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Table of Contents

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• *Session 1- E-Commerce and E-Business*

● *Session 2- Social Network Analysis and Marketing Management*

● *Session 3- Algorithms*

Exploring the Consumer Behavior of Online Platform by Using Information System Success Model

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ABSTRACT

The purpose of this study was to explore the behavioral process of consumers searching or purchasing tourism products on the online platform of the travel industry. This study using information system success model as the main structure and the value of network platform was incorporated for further analysis. The research subjects were users who have used online travel agency platforms within a year, used the snowball sampling method to distribute surveys online, 384 questionnaires out of 320 were completed and analyzed, achieving 83% effective collection rate. The data obtained were verified by descriptive statistics, confirmatory factor analysis and structural equation modeling methods to conduct hypothesis testing. The results of this study are as follows: most users of online tourism platforms are female, age 25 (included) and under, with a monthly income 23,000 (included) and under; Lion Travel Service's online platform was the most frequently used platform; good network platform quality will enhance the value and satisfaction of consumer network platform, and thus encourage further consumer behavior intention. Based on the results, the suggestions for further studies were offered to online travel agency platforms and related research as a reference.

CCS Concepts

• **Information systems→ Mobile information processing systems**

Keywords

Network Platform Quality, Network Platform Value, Information System Success Model.

1. INTRODUCTION

According to the scientific and technological progress, the stability of the Internet development and the rapid growth of e-commerce, the global consumer market changes. The sustainable growth and innovation of business in E-commerce industry with consumer shopping are inseparable. The 2015 E-Commerce Consumer Survey, released by Visa International, points out that in 2014 had 87% of people in Taiwan use the web to shop and in the future, they will buy goods over the Internet. The survey also shows that people in Taiwan tend to use the Internet to having the service, 69% do financial services, 64% in digital content, 62% having travel itineraries, 61% use to buy books, CDs, DVDs and 54% enjoy in other goods or services. The analysis about the consumer behavior in 2013 of Insight Xplorer shows that the most common types of products purchased by consumers are the food (67.2%), followed by tourism, entertainment and food discount coupons. (29.0%), then is household goods (18.6%). Besides that, the proportion of consumers who preferred to buy goods on the Internet, various types of tickets/coupons were the highest (91.0%), followed by travel-related goods (82.3%), and food, beverage or meal coupons (42.7%) was the lowest. From the above-mentioned findings, there are more than 60% Taiwanese people preferred to buy tourism-related products on the Internet. Therefore, one of the motives in this study was aims to explore the behavior of consumers on searching or purchase the tourism products by using the Internet.

With the development of e-commerce, information system mode successfully extended to the scope of online shopping. Delone and McLean (2004), once used Barnes & Noble as the measurement platform to test the Barnes & Noble e-commerce system (e-book sales) success or failure. Lin & Tseng (2008), used the heart flow theory and the rational class theory to explore the use of online travel system, to understand the status of the system when the customer on-line purchases tourism products and the impact of customer perception, emotion and behavior on customer satisfaction and loyalty. This study further explores the intentions of consumer behavior, to understand the online travel platform for consumers to buy travel products, to understand the current situation of network platform quality, perceived risk, network platform value, satisfaction, and behavioral intent when the consumers buy the travel products.

Sheth, Newman, and Gross (1991) propose that consumption value and consumption choice are a mutual influence, not

necessarily choose to influence the value, also may be the value impact the choice. Monroe and Krishnan (1985) propose perceived value can be used to explore the subjective feelings of consumers, and the minds of consumers to measure the standard of interest. To & Chen (2006) found that the customer value significantly affects the quality of customer relationship. This means the value perceived by the customer in an Internet environment will influence the relationship between the supplier and the customer. Therefore, this study was based on understanding the relationship between the consumers after the use of travel agencies online and the later benefits of travel agency's online, using information systems success model to explore the impact of consumer behavior intention, and then explain the behavior after the consumer online travel platform and understanding the decision-making process of consumer to buy travel goods. Chu (2008) pointed out that, in the development of the Internet, the travel industry use the network as the main pathway, the travel industry operation mode has moved to the Internet platform. Today's, the way of consumers to buy tourism products different, consumers will go through the Internet to find their own products, further comparison several brands. The transaction space and patterns are more transparent than the previous transaction model, the Internet not only brings convenience, but also lead the consumer to take different consumption patterns.

Lin & Tseng (2008) explores the impact of consumers' satisfaction, loyalty and customer perception, emotion and behavior on the online purchase of tourism products based on information system success model, rational level theory and heart flow experience. In addition, Hsu, Chen and Lin (2015) combined information system success model and expectation confirmation theory explore the backpackers' continuous use of travel websites. They found that expectation confirmation positively affects the satisfaction and further affecting their willingness to continue to use.

