

Integrating TAM and Perceived Co-Creation towards behavioral Intention to Use Hotel Website

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Abstract

Previous studies have highlighted the importance of co-creation to enhance long-term competitive advantage for a particular digital platform. The Co-creation study has been widely used for social media platforms, but is still vague to understand the perceived of co-creation in website platforms, thus, requiring more evidence. In line with the current discussion on digital impact towards the tourism industry, this study has considered co-creation and other driven factors in the use of tourism websites. The Technology Acceptance Model (TAM) is a theory that has been constructed to comprehend an individual's intention to use current technologies and innovations TAM theoretically understands Perceived Ease of Use, Perceived Usefulness, and Perceived Enjoyment to interpret a user's behavioural Intention to Use. Therefore, this model integrates TAM with value co-creation in predicting individual intention towards the use of tourism websites. Based on convenient sampling and a self-administered questionnaire, data from 399 respondents who used and experienced the tourism website in Sarawak were collected. PLS-SEM was utilized to evaluate the relationships and the result revealed that the perceived co-creation together with perceived ease of use did directly affect an individual intention to use a tourism website. In addition, perceived usefulness was identified as a significant mediator of that relationship. As such, this study provides beneficial insights on how the tourism industry should develop effective co-creation

strategies that enhance tourism websites Therefore, expanding TAM with value co-creation may be considered as another conceptual contribution toward the empowerment of digital toward the success of tourism in the present world.

Keywords: Perceived Co-Creation, Perceived Ease of Use, Perceived Usefulness, Perceived Enjoyment, Intention to Use, Tourism Website, Technology Acceptance Model

Introduction

Over the past century, digitalization has become more influential in almost all industries around the world. The tourism and travel sector is not an exception. As a result, the internet travel market and consumer demand for digital travel services have developed. Online Travel Agencies (OTAs), which allow travellers to book travel services autonomously online, and travel review websites are among the services available in the online travel industry. The tourism sector is increasingly embracing the advantages of digital technology to develop, analyze, and provide tourism experiences while fostering social innovation (Dolega et al., 2021). The tourism industry will obtain a range of new services as a result of the digitization initiative, which will also prepare it to meet the expectations of the Tourism Industrial Revolution 4.0. The Digital Travel Technology Association of Malaysia will work with other tourism stakeholders to identify issues, create strategies, and foster innovation in order to bridge the digital gap in the tourism sector and enhance the internet platform of the Malaysian tourism industry.

According to Sarawak More to Discover, Sarawak Tourism Online Ecosystem Fund (STOEF) is the initiative by the Sarawak Government to support the initiative of digitalization of tourism in Malaysia. This effort was initially introduced in the middle of 2020 in order to increase Sarawak's digital tourist impact and, concurrently, to assist the travel and tourism industry during the Covid-19 epidemic. The Sarawak Tourism Board (STB) has provided financial incentives through STOEF in order to create a more appealing website that emphasises website design and upkeep, supporting booking engines, content creation, and digital advertising. This initiative eventually drives the traffic of Malaysian tourism by enhancing the visibility of tourism destinations and Once the borders are opened, prepared to embrace visitors. The tourism website was originally designed to help service providers deliver travel information direct to the end-users (Dogru et al., 2013). Users nowadays aren't only seeking information; they're instead interacting for more information based on the views and suggestions of others (Shirani et al., 2022)

Undeniable, social media allows users to connect with one another, add value to travel destinations and as their main resource for travel information (Azeez, 2021). However, since the existence of digitalization, the role of the website had changed and become more dynamic and versatile that serve as an important official digital platform that contribute to increase the value of a certain tourism destination. Some tourist websites may include a section that encourages users to write a review of a specific destination, which mostly refers to the resolution of user inquiries regarding tourism services (Ukpabi & Karjaluoto, 2017). But such dynamic and versatile digital platform such as website faced other challenges in current cluttered phenomena of digital platform, such as the issue of digital engagement and intention to use the platform. One way of bridging this gap is through co-creation. Co-creation generally is the process that brings users, tourism providers, or other communities together to participate in creating a new perception of a tourism destination (Heinonen & Strandvik, 2015). Through co-creation activities, tourism organizations can engage with other tourists by

their experiences and explore together with their emotions, feelings, and memories (Cova & Dalli, 2009; Liu et al., 2021; Sigala et al., 2019).

Besides that, inclusion co-creation will give new insight on the importance of social interaction and exchange which silent in the theory of Technology Acceptance Model (TAM). As such, The fundamental theory of TAM predicts user intention to use the system to evaluate the technology's effectiveness (Venkatesh & Davis, 2000). However, in today's circular economy, it requires social interaction and exchange in the shared platform such as modern website which silent in TAM assumptions. Users increasingly rely their judgments of travel places on what other people think, which explains why they prefer social media over websites as their main information source (Akdin et al., 2022). Therefore, there is a need to explore the possibility to expand or integrating TAM with other dimensions to provide for the parsimonious description of digital usage in today's circular economy, such as co-creation dimensions. Co-creation is mostly tested in social networking sites because of the capability of the platform to perform the interaction process among users (Escobar-rodríguez & Carvajal-trujillo, 2014). In addition, (Xia et al., 2018) suggest there is a need for future research regarding the role of co-creation that can help to influence tourist's evaluation and sustainable usage of the technology.

In an effort to explain how users perceive to interact with digital tourism websites, including hotel websites, this study makes a theoretical contribution by fusing the Technology Acceptance Model (TAM) with value co-creation. Therefore, this study focusses to explore co-creation as another driven factor besides TAM in explaining behavior toward the use of modern tourism websites. This insight also able to help website developer to create an interactive interface of website that may benefit to the users in today's circular economy and the phenomena of shared platforms. In addition, mediation role of perceived usefulness as the original measurement in Technology Acceptance Model (TAM) also will be assessed in re-defining behavioural intention to use tourism website (Buhalis & Law, 2008). In essence, this study provides insights of perceived co-creation as another driving factor and the mediating effect of perceived usefulness in TAM to understand current digital engagement strategy and the crucial role of social interaction to achieve the sustainability of technology use in tourism business, such as hotel websites specifically in Sarawak, Malaysia. In an effort to explain how users perceive to interact with digital tourism websites, including hotel websites, this study makes a theoretical contribution by fusing the Technology Acceptance Model (TAM) with value co-creation.

