in the process of using the system [4]. With increasing user satisfaction and loyalty, it shows that the implementation of e-ticketing is beneficial for the community or football spectators and will increase the number of match spectators, especially at the Jatidiri International Stadium. The questions that arise are (1) does the perceived ease of use have a positive effect on the perceived usefulness of the e-ticketing system, (2) does the perceived usefulness of the system have a positive effect on the desire to use e-ticketing -ticketing system and (3) whether the perceived convenience has a positive influence on the intention to use the e-ticketing system.

II. LITERATURE

a. Perceived Ease of Use of E-Ticketing

Perceived ease of use is the extent to which an individual feels that utilizing a technology would be effortless. Perceived ease of use is also a notion regarding the decision-making procedure. If a user is sure that the information system is simple to use, he will employ it. If someone perceives that the information system is difficult to use, he will not utilize it[5].

b. Perceived Usefulness of E-Ticketing

The perceived usefulness of a technology is how much its users believe it will boost their efficiency. Perceived utility, as defined above, is a theory about the choice-making procedure. Consequently, if a user has faith in the usefulness of the information system, he will make use of it. As opposed to this, if a user does not find the information system useful, he will not use it[6].

To that end, we might define perceived usefulness as the extent to which an individual feels that employing a certain system would boost his or her effectiveness on the job[7] **.**

c. Intention To Use of E-Ticketing

Intention to use can be thought of as the way a person wants to use or reuse an object. Intention is a part of the human mind that makes us pay more attention to or enjoy something, which can help us reach our goals[8].

Intention to use is an individual's propensity to use technology. The level of technology usage influences behavior interest, which may be predicted by attitude and focus. The desire to continue utilizing this technology and to encourage other people[9].

d. The relationship between ease of use and perceived usefulness to intention to use

Perceived use measures the perceived usefulness and ease of e-ticketing from information technology users. Previous research results support the ease of use that influences the recommended usability. In their study, Venkatesh & Davis, identified the importance of experience and the complexities of using technology which will have an impact felt useful[10] The improvement in perceived ease impacts a change in perceived usefulness since the system is easy to use and takes less time to learn, allowing people to take part in activities related to performance effectiveness [11]. Ease of use makes it more ease to use e-ticketing to get an order or buy a ticket. Ease creates intention to use. Referring to the technology acceptance model (TAM 3), ease of use influences usefulness and intention to use [9]. Based on the description above, the hypothesis is arranged as follows:

H1: Ease of Use has a positive and significant impact on usefulness of e-ticketing.

H2: Ease of use has a positive and significant impact on the intention to use e-ticketing.

The higher the benefits of a technology raises the tendency to use the technology. Perceived usefulness influences behavioral intention to use speech recognition technology[12]. Three factors (perceived usefulness, perceived ease of use, and perceived change) can play a major role in determining the acceptability of the laptop initiative[13]. Based on the description above, the hypothesis is arranged as follows:

H3: Usefulness has a positive and significant impact on the intention to use e-ticketing.

Based on the hypothesis above, the empirical research model is compiled as follows:

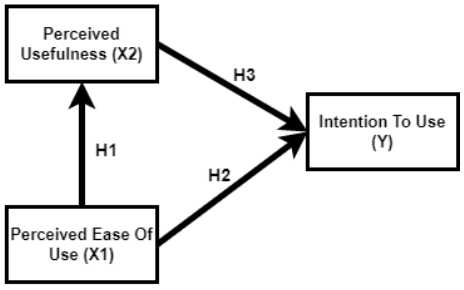

Figure 1. Empirical Research Model

III. RESEARCH METHODS

a. Research Design

The use of electronic ticketing makes the process of ordering transactions more-simple, particularly in terms of overcoming limits pertaining to both space and time. Because the hours of ordering may be

organized whatever one sees fit, time becomes more malleable. It doesn't matter where you do it; in fact, you can even do it while you're moving around. In this study, the independent variable that is being investigated is convenience, the intervening variable that is being investigated is usability or benefit, and the dependent variable that is being investigated is the intention to utilize e-ticketing. It is possible to examine the influence of ease of use on usefulness, the effect of ease on intention to use, and the effect of usefulness on intention to use e-ticketing by employing the technique of linear regression.