2. RESEARCH METHOD AND PROCEDURE

This study was based on the behavior of travel agencies online consumer related literature and the information system success model as the main structure, explores the behavioral intent of consumers of travel agency online platforms. This study maintains the "System Quality", "Information Quality", "Quality of Service", "Satisfaction" and "Behavioral Intent", and add in "Network Platform Value". Then merged the original information system success mode, "system quality", "information quality", "service quality" into "network platform quality".

The focus of the study was on Taiwan, and the subjects of this study were the Taiwanese users who had use Cola tour, Lion travel, Set tour, and Start travels (Taiwan travel online platform) within in one year. The pre-questionnaires were sent through the Internet from 4 March 2016 to 15 March 2016, a total of 190 questionnaires were retrieved. After subtracting the invalid questionnaires, the valid questionnaires were 151 pre-tests analyzes. After the revision of the pre-questionnaire, the formal questionnaires were distributed through the network through snowball way from 20 March 2016 to 20 April 2016. A total of 384 questionnaires were retrieved, and 320 questionnaires valid responses. The valid response rate was 83%.

After reference to the relevant literature, this study using questionnaire survey adapted into "consumer online search and purchase of tourism products behavior questionnaire", as a

research tool. The content part of variable measurement tools was divided into seven parts: personal basic information, system quality, information quality, service quality, practical value, consumer satisfaction and behavior intention. Each issue was measured using the Likert Seven-Point Scale; each subscale and the average of total scale represent the sub-direction and overall score of the study variables; then the higher the score, the higher the satisfaction of customer cognitive level in the variable.

In this study, the item and the total score related, and conduct the decision value to project analysis. The critical ratio (CR) and correlation coefficient were used as the criteria for item selection. If the CR value is greater than 3 and the correlation coefficient is more than .30, and the significant level is reached, the item will be retained. Otherwise, it will be deleted (Wu & Tu, 2003). 27% of the total scores were taken as the extreme grouping index, the first 27% was set as the high score group, and the last 27% as the low group, the items of the high and low grouping were carried on independent maternal t test. In the mean t-test of various facets, most of the items were significant (p <.05), indicating that there were significant differences between the items and the high and low groups, and the t value of each item is greater than 3, mean the item has discrimination, no need to be amended or deleted.

According to Kaiser (1974), the KMO value must be greater than .60, means it suitable for factor analysis. This study, exploratory factor analysis to examine the validity of system quality, information quality, service quality, value, satisfaction and behavior intention. The quality factor Bartlett ball test reached a significant level (p <.05), and KMO value of .92, suitable for factor analysis. Factor analysis using principal component analysis, select the eigenvalues greater than 1 factors. The results show that the quality of the system, all the items load factor was between .54 to .81, and the interpretation of the variation was 65.56%. The value of network platform Bartlett test was significant (p <.05), and the KMO value was .88, which was suitable for factor analysis. The results show that network platform value factors, all the items factor load were between .64 to .86, and the interpretation of variation was 66.81%. The satisfaction factor Bartlett test showed significant significance (p <.05) and a KMO value of .90, which was suitable for factor analysis. The results show satisfaction factors, all the items factor load was between .87 to .91, and the interpretation of variation was 79.51%. Factor analysis showed that the Bartlett score was significant (p <.05), and the KMO value was .86, which was suitable for factor analysis. The results showed that behavioral intention factors, all the items were between .79 to .88, and the explanatory variation was 71.32%. Cronbach's α coefficient was used in this study to test the internal consistency of each scale and the whole. The higher the Cronbach's α coefficient, the higher the internal consistency of each factor, that mean the higher the reliability of the scale. Then, according to Nunnally (1978), Cronbach's α coefficient higher than .70 for high reliability, .35 to .70 for the high degree of confidence, .35 following the low degree of confidence, should be amended or deleted. The study of each facet scale in the reliability test results was between .81 and .91.

In this study, SPSS 19.0 software was used to analyze the data. Then, mainly using the Amos statistical model to evaluate the reliability and validity of the questionnaires, to discuss the analyzed result. The result was the study of the model variables reduction, the multivariate normality test, the detection mode, the structure mode measurement and the common method variance

test. After that according to the purpose of the study, get on discussed.

3. RESULTS AND DISCUSSIONS

3.1 Sample and Data Collection

The study subject features are as follows: male 140 (36.4%), female 245 (63.6%); the main age group were concentrated in under 25 years old (48.3%); the average income was concentrated under 23,000NTD (46.8%); Lion Travel (one of the Taiwan's top three travel agencies) was the most viewed travel online platform (22.9%).