Literature Review

Based on exploratory research on the importance of the co-creation process with technology, Neuhofer (2016) coined the phrase "technology-facilitated co-creation," refers to the connection between individuals to generate useful content on a digital platform. Technology-enabled co-creation helps to boost the uniqueness and competitiveness of individual experiences on a given platform (Ayeh et al., 2013a). In today's world, people co-create not just with their actual surroundings, such as places to go, hotels, attractions, or restaurants, but also with their decision-making processes (Jing et al., 2017). The nature of technology in the co-creation process is primarily structured through persistent internet connectivity, which allows for meaningful collaboration among users to communicate and share their experiences (Priharsari & Abedin, 2021). Content created by users on social media sites like Facebook, Twitter, YouTube, TripAdvisor, and others to share their experiences that are also useful for other tourists to ingest about a specific destination that they want to visit is typically referred

to as the success of co-creation in the tourism digital platform (Tussyadiah & Fesenmaier, 2009). The co-creation concept therefore widens to predict an individual behaviour toward to the use of technology, which referring to hotel website as context of study.

Technology Acceptance Model

The Technology of Acceptance Model (TAM) developed to predict system acceptance and rejection behavior by the use of the system (Davis, 1989). Davis also made 2 changes to TRA to develop TAM. Firstly, due to uncertain theoretical contributions of outside influences and considering only an individual perception towards technology, the element of subjective norms was eliminated. Secondly, the attitude is the behavioral belief that explained the evaluation of consequences in performing a behavior. Davis defines the behavioral belief of using the system (ease of use) explained evaluation of the benefit gained from the use of the system (perceived usefulness). Perceived usefulness, which is defined as the degree to which a person believes that using the system will improve his or her job performance, and perceived ease of use, which is defined as the degree to which a person believes that using the system will require no effort, are two beliefs that, according to TAM, determine an individual's behavioural intention to use a system.

In addition, according to TAM, perceived of use affects perceived usefulness since a system's usability determines how valuable it can be. Perceived usefulness addresses the perceived benefit of using a system, while perceived ease of use serves as a driving force. In accordance with the Theory of Reasoned Action (TRA), the factors influencing a person's decision to engage in a certain behavior as a customer are also acknowledged under the idea of cost-benefit analysis, which is used to evaluate the value viewed by the consumer. Traditionally, cost-benefit analysis has been used to investigate the economic transaction, which explains monetary value, to assess an organization's performance (Blau, 1964). Cost-benefit expanded to understand customer value which is deals with intangible costs that referred to time and effort and benefits referred to as a subjective explanation of an individual's perceived behaviour (Blau, 1964).

Customer value refer as a customer's overall evaluation of their capacity to carry out a certain activity based on their views of what they get from what has been provided. Customer value corresponds to utility and hedonic value, which may be used to describe how customers react to technology (Childers et al., 2001). Schegg & Stangl (2018) sets out to expand TAM with pleasure-oriented (hedonic value) and productivity-oriented components (utility value). However, customer value in modern technology discussion is not only limited to utility and hedonic elements, but also relationship elements that important to sustain the usage of the technology that silent in TAM assumptions. Users of digital platforms are more likely to seek advice and make collaborative decisions as the platform grows in popularity (Wagner & Strulak-Wójcikiewicz, 2020). If individuals consult one another for greater value, they may be able to make a better selection. The relationship between persons that exists to produce value among users is best described as co-creation (Cova & Dallı, 2009).

Co-creation

Value of co-creation firstly derives from the understanding of Aristotle Theory of Value and the understanding of service-dominant logic (Grönroos & Voima, 2013). Aristotle distinguished value between two meanings: "use-value" and "exchange value" (Fleetwood, 1997). This division came about through Aristotle's efforts to address the differences between things (e.g., digital platform) and their features attributes, which included the qualities (e.g.,

responsive, useful, enjoyable), quantities (e.g., the use of the various platforms at one time). Use-value was recognized as a combination of products or services together with the qualities that make up these clusters. The qualities related to use-value mean are naturally distinct and heterogeneous because they mean different things to different individuals. Alternatively, exchange-value was considered as the quantity of a substance that could be commensurable (e.g., how many times we use the platform) but hard to define the whole meaning of value.

From the consumer perspective, (Chaudhuri & Holbrook, 2001) illustrate that consumption emerges when consumers assign subjective meanings to things and services. In this sense, both customers and businesses are accountable for determining the product's worth, and consumers' co-creation is the driving force behind their goods' appeal. (Prahalad & Ramaswamy, 2000) define co-creation as acknowledging the changing roles of customers and suppliers in the marketplace, as well as the presence of a strong interaction between them that interacts and mainly collaborates beyond control. Later, (Prahalad & Ramaswamy, 2004) highlighted the different ways in which co-creation may benefit both organisations and customers, for example, by enhancing consumption and usage experiences to forge meaningful connections. The service-dominant logic (S-D Logic) articulates the interaction between the players in the co-creation process which intimately tied to this literature (Grönroos & Voima, 2013). S-D Logic is associated with the value-in-use idea, which states that customers constantly contribute to the co-creation of value via cooperative and reciprocal relationships with providers and other beneficiaries through the integrating of resources and competencies (Grönroos & Voima, 2013). By referring to the value developed in co-creation processes, perceived co-creation will be tested as another driven factor in TAM to predict the use of hotel website, where the user can integrate resources and create new value of tourism destination together with other active users.

Conceptualization of Framework

This study conceptualizes three customer perceived value as a driven factor of an individual behavioural intention to use a tourism website. There are three basic parent resources to understand customer – perceived value consisting of utility value which referring to the whole system's functionality, hedonic value which referring ability to evoke an emotional or an effective response and relationship value which referring to social facilitates interactions (Liu et al., 2021). This study hereby considers perceived co-creation as another driven factor to complete the understanding of customer perceived value in Technology Acceptance Model. Therefore, the framework is conceptualized as shown in the figure below:

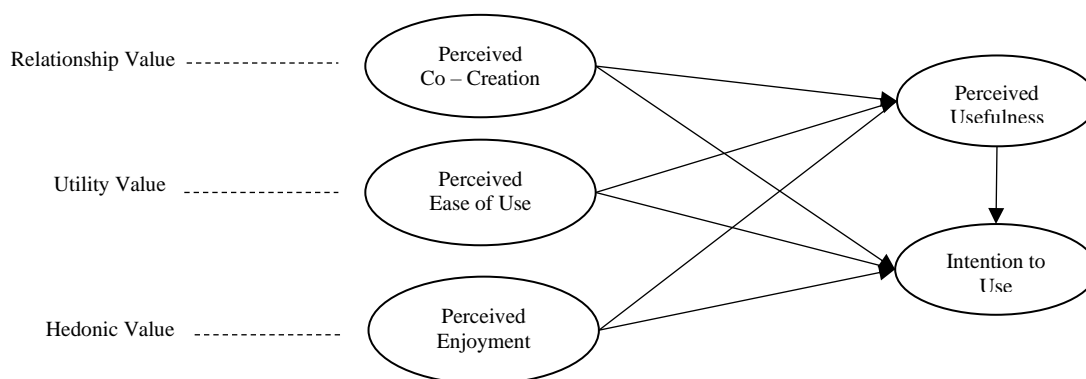


Fig 1 Conceptualization of Framework

Relationship Value-Perceived Co-Creation: According to (Rust et al., 2004), relationship value is the customer's assessment of the strength of the relationship they have with the business, based on the steps both parties have made to create, foster, and preserve that relationship. In this study, perceived co-creation referred to the relationship value. (Ulaga & Eggert, 2005) describe relationship value in co-creation as a way for consumers to access theory, social benefit by working on a connection with one another. (Hashim & Yasin, 2017) states that relationship value is taken into account to define consumer behaviour by the co-creation process that creates it through interactions between customers and service providers. As a corollary, relationship value has been merged with the hedonic and utility value to characterize consumer behavior when it comes to brand impression. On the other hand, the notion of co-creation as a relationship value is defined in advance of an information system that allows a company to engage in process integration and knowledge exchange (Cabiddu et al., 2013).