b. Population and Sample

The population in this study were football fans from PSIS Semarang. Respondents were selected from supporters who often make purchases online. Sampling was done by accidental sampling technique. The size of the sample is determined by various factors. One of the considerations for sample size is the homogeneity of the data, the more homogeneous the data, the smaller the number of samples. The recommended sample size for descriptive research according to Fraenkel & Wallen is at least 100. The sample size in this study is 120.

c. Data sources and types

In this study using quantitative data types. Based on the data source, the data used is primary data. The data source is primary data because the data is obtained directly from the respondents who fill out the questionnaire which is given directly to the respondents.

d. Research instrument

The instrument in the form of a questionnaire that was created by the researcher was used to record the perceptions of football supporters on e-ticketing. The instrument is in the form of closed questions. Answers have been provided in the form of a graded scale. Respondents just choose the answers provided. The questionnaire instrument is used to measure ease of use, usefulness, and intention to use e-ticketing.

e. Conceptual and Operational Variables

There are three variables in this study, namely ease of use, usefulness, and intention to use. Definition the concept and operational variables are as follows.

Table 1. Conceptual and Operation Variable

Variable	**Variable** Conceptual	**Variable** Operational
Convenience	Perception of Convenience (Irmadhani & Nugroho, 2012)[14]	1. it doesn't take much effort to understand 2. not difficult to learn 3. easy to operate the system according to what the individual wants to do 4. the system is easy to use
Benefit	Perceived Benefits (Sulastini & Warnika, 2012)[15]	1. The use of e-ticketing will support transaction activities for purchasing football tickets 2. Users feel that transactions made by the e-ticketing system are very effective 3. The use of e-ticketing streamlines the football ticket transaction process 4. e-ticketing services are felt to have great benefits for users
Intention to Use	Perceived interest in using (Fishbein, Martin and Icek Ajzen ,1975)[16]	1. Using e-ticketing to buy tickets for every football match 2. Often use football e-ticketing

f. Research instrument test

Before being used to collect data, the questionnaire's validity and reliability were evaluated. The utilized validity test is convergent validity test. Construction reliability is the applicable reliability test. After the questionnaire's validity and dependability have been evaluated, it is utilized to collect data.

g. Data analysis technique

Based on the hypothesis and empirical research models, the analysis used is regression analysis. Regression analysis is used to perform the test: (1) The impact of ease of use to usefulness e-ticketing. (2) The impact of ease of use to intention to use e-ticketing. (3) The impact usefulness to intention to use e-ticketing.

h. Hypothesis test

The hypothesis test was carried out using the t test. Before testing the hypothesis, a series of model compatibility tests were carried out. Model fit test with F test and R2 test.

IV. RESULTS

Respondent description

Respondents used in this study were 120 people consisting of PSIS Semarang football fans. From the respondent's data obtained a description of the variables Ease of use (X1), Usefulness (X2), and Intention to Use (Y), are as follows:

Table 2. Variable description of ease of use (X1), Use fullness (X2) and Intention to use (X3).

VARIABEL	MANY ANSWERS					MEAN
	STRONGLY DISAGREE	DON'T AGREE	ENOUGH	AGREE	STRONGLY AGREE	
Ease of Use (X1)						4.17
X1_1	0.8 %	0.8 %	13 %	51.2 %	34.1 %	4.15
X1_2	0 %	4.1 %	21.1 %	49.6 %	28.5 %	4.04
X1_3	0 %	0.8 %	15.6 %	39.3 %	44.3 %	4.25
X1_4	0 %	0.8 %	13.8 %	43.1 %	42.3 %	4.25
Expected Benefits (X2)						4.31
X2_1	0.8 %	0 %	13.2 %	46.3 %	39.7 %	4.22
X2_2	0 %	2.4 %	10.6 %	44.7 %	42.3 %	4.27
X2_3	0 %	0.8 %	10.7 %	36.9 %	51.6 %	4.38