3.2 Analysis of Confirmatory Factor and Current Situation

In this study, using AMOS statistical software for SEM analysis, to verify the appropriate between the network platform quality, network platform value, satisfaction with the overall of behavioral intention. Mainly use descriptive statistics to test the recovery of the data, the Confirmatory Factor Analysis (CFA) was used to test whether the measurement tools were appropriate for the study of maternal, and analysis the reliability and validity of the detection facet, and including the convergence validity, the difference validity, the project reliability, and the combined reliability. Besides that, the quality of the network platform and the value of the network platform are the second-order latent variables, so it is necessary to detect whether the first-order reduced to second-order, if the overall model fit test is up to the standard, means the first-order and second-order are no different, can simplify the network platform quality and the value of the network platform in the traveler online platform consumer behavior model, this model was to explore the causal relationship between the potential variables.

3.3 Normality Assessment Evaluation Index

West, Finch and Curran (1995) pointed out that the normality test evaluation index is mainly to test the distribution of variables, the biased standard for each variable should be between ± 2 and the kurtosis criterion should be between ± 7. After analysis, the skewness values of each variable in this study ranged from .45 to .90, and the kurtosis values ranged from -0.243 to 1.17, so all the variables were in accordance with the normality test standard.

3.4 Structural Equation Modal Matching Appraisal Index

In this study, the absolute fitness index (SRMR <.05, GFI> .90, RMSEA <.08), relative fitness index (CFI> .90, RFI> .90), and the simplified fit index (PNFI50, χ^2 / df <5, CN> 200) were used to measure the overall model fitness. The appropriate measure is evaluation whether the theory can explain the actual observation data.

3.5 Confirmatory Factor Analysis Assessment Indicators

The validity of this study will test the convergence and validity of the distinction through the pattern matching test and confirmatory factor analysis; each parameter factor load of the reliability obtained through confirmatory factor analysis than with measurement error get on the test of project reliability and combination reliability.

In network platform quality, RMSEA (0.09) and GFI (0.85) of the absolute fitness index and the CN (116) of the simple adaptation indicators are not up to standard, the value shows the overall

mode of the quality of the original network platform, must be amended to be mode correction. According to the CFA, factor load must more than .50 in the convergence of validity of the network platform quality scale. The factor load of the quality of the system is between .73 to .84; the load factor of the information quality is between .80 to .85; and the load factor of the service quality is between .78 to .87. This indicator no deleting the problem. In addition, the measurement reliability of the network platform quality scale, the project reliability was between .53 to .76; composite reliability (CR) was between .91 to .93; the average variance extraction (AVE) ranged was .62 to .71; the overall compositional reliability was .95, and the mean variance extraction was .85. According to the standard of Hair (1997), compositional reliability (CR) should be more than 0.7; then according to the suggestion of Fornell and Larcker (1981), the standard value of AVE should be greater than 0.5. After the analysis of the scale, all the values are getting on the standard, which can judge there are good reliability and validity in the quality of the network platform. The first-order three-factor model and the second-order factor model in this stage were used to judge the appropriateness of the model and confirm the correctness of the theoretical model. This stage will not in accordance with the load capacity standard (more than .70), and purely use fitness model as the standard of model reference. Table 1 shown the first-order and second-order model adaptability indexes of the network platform are compliance recommended values, and there is no difference between the first-order model and the second-order model, so the second-order factor of network platform quality theory, will follow-up with of other variables to explore the structural model.

Table 1. Second stage verification factor of absolute fitness index of network platform quality

Index	SRMR	RMSEA	GFI	CFI	RFI	PNFI	CN	NC
First order three facto	.05	.09	.85	.93	.90	.79	116	3.99
Second order factor	.05	.09	.85	.93	.90	.79	116	3.99
Evaluation Criteria	<.05	<.08	>.90	>.90	>.90	>.50	>200	<5

The value of overall of network platform quality, RMSEA (0.10) of the absolute fitness index and the CN (119) and NC (5.13) of the simple adaptation indicators are not up to standard, the value shows the overall mode of the Raw network platform value, must be amended to be mode correction. According to the CFA, factor load must more than .50 in the convergence of validity of network platform value scale. The factor load of the value of the system is between .65 to .80; and the load factor of empirical value is between .72 to .77. This indicator no deleting the problem. In addition, the measurement reliability of the network platform value scale, the project reliability was between .42 to .64; composite reliability (CR) was between .82 to .83; the average variance extraction (AVE) ranged was .53 to .55; the overall compositional reliability was .91, and the mean variance extraction was .56. After the analysis of the scale, all the values are getting on the standard, which can judge there are good reliability and validity in the value of the network platform. First-

order correlation model and second-order factor model were adopted to judge the appropriateness of the model fitness, and to confirm the correctness of the theoretical model.