Utility Value-Perceived Ease of Use. According to Rust et al (2004), the Utility Value is a customer's unbiased evaluation of a company's providing based on how much they believe they are giving up to get what they do. In TAM, perceived ease of use refers to the "degree to a person believes that using a particular system would be free of effort" (Davis, 1986) and (Heijden, 2004) has to conceptualize perceived ease of use as the utility value due to effort to increase the productivity of workers. Soltani et al (2018) agreed that perceived ease of use may be found in utilitarian nature by considering the aspect of less effort required in acquiring information to execute a task in their TAM study. In Ghanem et al (2017) study, perceived ease of use was also used in the tourism context of study, with a focus on useful and trustworthy search tools, simple navigation, and organised display of thorough and consistent information. As a result, the utility value can be reported on the tourism website to improve user performance while encouraging task efficiency.

Hedonic Value-Perceived Enjoyment. In the study of (Rust et al., 2004), hedonic value is the customers' subjective evaluations on the business and its products. The evaluation is influenced by the firm's marketing strategy and methods, as well as the customer's emotional influence through life events. (Heijden, 2004) proposes a hedonic value of perceived enjoyment, which is defined as "the degree to which activity of accessing the information system is judged to be delightful independent from any performance." Hedonic value of perceived enjoyment measured the term of arousal-heavy and pleasant fantasy-driven in the context of buying and selling behaviour (Childers et al., 2001; Suki, 2013). Besides that, Hedonic value is a term that is occasionally used to describe the social and interactive elements of an e-commerce website (Molina-Collado et al., 2022). According to (Heijden, 2004), hedonic value is determined by the degree of enjoyment that the user has using the site. To conclude, hedonic factors have a significant connection to leisure and enjoyable activities, with an emphasis on the pleasurable features that could promote continuing productive usage. In the tourism context of the study, (Lee et al., 2012) classified the inclusion of the hedonic value description from the website content such as colors, music, social elements, and aesthetically pleasing visual compositions are highlighted in animated pictures. (Bilgihan & Bujisic, 2015) argue that In the context of an online hotel booking, emotional commitment is more impacted by hedonic web design characteristics. This finding supports

the notion that hedonic value is a precursor to consumer e-loyalty and is crucial for online relationship marketing. The significance of hedonic value in describing consumers' behaviour toward technology will thus be taken into account in this study.

Perceived Usefulness. Perceived Usefulness (PU) refers to how much a person thinks implementing a specific method will improve his or her ability to succeed at work (Davis, 1989). PU is also referred to as a perceived benefit based on the reason for using the system (Tsakonas & Papatheodorou, 2006). In the study TAM for third-generation mobile multimedia services, perceived usefulness was interpreted as a concrete need or requirement from perceived ease of use as the determinant and found that perceived usefulness measured based on the antecedent (Pagani, 2004). Hallegatte & Nantel (2006) enhance the understanding of perceived usefulness in using the website from perceived usability that encourages the continuation to use technology. Perceived usefulness has also been studied in the context of the use of e-tourism (eg: online booking, online payment) where tourists found the e-tourism platform useful because it is easy to use and beneficial for future use (Ghanem et al., 2017). Accordingly, perceived usefulness is also measured by the antecedent of perceived ease of use. Therefore, this study will explain how useful the tourism digital platform is by considering the element of perceived co-creation and perceived enjoyment as an antecedent of perceived usefulness.

Intention to Use. Individuals' behavioural relationships with regard to intention to use are defined as the extent to which they can carry out specific behaviours (Ajzen & Fishbein, 1980). TAM termed behavioral intention as an intention to use new technology, which corresponds to a tendency to use it (Jin, 2013). The study of TAM was argued to be insignificant because much of the technology had been invented by that period (Lin, 2010). TAM is thus applicable to evaluate behavioural intention toward modern technologies with the system upgrading (Godoe & Johansen, 2012). In the context of tourism studies, digital tourism platforms should be upgraded to be more attractive, which could encourage users to use them (Mobarakeh & Rezaei, 2014). The study of TAM consequently expanded the study to the notion of engagement, where users today evaluate destination choice based on the experiences and perceptions of other travellers (Chen et al., 2021). Users can migrate to a more enriching platform (digital travel platforms) where they can engage with a delightful experience (Usakli & Baloglu, 2011). As a direct consequence, this may increase users' behavioural intention to use a digital platform for tourism.

The relationship of perceived co-creation, perceived usefulness, and intention to use tourism website

Many platforms, such as websites and social media, have been utilised to share travel information. Unlike website platforms, social media platforms are easy to use and connect with (Ukpabi & Karjaluoto, 2017). Social media give a realistic value as a consequence of value co-created by social media users (Adikari et al., 2021). Social media give a realistic value as a consequence of value co-created by social media users (Liu et al., 2021). The flexibility of a tourism website to offer interactive activities may boost its usefulness and become more competent.

The relationship of Perceived Co-creation (PCC) and Perceived Usefulness (PU) purpose in this study is to consider the perceptions of interaction among users in tourism websites. There is an expectation that users will be able to interpret travel information on the tourism

website. PCC was determined by the value that users will derive from the relationship they have established (Balaji & Roy, 2016) and PU was represented as the positive consequence of the determinant that was linked to PU (Ramayah & Ignatius, 2005). of only relying on direct connections with tourism providers. By using tourism websites, users are predicted to engage with other users to get better information about travel destinations instead

H1: Perceived co-creation affect the perceived usefulness of tourism website

A previous study reported that users tend to use the platform with features to interact with other users and perceived as their favourite platform. Theoretically, most engaging platform will tend to increase an individual intention to use the system (Balula et al., 2018). Similarly, a platform that allows users to collaborate on creation would encourage others to adopt the system. However, there is still a lot of research to be done before this relationship can be evaluated, particularly in website platforms (Neuhofer et al., 2012). In this study, the relationship of PCC is also purposed directly to Intention to Use (IU) as more interaction the tourism website encourages individuals to use it as their preferred platform (Payne et al., 2008). This is in line with theories put forward in the marketing literature, which imply that the value that customers engage for would positively influence their intention to use (Solakis et al., 2022).