X2_4	0 %	0 %	9.8 %	41.0 %	49.2 %	4.38
Intention to Use (Y)						4.16
Y_1	0,8 %	1,6 %	13,9 %	45,1 %	38,5 %	4.19
Y_2	0,8 %	4,1 %	17,1 %	46,3 %	31,7 %	4.03
Y_3	0%	0,8 %	13 %	45,5 %	40,7 %	4.27

Based on Table 2 above, it can be described that supporters who use e-ticketing are as follows:

1) Mean X1 of 4.17 means that supporters feel the e-ticketing software is easy to understand and use. The convenience that is felt in particular is the ease of use, while understanding the ins and outs of e-ticketing is already at an easy-to-understand level
2) Mean X2 of 4.31 means e-ticketing in terms of the usefulness felt by football supporters in helping to order tickets at a very helpful level. Purchasing via e-ticketing has accelerated ticket ordering for football matches that will take place.
3) Mean Y of 4.16 means that supporters have the intention to use e-ticketing even though there are some who will not use e-ticketing to purchase their tickets.

Test the validity and reliability of the instrument

The indicators for each variable were tested for validity and reliability. Validity test shows all valid indicator. The reliability test shows all indicators are reliable. The research instrument in the form of questionnaires can be used for research.

Heteroscedasticity Classical Assumption Test

The test results show that there are no issues with heteroscedasticity in the two models. The model does not have a heteroscedasticity issue

Data Normality Test

The tool used to test the normality of the data is the Kolmogorov-Smirnov. Test results normality, both model 1 (X2 = A0 + A1X1) and model 2 (Y = B0 + B1X1 + B2X2) have an Asymp value. Sig. (2-tailed) > 0.05. The two models are based on normally distributed data.

Goodness Of Fit

The results of the suitability test for each model can be seen in table 3:

Table 3. Goodness Of Fit Model 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.616[a]	.380	.375	1.94119

a. Predictors: (Constant), MANFAAT YANG DIRASAKAN (X2)
b. Dependent Variable: KEMUDAHAN PENGGUNAAN (X1)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.202	1.358		3.830	.000
	MANFAAT YANG DIRASAKAN (X2)	.666	.078	.616	8.541	.000

a. Dependent Variable: KEMUDAHAN PENGGUNAAN (X1)

Table 4. Goodness Of Fit Model 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.640[a]	.410	.400	1.44595

a. Predictors: (Constant), MANFAAT YANG DIRASAKAN (X2), KEMUDAHAN PENGGUNAAN (X1)
b. Dependent Variable: NIAT MENGGUNAKAN (Y)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	171.538	2	85.769	41.023	.000[b]
	Residual	246.710	118	2.091		
	Total	418.248	120			

a. Dependent Variable: NIAT MENGGUNAKAN (Y)
b. Predictors: (Constant), MANFAAT YANG DIRASAKAN (X2), KEMUDAHAN PENGGUNAAN (X1)

Based on Table 3 and Table 4 the results of the F test show that each has a significance value of 0.000 less than 0.05. Both models fit. Model 1 has an adjusted R Square value of 0.375 and for Model 2 of 0.400. Based on the adjusted R Square value, it can be concluded that the model is good.

Regression analysis

The results of the linear test for each model are as follows:

Table 5. Regression analysis model 1

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.202	1.358		3.830	.000
	MANFAAT YANG DIRASAKAN (X2)	.666	.078	.616	8.541	.000

a. Dependent Variable: KEMUDAHAN PENGGUNAAN (X1)

Table 6. Regression analysis model 2

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.953	1.072		2.754	.007
	KEMUDAHAN PENGGUNAAN (X1)	.123	.068	.161	1.797	.075
	MANFAAT YANG DIRASAKAN (X2)	.434	.074	.528	5.882	.000

a. Dependent Variable: NIAT MENGGUNAKAN (Y)

The based on Table 5 the linear regression equation is obtained as follows:
X2 = 0,616X1 + e1
X1 : Ease Of Use
X2 : Usefulness

Based on Table 6 the linear regression equation is obtained as follows:
Y = 0,161X1 + 0,528X2 + e2
Y : Intention to use
X1 : Ease of use
X2 : Usefulness

Statistical hypothesis testing

1. Statistical hypothesis testing 1

From Table 5.5 a significance value of 0.000 < 0.05 is obtained and the Standardized Coefficients Beta value of 0.616 is positive, so that hypothesis 1 which says Ease of Use has a positive and significant effect on the usefulness of e-ticketing is accepted.