Satisfaction of overall moderate all reach test standard, so no correction mode. The results of CFA show that satisfaction rating scale was between .87 to .92, in convergence validity. In addition, the reliability of the scale of satisfaction measure, the project reliability was between .76 to .84; the overall satisfaction of the composition reliability was .95; and the average number of variants extraction was .81.

Behavioral intention of overall moderate all reach test standard, so no correction mode. The results of CFA show that behavioral intention scale was between .75 to .89, in convergence validity. In addition, the reliability of the scale of behavioral intention, the project reliability was between .56 to .79; the overall behavioral intention of the composition reliability was .93; and the average number of variants extraction was .72.

In this study, the trustworthiness interval method was used to test the discriminant validity of the whole behavior mode, that suggested by Torkzadeh, Koufteros, and Pflughoeft (2003). They pointed out that, if the confidence interval no included 1, it means completely correlated, the study variables have discriminant validity. This study, repeated estimates using the bootstrap method (2000 times), the confidence level was below 95%, and the error correction method and the percentile method were used to evaluate the results. The results showed that the trust interval of the two methods did not contain 1, indicating that there is no complete correlation between the behavior model variables, so the study of the overall behavior mode between the various constructs has different validity.

After the fitness mode test completed, before discuss and analysis the overall model, the variants in the mode must also be checked and shall meet the four conditions. 1. All error variants are positive numbers, no negative numbers appear; 2. All the error variance were significant; 3. The value of regression estimates no more than .95; 4. No excessive standard error. and other four conditions, you can discuss the overall model and analysis. All the test values of overall behavior mode are up to standard, SRMR(.02), RMSEA(.08), GFI(.90), RFI(.94), RFI(.94), IFI(.97), TLI/NNFI(.96), CFI(.97), PNFI(.76), NC(3.41), only the simple adaptation index CN (143) should be greater than 200 as shown in table 2. The overall value of the overall behavior of this study, the overall fit is generally good, that means this model can be accepted, and it can be further discussed the relationship and influence between the various dimensions.

3.6 The Analysis Result of Appropriate of Overall Behavior Model
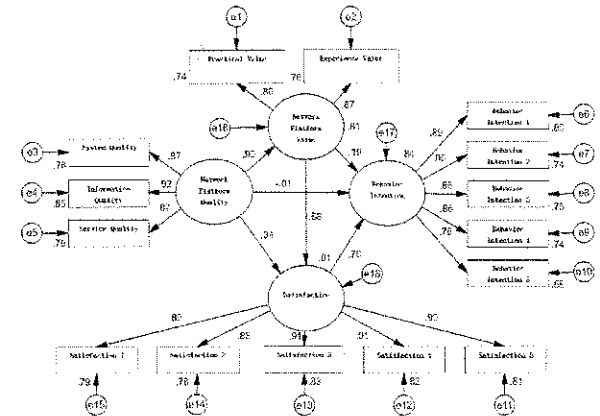

Figure 1. Path Diagram of Traveler Online Platform Consumer Behavior Model.

After the detection of fitness and variance, the relationship between the variable will be further explored. Only the network platform quality to the network platform value (H1), network platform quality to satisfaction (H3), network platform value to satisfaction (H4), and satisfaction to behavioral intention (H6) were significant, and the rest did not reach significantly.

4. CONCLUSION

This study was intended to explore the success factors of tourism e-commerce, raw information system success mode thinks that the quality will directly impact on consumer satisfaction and behavioral intentions. In the present study, there are other influencing factors between quality with satisfaction and behavioral intention. Therefore, we use the success model of an information system to join the network platform value structure to understand the behavior intent of consumers on online travel platform. Since this study employs snowball sampling, therefore following conclusions were: 1. "The customers who using the travel agency online platform, women are more, the aged under 25 years, monthly income under 23,000 NTD, which is the young people just put in the workplace. 2. "The travel agency online platform of lion travel was the consumers most likely to use, followed by Coke travel" above conclusions and related discussions must emphasize the findings from Taiwan users. The results showing that consumers tend to use the integrated travel agency platform, the possible factors are the integrated travel agencies can provide more comprehensive and extensive travel information for helping consumers in the purchase. 3. "The score of the overall quality of the network platform falls between the general to the little bit of information was the highest; followed by system quality; and the last was service quality". Means that consumers can find useful travel information in the travel agency's online platform and feel that the information is continuously updated to keep the travelers can up to date the newest information. 4. "The score for the "I will continue to get relevant travel information through the online travel product platform of behavioral intentions item is the highest, indicating that the information provided by the travel agency's online platform meet the needs of consumers and can enable consumers to continue the service their needs through the platform. While the low score of "I would like to volunteer to contact the service provider"", means that consumers are more likely to know the relevant travel products through the Internet, but will contact the customer