H2: Perceived co-creation affect the intention to use a tourism website

The relationship of perceived ease of use, perceived usefulness and intention to use tourism website

(Davis, 1986) initially purposes the relationship of Perceived Ease of Use (PEU) and Perceived Usefulness (PU) in developing the Technology of Acceptance Model (TAM). According to (Davis, 1986), the user often makes use of simple-to-evaluate factors (ease of use), and when the user is motivated and skilled enough, they will employ systematic processing to assess increasingly challenging system usage elements (usefulness). In other context of study, the users like to utilise systems that operate efficiently, hence it may be inferred that systems with the most features are frequently used.

The ease of use of a website platform is associated to factors that enhance a user's efficiency when using a website, which is significant with the productivity-oriented system that leads to effective task management in the system (Heijden, 2004). Users who actively utilise the tourism website with fewer worries will boost their efficiency when using the tourism website, taking into consideration their techniques of looking for information and their adaptability to the system, according to the tourism website research (Akdim et al., 2022). The more people who find the website easy to use, the more they appreciate and value the website.

H3: Perceived ease of use affect the perceived usefulness of tourism website

Another relationship which has been considered in the TAM is the relationship between perceived ease of use (CIT) and intention to use (IU). In this relationship, the intention to use the technology or a system refers to The readiness of a person to utilise technology depending on the simplicity of the system to be used. The willingness of a person to utilise technology based on the ease of use of the system to be employed. In other context of study by Koufaris

(2002) relationship between PEU and behavioural intention refers to the “user – friendliness” as the author argued that long download times and lousy form design are two things that made the platform unfriendly. Supported by Heijden, this unfriendly website design makes it difficult for individuals to adopt the system. An unfriendly website impact is one that occurs when there is a relationship between perceived ease of use (PEU) and behavioural intention to use a tourism website. This is taken into account since in this study, PEU are projected to be a driving element in the use of tourist websites (Akdin et al., 2022). The more user finds the tourism website is easy to be used, the more they considered to use it in the future. Therefore, this study anticipates hypothesis relate to Perceived ease of use-perceived usefulness as

H4: Perceived Ease of Use affect the intention to use a tourism website

The relationship of perceived enjoyment, perceived usefulness, and intention to use tourism website

The relationship of Perceived Enjoyment (PE) and Perceived Usefulness (PU) has been purposed by (Heijden, 2004) which considers pleasure oriented as a driven factor of the system use, and empirically confirmed this relationship. The relationship between PE and PU emotionally derives from their usage of the feature and capabilities available in the system, which also derived from users’ enjoyable experiences (Ramayah & Ignatius, 2005). In other word, PE is described as the perception that the system has interactive features and capabilities, and PU is the pleasant experience that users may have as a result of it.

Mobarakeh & Rezaei (2014) has critically described in the context of the use of the website which users are more likely to think well of a website when they view it as a delight to use. For example, an enjoyable experience described by perceiving the website to deliver accurate information with advanced search capabilities, pricing comparison, contact ease, decent navigation, and eye-catching images and video. Similar concept has been adapted in this study which considering the relationship of PE and PU (Disztinger & Groth, 2017). Therefore, the study hypothesizes as;

H5: Perceived Enjoyment affect the Perceived Usefulness of tourism website

The relationship of PE and behavioral intention is purposed considering an individual behavioral intention to use a particular platform depending on the reason to overcome boredom, peer group influence, or status consciousness (Daly et al., 2017). Supported by Abou-shouk et al (2012) which have discovered a positive significant relation between the use of related technology and perceived enjoyment. In addition, according to Ramayah & Ignatius (2005), the relationship of PE and behavioral intention was found to be significant as an individual’s action directly associated with the individual’s experience the platform with the feeling of joy and pleasure. This relationship has been extensively studied in the other context of digital platforms such as social media and smartphone apps (Sullivan & Koh, 2019). Therefore, this study hypothesizes the relationship between PE and behavioural intention to use are also predicted in the tourism website as well.

H6: Perceived enjoyment affect the intention to use a tourism website

The relationship of perceived usefulness and intention to use tourism website

The relationship of perceived usefulness and intention to use was proposed by (Davis, 1986) to develop TAM and has been significantly proven to test the new technology. Further, technology is increasingly being incorporated into all sorts of platforms, and this relationship is proving to be a reliable way to evaluate newly developed platforms (Xu et al., 2009). (Davis, 1986) originally investigated that the relationship between PU and behavioral intention and discovered that a person's PU strongly influences their behavioral intention to use the system. When a system is considered to be advantageous to the user, it is referred to be PU (Nicolaou & McKnight, 2006).

Considering the system particularly on website, perceived usefulness has been found to be a strong predictor of user behavioural intentions (Johnson et al., 2008). Prior study supported and described that the system's perceived usefulness on users' intentions to use the technology is significantly improved by digital infrastructure that supports the information delivery system (Liu et al., 2021). The more advantages users perceived through website platform, the more likely they are to adopt website platform. This study hypothesizes, the more user perceived the benefits of using a tourism website, the greater the likelihood of using the system in the future.

H7: Perceived usefulness affects the intention to use a tourism website

The Mediating Effect of Perceived Usefulness

The relationship of Perceived co-creation (PCC) or also termed as relational value and behavioural intention to use are proposed in this study, which explaining the tendency of people to use website platform that has features to perform an interaction and relational exchange. And this relationship is strengthened by the perceived usefulness (PU) of the websites. Theoretically, this relationship of PCC and PU illustrate the nature of co-creation delivering value to the users (Füller & Bilgram, 2017) and this relationship indicates the desire to use digital platforms is depending on how much involvement they receive in a platform (Tanev et al., 2011). According to both relationships, the more people who are believed to interact and co-create value in the platform, the more likely they are to use it as their preferred platform. Users will discover a platform on which they may participate to obtain a higher output and value (Geiger et al., 2018). As a result, this study will look at the role that PU plays as a mediator in the relationship between PCC and Intention to Use the Hotel Website:

H8: Perceived usefulness mediates the relationship of perceived co-creation and intention to use a tourism website

For PEU, the user tends to use tourism website if users able to consider the platform to be less or free of effort while using it. The less effort of using tourism website may increase the productivity while using it (Hallikainen & Laukkanen, 2016). According to (Ramayah & Ignatius, 2005), if the hassle promises a beneficial outcome, the user would prefer that platform for the future. The least hassle using the digital platform is considered the least effort to use the platform. The most user-friendly platform that supports effective task management will encourage the user to use it. This study hypothesizes PU able to strengthen this relationship because users may benefit from the efficiency of doing work with simple and convenient platform (Park & Park, 2020).