2. Statistical hypothesis testing 2

From Table 5.6 a significance value of 0.750 > 0.05 is obtained. So that hypothesis 2 which reads Ease of Use has a positive and significant effect on the intention to use e-ticketing is rejected.

3. Statistical hypothesis testing 3

From Table 5.6 a significance value of 0.000 < 0.05 is obtained and a Standardized Coefficients Beta value of 0.528 is positive. So that hypothesis 3 which reads usefulness has a positive and significant effect on the intention to use e-ticketing is accepted.

Ease of use influences usefulness and usefulness impacts intention to use, hence ease of use influences intention to use indirectly. Even while ease of use has no direct influence on intention to use, it does have an indirect effect through the usefulness variable.

Discussion

1. Ease of use effect for usefulness

The more-easier e-ticketing is for football fans, the more useful it will be. E-ticketing is usually easy for football fans. The ease of use of e-ticketing that must be enhanced is particularly the ease of knowing the software's insides and the ease with which football fans run into problems when purchasing tickets. Online ordering tends to replace the current method of purchasing tickets through an application that is directly between football providers and fans, as a result of technological advancements and increased efficiency. Blended ticketing, which mixes the direct face-to-face purchasing process between ticket providers and football fans with the e-ticketing ordering model, is at least the booking methodology being pioneered in Indonesia. This study's findings support the notion that an increase in perceived ease plays a role in influencing an increase in perceived usefulness, since an easy-to-learn system gives individuals the option to engage in activities related to performance effectiveness.[11]

2. Ease of use effect for intention to use

From this study found that ease of use had no direct effect on intention to use. Through perceived utility, ease of use has an indirect influence on intention to use. The intention of football fans to adopt e-ticketing remains low. The ease of use alone does not have a direct influence on intention to use. If something is simple yet ineffective, the intention to utilize it will be low. The intention to use will be increased if it is simple to use and beneficial. Because fans believe that e-ticketing usage is still minimal, utility is insufficient to entice football fans to adopt e-ticketing. E-ticketing that is simple to use and the benefits of e-ticketing that football fans actually feel will have an influence on the high intention to use e-ticketing.

3. Usefulness effect to intention to use

The higher the perceived usefulness, the higher the intention of football fans to use e-ticketing. The results of the study show that football fans have not experienced the benefits of e-ticketing much so that the intention to use it is still lacking. The results of the study also show that the intention to use e-learning in the future is better than the current one. E-ticketing can still be expected, only the problem of solving user problems needs to be fixed. Priority should be placed on improving the usability of e-ticketing because ease of use has a direct effect on intention to use, whereas ease of use has no direct effect on intention, and the direct effect of usefulness on intention to use is greater than the indirect effect of benefits on intention to use via usefulness. The results of this study indicate that perceived usefulness has an influence on behavioral intentions to utilize voice recognition technology, which is consistent with earlier studies. [12]

V. CONCLUSION

Based on the results of this study, the conclusions obtained are as follows, ease of use has a positive impact on the usefulness of e-ticketing Ease of use has no impact on the intention to use e-ticketing Usefulness has a positive impact on the intention to use e-ticketing.

According to the results of the survey, football fans' inclination to use e-ticketing is still missing. E-utility ticketing's in facilitating the purchase of sports tickets has a direct impact on the likelihood of adoption. Although the effect is indirect, the convenience of use of e-ticketing also influences the desire to use. Football fans' intent to utilize e-ticketing will increase if they perceive the time-saving benefits of e-ticketing while buying tickets. It is required to enhance the system and ticket suppliers so that ordering tickets is simple and quick. Obviously, if there is an issue with an order, the system must address it fast so that supporters are not concerned and are pleased with the service offered. This is the foundation for the increased usage of e-ticketing in the future.

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