service staff when they are in need. 5. "After add in the value of the network platform and the success of information systems model, found that the quality of the network platform has a positive effect on the value of the network platform, but it does not have a direct impact on the satisfaction and behavior intention, it is necessary to influence the behavioral intention through the value of the network platform to the satisfaction of the network platform value". This result is different with the result of information system success mode, and the network platform quality has a higher impact on the value of the network platform. The reason may be because off there are many online platforms in the current tourism industry, consumers will not only use a travel platform. After using a platform will produce the quality of that platform, when consumers re-use another platform, they may be done a comparison between of the platform and different feelings about the travel platform. So, the quality of the network platform has a high degree of impact to the value of the network platform, the quality must through the value of intermediaries to affect the satisfaction and behavioral intention. 6. In the information system success model, network platform value found that the value of network platform has a direct impact on satisfaction, but there is no direct impact on behavior intent, the direction must be further through the satisfaction of intentions.

5. RECOMMENDATIONS

In view of the conclusions of this study, practical recommendations for the operation of the relevant units of management and some suggestions for future research on the limitations of this study. In practice: 1. It is recommended to provide customized and more efficient services. In this study found that when consumers in the network platform quality, quality of service are the lowest score on the quality scale, and the result of the points a little bit biased to the satisfaction. This shows that the consumers can get the necessary travel information through the internet, but did not feel the services provided by travel agents. Maybe due to the network platform, lack of interpersonal conversation, making consumers less feeling in service quality. So, this study suggests that, in the emphasis on efficiency of e-commerce, should also emphasize the relationship management with the customers, let customers can feel the same services even they through the network travel. 2. Regular network platform quality control. The results show that, the quality of the network platform will further influence the behavior intention through the value and satisfaction of the network platform. The quality of the network platform maintenance and control are importance, it will impact whether consumers once again visit the platform to consumption. It is recommended that, further let the customers generate trust in the platform, and further stimulate the possibility of consumption.

In future studies, this study has a few recommendations. The first is suggested that promotional factors can be incorporated into the model to explore the impact of promotional activities on consumer behavioral intentions.

The second is suggested that the technology acceptance model can be used to understand the cognitive usefulness and cognitive ease-of-use of the consumer platform, whether it will affect its attitude, intention or actual use. But also, can understand whether consumers think that the travel agency online platform can improve the efficiency to completion their purpose, or understand the spend psychological of the consumer use of the platform.

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2. RESEARCH METHOD AND PROCEDURE

This study was based on the behavior of travel agencies online consumer related literature and the information system success model as the main structure, explores the behavioral intent of consumers of travel agency online platforms. This study maintains the "System Quality", "Information Quality", "Quality of Service", "Satisfaction" and "Behavioral Intent", and add in "Network Platform Value". Then merged the original information system success mode, "system quality", "information quality", "service quality" into "network platform quality".

The focus of the study was on Taiwan, and the subjects of this study were the Taiwanese users who had use Cola tour, Lion travel, Set tour, and Start travels (Taiwan travel online platform) within in one year. The pre-questionnaires were sent through the Internet from 4 March 2016 to 15 March 2016, a total of 190 questionnaires were retrieved. After subtracting the invalid questionnaires, the valid questionnaires were 151 pre-tests analyzes. After the revision of the pre-questionnaire, the formal questionnaires were distributed through the network through snowball way from 20 March 2016 to 20 April 2016. A total of 384 questionnaires were retrieved, and 320 questionnaires valid responses. The valid response rate was 83%.

After reference to the relevant literature, this study using questionnaire survey adapted into "consumer online search and purchase of tourism products behavior questionnaire", as a research tool. The content part of variable measurement tools was divided into seven parts: personal basic information, system quality, information quality, service quality, practical value, consumer satisfaction and behavior intention. Each issue was measured using the Likert Seven-Point Scale; each subscale and the average of total scale represent the sub-direction and overall score of the study variables; then the higher the score, the higher the satisfaction of customer cognitive level in the variable.

In this study, the item and the total score related, and conduct the decision value to project analysis. The critical ratio (CR) and correlation coefficient were used as the criteria for item selection. If the CR value is greater than 3 and the correlation coefficient is more than .30, and the significant level is reached, the item will be retained. Otherwise, it will be deleted (Wu & Tu, 2003). 27% of the total scores were taken as the extreme grouping index, the first 27% was set as the high score group, and the last 27% as the low group, the items of the high and low grouping were carried on independent maternal t test. In the mean t-test of various facets, most of the items were significant (p <.05), indicating that there were significant differences between the items and the high and low groups, and the t value of each item is greater than 3, mean the item has discrimination, no need to be amended or deleted.