H9: Perceives usefulness mediates the relationship of perceived ease of use and intention to use tourism website

According to (Huang et al., 2018), attractive feature can attract users to consider using the system to overcome boredom. This relationship derived as a pleasure – driven system that enable enjoyable experiences when using it. Experiencing an enjoyable system when users have expected it in the first place, user considered has met their expectations. According to Kim & Sung (2009), users will be more motivated to use the platform if they enjoy the feature in the platform and use it for some benefit. However, such an enjoyable experience may be strengthened by the system's perceived usefulness, which stimulates the user to use it. Similar to other digital platforms like social media, this study postulates that the perceived usefulness of the hotel website serves as a mediator between the website's perceived enjoyment and the intention to use it.

H10: Perceived usefulness mediates the relationship of perceived enjoyment and the intention to use a tourism website

Methodology

This study, using self-administrated questionnaires and the survey was distributed by using Google forms to gather data. There are 411 questionnaires were distributed to all internet users in Sarawak and 399 filtered according to the one who has previously had used the tourism website. The use of a self-administrated questionnaire in an online survey has shown to be effective in capturing the user's view of a digital platform such as in this study is a hotel website from tourism purposes (Füller & Bilgram, 2017). Online survey using The Google form is a data-collecting method which is suitable for convenient sampling as suggested in this study (Yang & Lin, 2018). Since samples will be selected based on respondents that happen to be available at a given time or place, The non-probability selection method used in this study, known as convenient sampling, selects individuals based on their ease of accessible and closeness to the study site.

Table 1

Adapted Questionnaires

Variables	Authors/Years	Cronbach (Reliability)	Adapted Questionnaires
Perceived Co-creation (PCC)	Khajeheian & Ebrahimi (2020)	0.831	Participation of users in tourism website will promote the tourism as a reputable destination
		0.771	Participation of users in tourism website will make the website as the trustworthy platform
		0.767	Participation of users in tourism website will make this platform as a source of knowledge for more people
		0.786	Participation of users in tourism website will provide value to other users through a user's suggestion of related articles or post on the website
		0.772	It is easy to use tourism website

Perceived Ease of Use (PEU)	Curran & Meuter (2005)	0.772	It has been easy to become skilful at using tourism website
	Husa & Kuak (2009)	0.744	Tourism website is more convenient to explore travel destination
		0.744	Tourism website is quick and faster ways to explore travel destination
Perceived Usefulness (PU)	Husa & Kuak (2009)	0.746	Tourism website will be a good channel to voice user's satisfaction about travel destination
	Kripanont, (2007)	0.939	Tourism website will be useful to plan and share travel destination
		0.939	Tourism website will enable users to accomplish travel-related tasks more quickly
Perceived Enjoyment (PE)	Curran & Meuter (2005)	0.901	Tourism website will improve the ways of the user's planning and sharing travel destination
	Cheung et al. 2000; Igbaria et al. 1995)	0.860	The system features and capabilities provided in tourism website are enjoyable
		0.860	The system features and capabilities provided in tourism website are exciting
		0.860	The system features and capabilities provided in tourism website are pleasant and attractive
Intention to Use (IU)		0.860	The system features and capabilities provided in tourism website are interesting
	Venkatesh and Davis (2000)	0.680	I intend to use tourism website
		0.680	I would bookmark tourism website
		0.680	I would strongly recommend tourism website
		0.870	I intend to continue use tourism website as my preferred platform

Measurement item for the questionnaire used were adopted from prior research and some questions were modified according to the context of the study. The adaption of measurement summarized as shown in the Table 1. The Likert scale was selected because it has been employed in various empirical studies and has been shown to be helpful for assessing attitudes toward a subject and for analysing relationships between variables. Five scales which will be used in this study, and described by Hair et al (2014) as appropriate for research strategies that gather data through self-administered questionnaires. The sample of this study will be targeting all users that have used tourism website (eg: <http://damaibeachresort.com/> , <http://www.borneohighlands.com.my/> and <https://cove55.com/>). The perception will be about predicting a feature that enables co-creation and other interactive activities in hotel website for tourism purposes.

Analysis & Finding

Summary of the demographic background of the survey respondents depicted in Table 2. Most responders were in the 29 to 39 age range, which is seen as being a more mature age range. Additionally, 67.0 % of respondents are from women, compared to 33.0 % from men. This result can relate to the meticulous behaviour of the woman when comes to vacation planning. According to Solakis et al (2022), the woman's role for vacation planning has

become more and more influential in certain purchase decisions. This influence is strongly related to the use of tourism website for the information search about their travel destination which supports the finding of this study. In addition, the majority respondents also captured among those who have stable income, such as Employees, Part Timer & Self – Employed which contribute to 76.1 % in total. Correspond to monthly income of RM1000 to RM4999 which contributes to the 72.5% of respondents. This explanation is supported by (Kenney et al., 2015) where a person with stable income tends to do planning for their vacation, which can directly explain the reason of the familiarity of tourism website.

Table 2
Demographic Overview

Item	Construct	% of total respondents
Gender	Female	67.0
	Male	33.0
Age	Below 20 years old	13.0
	20 – 29 years old	61.3
	30 – 39 years old	23.9
	40 – 49 years old	1.6
	Above 50 years old	0.2
Occupation	Employee (Government / Private Sector)	43.2
	Part – Timer	10.4
	Self – employed	22.5
	Student	16.1
	Retired	0.0
	Unemployed	7.8
Monthly Income	Less RM1000	16.9
	RM 1000 – RM 2999	41.5
	RM 3000 – RM 4999	31.0
	Above RM 5000	10.6

As shown in the table 3, tourism website holds minimal levels of usage as the source of tourism information. Further, in term of the level of visit, 23.8% always visit the tourism website as their source of information and the others about 66.4% and 9.8% contribute to the seldom visit and never visit respectively. The respondent that never visit the highlighted hotel website prefer to visit social media and tourism apps which contribute to the user's main preferred source of information. Also, 81.3% indicated that they spend less than 1 hour visiting tourism website. In conclusion, most respondents preferred to have an engaging platform to be used as their main source of information which refers to social media such as Facebook, Instagram or Twitter and tourism apps such as Traveloka (Hausmann et al., 2018).

Table 3

Tourism website usage analysis

Item	Construct	% of total respondents
What a frequent visit tourism website	Never	9.8
	Seldom	66.4
	Always	23.8
	Less than 1 hour	81.3
Time spends on the tourism website daily	1 – 3 hours	9.9
	3 – 5 hours	7.4
	More than 5 hours	1.4

Measurement Reliability and Convergent Validity

Measurement reliability is assessed by assessing how the measurements load onto the corresponding structures (Hulland, 1999). Acceptable loadings are 0.7 or higher, which suggests that the construct's and its measure's variances are more evenly distributed. Based on the analysis as shown in Table 4, all items are reliable. No item is removed as the items are all above the threshold of 0.7. As a result, it can be said that the model's individual item dependability is excellent given that most of the other loadings were extremely near to 1.0. Additionally, levels of composite reliability above 0.8 or 0.9 in more advanced phases of study are considered good, as are values above 0.7 in earlier stages of research (Kristal et al., 2016), whereas, a value below 0.6 suggests a lack of reliability (Kristal et al., 2016). All constructs can be specified based on the outcome, and all elements have values higher than 0.70. Thus, composite reliability is ensured.

Another measurement assessment is construct validity. Determine if the measures are effective tools for reflecting or measuring the construct under consideration and whether they properly represent the constructs characterising the event by evaluating the measures' construct validity (Davicik et al., 2015). Convergent validity is demonstrated when constructs, the average variance explained (AVE) value is equal to or greater than 0.5 (Hair et al., 2014). Looking at the values in table 5 for Average Variance Extracted (AVE), all values are more than 0.5, the cutoff for acceptable AVE scores, proving that all constructs have been validated.

Table 4

Measurement Cross Loading, Composite Reliability and Average Variance Extracted (AVE)

Items	INT	PCC	PE	PEU	PU
IU1	0.919				
IU2	0.926				
IU3	0.865				
IU4	0.876				
PCC1		0.817			
PCC2		0.906			
PCC3		0.907			
PCC4		0.751			
PE1			0.837		
PE2			0.841		
PE3			0.92		
PE4			0.905		
PEU1				0.793	
PEU2				0.901	
PEU3				0.892	
PEU4				0.897	
PU1					0.88
PU2					0.926
PU3					0.925
PU4					0.85
Composite Reliability	0.943	0.91	0.93	0.927	0.942
Average Variance Extracted (AVE)	0.804	0.719	0.768	0.76	0.803

Discriminant Validity

The study also examines at the discriminant validity, which measures how a certain latent variable predicts the dependent variable when compared to other latent variables. (Hair et al., 2014). Examining the correlation matrix among the components was a common method for determining the discriminant validity used in the current study. Specifically, the AVE of each latent construct should be higher than the construct's highest squared correlation with any other latent construct (Fornell & Bookstein, 1982). The square roots of the AVE values for each construct are computed, and correlations between constructs are analysed. Since none of the off-diagonal components exceeded the corresponding diagonal element, the data concluded in Table 5 which show that all constructs in the study model met this requirement. Thus, discriminant validity was demonstrated.

Table 5

Average Variance Extracted (AVE) of each construct

Variables	INT	PCC	PE	PEU	PU
INT	0.897				
PCC	0.670	0.848			
PE	-0.128	-0.106	0.877		
PEU	0.578	0.578	-0.030	0.872	
PU	0.530	0.450	-0.245	0.447	0.896

Hypothesis Testing

To assess the significance of the hypothesized relationships, the study runs the Calculation for Coefficient Determination are presented in Table 6. The bootstrap approach is used to analyse the R^2 and the connections between the Exogenous constructs. Since R^2 is used by many different fields, one must rely on a general guideline for what R^2 is considered acceptable, with 0.75, 0.50, and 0.25 representing significant, moderate, and poor levels of predictive accuracy, respectively (Hair et al., 2014). Wu et al (2017) on the other hand describes R^2 values of 0.67, 0.33, and 0.19, which are respectively considerable, moderate, and weak (Kristal et al., 2016). The numbers in Table 6 imply R^2 of Intention to use and perceived usefulness is between 0.546 and 0.298 respectively. This suggests that intention to use has a reasonable level of predictive accuracy while perceived usefulness has a comparatively low level.

Table 6

Coefficient Determination (R^2)

Exogenous	R Squared
INT	0.546
PU	0.298

The t-values obtained are reviewed to evaluate each relationship in the structural model and are used to support or disprove the remaining suggested hypotheses using SEM-PLS. The purpose of this analysis is to support the path coefficients as well as the proposed assumptions. The path coefficient values range from -1 to +1, with coefficients closer to +1 representing strong positive relationships and coefficients closer to -1 representing strong negative relationships (Hair et al., 2014). After using the bootstrap technique with 500 samples, several t-values were found to be below the critical t-value of 1.96 (normal distribution, significance level 0.05). Figure 1 and Table 7 provide a summary of each relationship along with their t-value and path coefficient.

Relationship between perceived co-creation and perceived usefulness

The value of the bootstrapping procedure suggests that the relationship between perceived co-creation and perceived usefulness is significant (t-value=4.540, 0.000). This relationship confirmed the importance of engagement to create values among users in tourism website. Users predicted to be able to interpret travel information in tourism website and this relationship shows the ability of users to perform those activities. Perceived co-creation in tourism website will affect the usefulness of tourism website as the users will encounter the benefit of information from tourism provider (website) and information created among users in tourism website (Dolega et al., 2021). This practice is widely being used through travel related social media such Instagram and Facebook because the availability to perform co-creation. Therefore, this study has confirmed that feature and capability to perform co-creation is applicable to be integrated into tourism website as well.

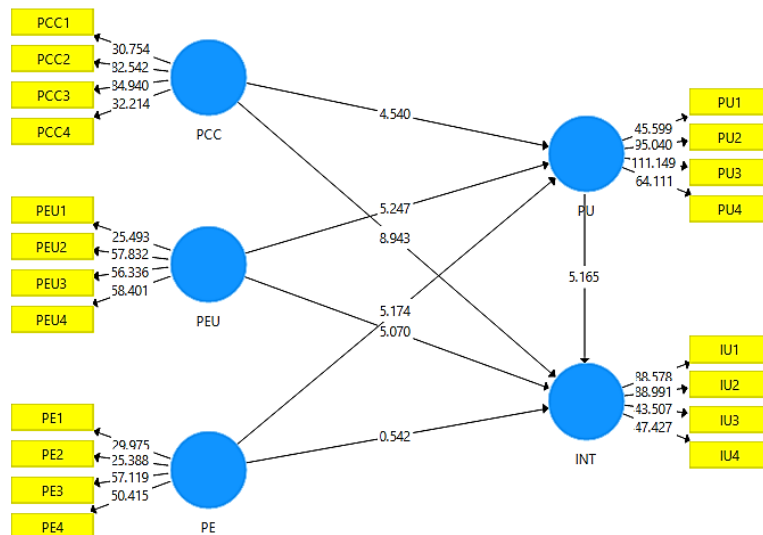


Fig 2 PLS Figure of T-Value

Table 7

T – values and Path Coefficient

Hypothesis	Path	Path Coefficient	T Values	Result
H1	PCC -> PU	0.000	4.54	Accepted
H2	PCC -> INT	0.000	8.943	Accepted
H3	PEU -> PU	0.000	5.247	Accepted
H4	PEU -> INT	0.000	5.07	Accepted
H5	PE -> PU	0.000	5.174	Accepted
H6	PE -> INT	0.585	0.542	Rejected
H7	PU -> INT	0.000	5.165	Accepted