According to Kaiser (1974), the KMO value must be greater than .60, means it suitable for factor analysis. This study, exploratory factor analysis to examine the validity of system quality, information quality, service quality, value, satisfaction and behavior intention. The quality factor Bartlett ball test reached a significant level (p <.05), and KMO value of .92, suitable for factor analysis. Factor analysis using principal component analysis, select the eigenvalues greater than 1 factors. The results show that the quality of the system, all the items load factor was between .54 to .81, and the interpretation of the variation was 65.56%. The value of network platform Bartlett test was significant (p <.05), and the KMO value was .88, which was suitable for factor analysis. The results show that network platform value factors, all the items factor load were between .64 to .86, and the interpretation of variation was 66.81%. The satisfaction factor Bartlett test showed significant significance (p <.05) and a KMO value of .90, which was suitable for factor analysis. The results show satisfaction factors, all the items factor load was between .87 to .91, and the interpretation of variation was 79.51%. Factor analysis showed that the Bartlett score was significant (p <.05), and the KMO value was .86, which was suitable for factor analysis. The results showed that behavioral intention factors, all the items were between .79 to .88, and the explanatory variation was 71.32%. Cronbach's α coefficient was used in this study to test the internal consistency of each scale and the whole. The higher the Cronbach's α coefficient, the higher the internal consistency of each factor, that mean the higher the reliability of the scale. Then, according to Nunnally (1978), Cronbach's α coefficient higher than .70 for high reliability, .35 to .70 for the high degree of confidence, .35 following the low degree of confidence, should be amended or deleted. The study of each facet scale in the reliability test results was between .81 and .91.

In this study, SPSS 19.0 software was used to analyze the data. Then, mainly using the Amos statistical model to evaluate the reliability and validity of the questionnaires, to discuss the analyzed result. The result was the study of the model variables reduction, the multivariate normality test, the detection mode, the structure mode measurement and the common method variance test. After that according to the purpose of the study, get on discussed.

3. RESULTS AND DISCUSSIONS

3.1 Sample and Data Collection

The study subject features are as follows: male 140 (36.4%), female 245 (63.6%); the main age group were concentrated in under 25 years old (48.3%); the average income was concentrated under 23,000NTD (46.8%); Lion Travel (one of the Taiwan's top three travel agencies) was the most viewed travel online platform (22.9%).

3.2 Analysis of Confirmatory Factor and Current Situation

In this study, using AMOS statistical software for SEM analysis, to verify the appropriate between the network platform quality, network platform value, satisfaction with the overall of behavioral intention. Mainly use descriptive statistics to test the recovery of the data, the Confirmatory Factor Analysis (CFA) was used to test whether the measurement tools were appropriate for the study of maternal, and analysis the reliability and validity of the detection facet, and including the convergence validity, the difference validity, the project reliability, and the combined reliability. Besides that, the quality of the network platform and the value of the network platform are the second-order latent variables, so it is necessary to detect whether the first-order reduced to second-order, if the overall model fit test is up to the standard, means the first-order and second-order are no different, can simplify the network platform quality and the value of the network platform in the traveler online platform consumer behavior model, this model was to explore the causal relationship between the potential variables.

3.3 Normality Assessment Evaluation Index

West, Finch and Curran (1995) pointed out that the normality test evaluation index is mainly to test the distribution of variables, the biased standard for each variable should be between ± 2 and the kurtosis criterion should be between ± 7. After analysis, the skewness values of each variable in this study ranged from .45 to .90, and the kurtosis values ranged from -0.243 to 1.17, so all the variables were in accordance with the normality test standard.

3.4 Structural Equation Modal Matching Appraisal Index

In this study, the absolute fitness index (SRMR <.05, GFI> .90, RMSEA <.08), relative fitness index (CFI> .90, RFI> .90), and the simplified fit index (PNFI50, χ2 / df <5, CN> 200) were used to measure the overall model fitness. The appropriate measure is evaluation whether the theory can explain the actual observation data.

3.5 Confirmatory Factor Analysis Assessment Indicators

The validity of this study will test the convergence and validity of the distinction through the pattern matching test and confirmatory factor analysis; each parameter factor load of the reliability obtained through confirmatory factor analysis than with measurement error get on the test of project reliability and combination reliability.