Relationship between perceived co-creation and intention to use

Based on Table 7 above, the value of the bootstrapping procedure suggests that the relationship between perceived co-creation and intention to use is significant (t-value=8.943, 0.000). This is in consistent with statements made in marketing literature that customers' perceptions of value would be highly associated with their intentions to use the platform towards offering a trustable source of information (Chen et al., 2021). In this study, this relationship confirmed that capability of users to perform a co-creation in tourism website might affect the user’s intention to use it as their preferred platform. The relationship has been defining strongly significant in previous study which majorly focus on social media (Pike et al., 2018). The availability to co-create information in the therefore also encourage users to use and the significant relationship are applicable to use the tourism website. Therefore, this study suggests that all tourism websites should upgrade with the capability to co-creation as the users believe that relationship created from the other active users in the platform will deliver the reliable information.

Relationship between perceived ease of use and perceived usefulness

The value of the bootstrapping procedure suggests that the relationship between perceived ease of use and perceived usefulness is significant (t-value=5.247, 0.000). This relationship

confirmed that users will constantly draw on aspects of being easy to evaluate (ease of use) while using tourism website. If the user is sufficiently driven and skilled, they will perform systematic analysis to determine extra benefits for website users (usefulness). Besides that, PEU and PU confirmed in this study as this relationship also significant for the productivity-oriented system that leads to effective task management in the system (Heijden, 2004). With the ease of use, users somehow able to increase productivity when exploring the tourism website which might benefit them to effectively manage the process of exploring the tourism website for more information.

The relationship between perceived ease of use and intention to use

The value of the bootstrapping procedure suggests that the relationship between perceived ease of use and intention to use is significant (t-value=5.070, 00.000). This relationship originally has the strongest relationship when comes to test the use of the system and has been significantly used in varies context of study. Perceived ease of use sometimes related to how "user-friendly" a platform was, including things like slow download times or poorly designed forms that would discourage users from using the site. Therefore, this relationship confirmed that the unfriendliness of the tourism website might cause the unwillingness to use tourism website in the future.

Relationship between perceive enjoyment and perceived usefulness

The value of the bootstrapping procedure suggests that the relationship between perceived enjoyment and perceived usefulness is significant (t-value=5.174, 0.000). The significant result of this relationship confirmed that user gained an enjoyable experience which derived from the feature and capabilities that available in the tourism website. Supported by (Heijden, 2004) which consider pleasure – oriented as a driven factor of the system use, and empirically confirmed this relationship. This relationship supports the conclusion that the most enjoyable experiences in using a tourism website will attract the user to use it as their preferred platform.

Relationship between perceive enjoyment and intention to use

The value of the bootstrapping procedure suggests that the relationship between perceived enjoyment and intention to use is not significant (t-value=0.542, 0.585). Therefore, the hypothesis rejected in this study. This relationship purposes originally to consider individual behavioural intention to use the platform depending on the reason to overcome boredom, peer group influence or status consciousness (Daly et al., 2017). Even though the intention to use found to be significant to express feeling of joy and pleasure when using the platform Foster et al (2022), the relationship is not suitable for the use of the website. The website is a platform created to deliver information about the tourism places direct from the tourism provider to the end users. As a result, consumers won't only use tourism websites to express their happiness without getting anything in return. As a result, the previously rejected relationship between perceived enjoyment and intention to use a tourism website is now substantiated.

Mediation analysis using sobel

Finally, the Sobel test is conducted to determine the significance of the indirect effects for mediator perceived usefulness (Sobaci, 2016). The interactive calculator is employed (Haenlein & Kaplan, 2004). Following (Tanev et al., 2011) steps in calculating the betas for the

direct and indirect paths of the variables in Smart-PLS is by using the Sobel test where it was feasible to determine the importance of the mediating effects. According to the results, perceived usefulness was found to significantly mediate the relationships between perceived co-creation and intention to use (t -value=5.593, 0.000), perceived ease of use and intention to use (t -value=6.364, 0.000), and perceived enjoyment and intention to use (t -value=4.417, 0.000).

Table 8

Sobel Test Analysis and Result

Hypothesis	Direct w/o med	Direct w med	IV -> Med Beta	Med -> DV, Beta	IV -> Med SE	Med -> DV SE	Sobel T-Stat	Path Coefficient	Result
H8: PCC -> PU -> INT	0.672	0.542	0.451	0.287	0.044	0.043	5.593	0.000	Accepted
H9: PEU -> PU -> INT	0.585	0.428	0.448	0.341	0.042	0.043	6.364	0.000	Accepted
H10: PE -> PU -> INT	-0.129	0.003	0.245	0.533	0.052	0.042	4.417	0.000	Accepted

Perceived usefulness mediates the relationship between perceived co-creation and intention to use

The resulting amount Perceived Usefulness (PU) is significant to mediate the relationship of Perceived Co-Creation and Intention to use (t -value=5.593, 0.000). PU will increase the relationship value of PCC and Intention to use tourism website because the nature of co-creation providing value to the users and perceived usefulness is the behavioural benefit from a particular process or activities (Jamilena et al., 2017). Perceived usefulness indicate on how much co-creation they will receive in a platform (Payne et al., 2008). A more useful tourism website with the value of co-creation will lead to the use of tourism website in the future. Users will use to find a platform in which they can engage to get a better output and value. The relationship between perceived co-creation and intention to use a tourism website is therefore interpreted to be influenced by the perceived usefulness of the website.

Perceived usefulness mediates the relationship between perceived ease of use and intention to use

The resulting amount Perceived Usefulness is significant to mediate the relationship of Perceived Ease of use and Intention to use (t -value=6.364, 0.000). The perceived usefulness is benefit earn can be possibly describe in term of the effectiveness to perform a particular activity on the website. The direct relationship of PEU and Intention to use tourism website may refer to the convenience of use of tourism website. With the perceived usefulness of tourism website, convenience may lead to the effective to explore tourism where user can easily discover a lot more feature and website capability. As a result, perceived usefulness may have an impact on the relationship between perceived ease of use and intention to use tourism website.

Perceived usefulness mediates the relationship between perceived enjoyment and intention to use

The resulting amount Perceived Usefulness is significant to mediate the relationship of Perceived Enjoyment and Intention to use (t -value=4.417, 0.000). A PU can be described as the benefit earned while enjoying the use of a tourism website. Positive emotions are generated by the attractive features and capabilities offered by tourism websites (Marchiori et al., 2017). In other words, people become increasingly motivated because of how much they enjoyed using it. An increase in user motivation could enhance their likelihood of using the system to finish a particular task and their desire to use it again in the future (Park & Park, 2020). Therefore, the perceived usefulness may affect the relationship of PE and Intention to use Tourism Website.