In network platform quality, RMSEA (0.09) and GFI (0.85) of the absolute fitness index and the CN (116) of the simple adaptation indicators are not up to standard, the value shows the overall mode of the quality of the original network platform, must be amended to be mode correction. According to the CFA, factor load must more than .50 in the convergence of validity of the network platform quality scale. The factor load of the quality of the system is between .73 to .84; the load factor of the information quality is between .80 to .85; and the load factor of the service quality is between .78 to .87. This indicator no deleting the problem. In addition, the measurement reliability of the network platform quality scale, the project reliability was between .53 to .76; composite reliability (CR) was between .91 to .93; the average variance extraction (AVE) ranged was .62 to .71; the overall compositional reliability was .95, and the mean variance extraction was .85. According to the standard of Hair (1997), compositional reliability (CR) should be more than 0.7; then according to the suggestion of Fornell and Larcker (1981), the standard value of AVE should be greater than 0.5. After the analysis of the scale, all the values are getting on the standard, which can judge there are good reliability and validity in the quality of the network platform. The first-order three-factor model and the second-order factor model in this stage were used to judge the appropriateness of the model and confirm the correctness of the theoretical model. This stage will not in accordance with the load capacity standard (more than .70), and purely use fitness model as the standard of model reference. Table 1 shown the first-order and second-order model adaptability indexes of the network platform are compliance recommended values, and there is no difference between the first-order model and the second-order model, so the second-order factor of network platform quality theory, will follow-up with of other variables to explore the structural model.

Table 1. Second Stage Verification Factor of Absolute fitness index of network platform quality

Index	SR MR	RM SE A	GFI	CFI	RFI	PN FI	CN	NC
First order three facto	.05	.09	.85	.93	.90	.79	116	3.9 9
Second order factor	.05	.09	.85	.93	.90	.79	116	3.9 9
Evaluati on Criteria	<.0 5	<.0 8	>.9 0	>.9 0	>.9 0	>.5 0	>20 0	<5

The value of overall of network platform quality, RMSEA (0.10) of the absolute fitness index and the CN (119) and NC (5.13) of the simple adaptation indicators are not up to standard, the value shows the overall mode of the Raw network platform value, must be amended to be mode correction. According to the CFA, factor load must more than .50 in the convergence of validity of network platform value scale. The factor load of the value of the system is between .65 to .80; and the load factor of empirical value is between .72 to .77. This indicator no deleting the problem. In addition, the measurement reliability of the network platform value scale, the project reliability was between .42 to .64; composite reliability (CR) was between .82 to .83; the average variance extraction (AVE) ranged was .53 to .55; the overall compositional reliability was .91, and the mean variance extraction was .56. After the analysis of the scale, all the values are getting on the standard, which can judge there are good reliability and validity in the value of the network platform. First-order correlation model and second-order factor model were adopted to judge the appropriateness of the model fitness, and to confirm the correctness of the theoretical model.

Satisfaction of overall moderate all reach test standard, so no correction mode. The results of CFA show that satisfaction rating scale was between .87 to .92, in convergence validity. In addition, the reliability of the scale of satisfaction measure, the project reliability was between .76 to .84; the overall satisfaction of the composition reliability was .95; and the average number of variants extraction was .81.

Behavioral intention of overall moderate all reach test standard, so no correction mode. The results of CFA show that behavioral intention scale was between .75 to .89, in convergence validity. In addition, the reliability of the scale of behavioral intention, the project reliability was between .56 to .79; the overall behavioral intention of the composition reliability was .93; and the average number of variants extraction was .72.

In this study, the trustworthiness interval method was used to test the discriminant validity of the whole behavior mode, that suggested by Torkzadeh, Koufteros, and Pflughoeft (2003). They pointed out that, if the confidence interval no included 1, it means completely correlated, the study variables have discriminant validity. This study, repeated estimates using the bootstrap method (2000 times), the confidence level was below 95%, and the error correction method and the percentile method were used to evaluate the results. The results showed that the trust interval of the two methods did not contain 1, indicating that there is no complete correlation between the behavior model variables, so the study of the overall behavior mode between the various constructs has different validity.

After the fitness mode test completed, before discuss and analysis the overall model, the variants in the mode must also be checked and shall meet the four conditions. 1. All error variants are positive numbers, no negative numbers appear; 2. All the error variance were significant; 3. The value of regression estimates no more than .95; 4. No excessive standard error. and other four conditions, you can discuss the overall model and analysis. All the test values of overall behavior mode are up to standard, SRMR(.02), RMSEA(.08), GFI(.90), RFI(.94), RFI(.94), IFI(.97), TLI/NNFI(.96), CFI(.97), PNFI(.76), NC(3.41), only the simple adaptation index CN (143) should be greater than 200 as shown in table 2. The overall value of the overall behavior of this study, the overall fit is generally good, that means this model can be accepted, and it can be further discussed the relationship and influence between the various dimensions.

The Analysis Result of Appropriate of Overall Behavior Model
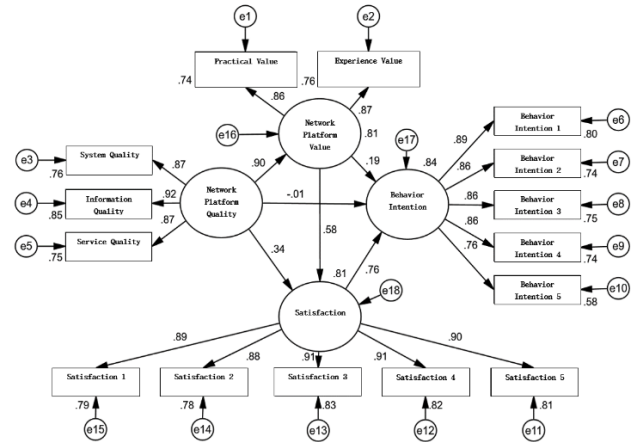

Figure 1. Path Diagram of Traveler Online Platform Consumer Behavior Model.

After the detection of fitness and variance, the relationship between the variable will be further explored. Only the network platform quality to the network platform value (H1), network platform quality to satisfaction (H3), network platform value to satisfaction (H4), and satisfaction to behavioral intention (H6) were significant, and the rest did not reach significantly.

4. CONCLUSION

This study was intended to explore the success factors of tourism e-commerce, raw information system success mode thinks that the quality will directly impact on consumer satisfaction and behavioral intentions. In the present study, there are other influencing factors between quality with satisfaction and behavioral intention. Therefore, we use the success model of an information system to join the network platform value structure to understand the behavior intent of consumers on online travel platform. Since this study employs snowball sampling, therefore following conclusions were: 1. "The customers who using the travel agency online platform, women are more, the aged under 25 years, monthly income under 23,000 NTD, which is the young people just put in the workplace. 2. "The travel agency online platform of lion travel was the consumers most likely to use, followed by Coke travel" above conclusions and related discussions must emphasize the findings from Taiwan users. The results showing that consumers tend to use the integrated travel agency platform, the possible factors are the integrated travel agencies can provide more comprehensive and extensive travel information for helping consumers in the purchase. 3. "The score of the overall quality of the network platform falls between the general to the little bit of information was the highest; followed by system quality; and the last was service quality". Means that consumers can find useful travel information in the travel agency's online platform and feel that the information is continuously updated to keep the travelers can up to date the newest information. 4. "The score for the "I will continue to get relevant travel information through the online travel product platform of behavioral intentions item is the highest, indicating that the information provided by the travel agency's online platform meet the needs of consumers and can enable consumers to continue the service their needs through the platform. While the low score of "I would like to volunteer to contact the service provider"", means that consumers are more likely to know the relevant travel products through the Internet, but will contact the customer

service staff when they are in need. 5. "After add in the value of the network platform and the success of information systems model, found that the quality of the network platform has a positive effect on the value of the network platform, but it does not have a direct impact on the satisfaction and behavior intention, it is necessary to influence the behavioral intention through the value of the network platform to the satisfaction of the network platform value". This result is different with the result of information system success mode, and the network platform quality has a higher impact on the value of the network platform. The reason may be because off there are many online platforms in the current tourism industry, consumers will not only use a travel platform. After using a platform will produce the quality of that platform, when consumers re-use another platform, they may be done a comparison between of the platform and different feelings about the travel platform. So, the quality of the network platform has a high degree of impact to the value of the network platform, the quality must through the value of intermediaries to affect the satisfaction and behavioral intention. 6. In the information system success model, network platform value found that the value of network platform has a direct impact on satisfaction, but there is no direct impact on behavior intent, the direction must be further through the satisfaction of intentions.

5. RECOMMENDATIONS

In view of the conclusions of this study, practical recommendations for the operation of the relevant units of management and some suggestions for future research on the limitations of this study. In practice: 1. It is recommended to provide customized and more efficient services. In this study found that when consumers in the network platform quality, quality of service are the lowest score on the quality scale, and the result of the points a little bit biased to the satisfaction. This shows that the consumers can get the necessary travel information through the internet, but did not feel the services provided by travel agents. Maybe due to the network platform, lack of interpersonal conversation, making consumers less feeling in service quality. So, this study suggests that, in the emphasis on efficiency of e-commerce, should also emphasize the relationship management with the customers, let customers can feel the same services even they through the network travel. 2. Regular network platform quality control. The results show that, the quality of the network platform will further influence the behavior intention through the value and satisfaction of the network platform. The quality of the network platform maintenance and control are importance, it will impact whether consumers once again visit the platform to consumption. It is recommended that, further let the customers generate trust in the platform, and further stimulate the possibility of consumption.

In future studies, this study has a few recommendations. The first is suggested that promotional factors can be incorporated into the model to explore the impact of promotional activities on consumer behavioral intentions.

The second is suggested that the technology acceptance model can be used to understand the cognitive usefulness and cognitive ease-of-use of the consumer platform, whether it will affect its attitude, intention or actual use. But also, can understand whether consumers think that the travel agency online platform can improve the efficiency to completion their purpose, or understand the spend psychological of the consumer use of the platform.

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