Discussion

Perception toward the innovation can be measured through intention to use, which can be derived in the Technology Acceptance Model (TAM). TAM initially indicates perceived usefulness and ease of use for evaluating behavioural intention. These two metrics of perceived usefulness and ease of use may imply utility value and hedonic value of consumer value, respectively (Heijden, 2004). According to Zeithaml (1988), customer value is explained according to three basic parent resources to understand individual behaviour which include relationship value, utility value and hedonic value. Utility and hedonic value which were previously proposed are not enough to explain customer value to define behavioural intention to use a tourism website. This study suggested that relationship value be considered and be quantified by perceived co-creation toward the use of a tourism website. Therefore, the following research question was proposed; 1. Does the co-creation process in a tourism website encourage a user to use a tourism website. 10 hypotheses were generated by this study, which illustrate the relationships between a total of seven constructs. In order to investigate the potential mediating effects of perceived usefulness and its associated constructs, a mediation analysis is also conducted.

Co-creation in the use of a tourism website

Perceived co-creation is a major contribution of this study. According to the study's social media environment, co-creation has become a critical aspect for a business to remain competitive in the online digital platform (Lin et al., 2018). As suggested by Zhang et al (2018), future research on the co-creation value is necessary and has been taken into account in this study. Relationships related to perceived co-creation in this study referred to H1, H2, and H8 which indicate the relationship of perceived co-creation with perceived usefulness, perceived usefulness with the intention to use a tourism website and mediation of perceived usefulness in those relationships. The results of H1, H2, and H8 are all significant and all three hypotheses are accepted into this study. Zhang et al (2018) propose to experience the value co-creation process by integrating the knowledge of website quality. The result, therefore, was found to be significant towards the overall use of tourism online platforms which supports this study as well. Prior research arguably denied this relationship as the features and capabilities of the website are not supported to run co-creation activities (Yiying He & Day, 2009). However, the significance of user participation in co-creating value on other online platforms has helped to clarify how co-creation is regarded in tourism websites. The significant result of the perceived co-creation in the use of tourism websites has strongly shown the need for future research regarding this matter. Practically, website developers are also encouraged to build features

related to user engagement in the website. Given that travel websites are already trustworthy internet resources for those looking for information about destinations, including features that let users jointly produce value for tourist areas might have further advantages.

Perceived ease of use in the use of tourism website

The TAM model, which states that the flexibility of using will favourably impact the intention to use a certain platform, is where the relationship between perceived ease of use and intention to use with the mediation of perceived usefulness developed. This relationship has been significantly used in the various context of the study Chung et al (2015) including tourism platforms (Memon et al., 2015). In this study, the relationships between perceived ease of use and perceived usefulness, perceived ease of use and intention to use, perceived usefulness and intention to use, and the mediation of perceived usefulness in those interactions, are referred to as H3, H4, H7, and H8. All relationships mentioned for perceived enjoyment in the use of tourism websites are tested to be significant in this study. The numerous online platforms extensively explored the relation between perceived ease of use and intention to use with a mediator of perceived usefulness (Ayeh et al., 2013b). In this study, the relationship of perceived ease of use is proven to be significant towards user's behavioural intention to use of tourism website. Inline closely with (Gefen et al., 2003) which mentions that the more convenient website for users to explore will likely increase users' intention to use the website. Therefore, the significant result of the previous study is then supported by the significant result of this study toward the understanding of the use of tourism websites.

Perceived enjoyment in the use of tourism website

Relationships related to perceived enjoyment in this study referred to H5, H6, and H10 which indicate the relationship of perceived enjoyment with perceived usefulness, perceived enjoyment with the intention to use, and the mediation of perceived usefulness in those relationships. A previous study found that perceived enjoyment was indeed a major driver of an individual's intention to use a certain platform Heijden (2004), however, this study found that it had no significant impact on the intention. These findings reveal that a person's desire to develop pleasure when using a tourism website does not predict their intention to use it directly. Originally, tourism websites served as a dependable source of information for users; however, excitement for such interactive feature may not immediately alter an individual's desire to use until there is a benefit that the users may receive in return (Akdin et al., 2022). As a result, there is no significant relationship between perceived enjoyment and the intention to use a tourism website in this study. However, there is a significant relationship between perceived enjoyment and perceived usefulness. This finding refers to how the pleasure of using a tourism website might influence how beneficial the platform is seen. Supported by (Hausmann et al., 2018), who found that an interactive platform might be the reason for the user's sense of the platform being useful. This relationship was found to have a good analogy in the context of a tourism website of this study.

Limitation of Study

Overall, despite a few limitations that need to be addressed, this discovery adds to the body of research on tourism by developing and testing a model for the adoption of tourism websites. First, the chosen population and sample size that was used for this study. Although the target respondent was specified primarily for the users of tourism websites, the results

might be deceptive because users have a tendency to judge other websites differently from users of tourism websites. In this study, the respondent has been finished by eliminating the one who answered "never use tourism website" to obtain more as much accurate as possible. To ensure that the respondent thoroughly understands the questionnaire, it could be urged that they be more specific and participate in face-to-face conversation. Next, It was inappropriate to generalise the findings based on the sample size and data collection methodology. It could decrease the power of significance. Furthermore, some of the items used to evaluate the research's concepts were self-developed, which might mean that comparisons with earlier and subsequent studies cannot be taken into account. However, the aim of this thesis is not to generalize, but to rather investigate indicator that defined and individual behavioural intention to use tourism web site by extended TAM model for the conceptual framework. Last but not least, it may be challenging to analyse user behaviour through an online survey since users may not be able to completely express their thoughts and attitudes by responding to a pre-determined set of questions. As a result, this restricts how much insight we can have into behavioural intention in general. However, a quantitative analysis enables this research to explore into the relationships between the framework's variables. This challenge could be mitigated by using a mixed approach that involves doing both a qualitative and a quantitative investigation.

Implication of Research

The findings of this study have several significant management repercussions for tourism destination branding. The driven indicators of perceived co-creation, perceived usability, perceived enjoyment, and perceived usefulness on the intention to use tourism website were examined in this study. Indicator found to be significant strongly on perceived co-creation and perceived ease of use, which is further found to be mediated by perceived usefulness, and thus influences behavioural intention to use tourism website. To fully comprehend the phenomena of co-creation activities on tourism websites, it is essential to understand what drives users to use them. By understanding this, the tourism destination provider can more effectively support the provision of essential component on tourism websites. Further, by fostering co-creation on tourism websites, users are more likely to develop an emotional bond with the place and express a desire to visit it again in the future. Tourism providers who are interested in utilizing tourism website as a strategic tool for building better destination brands should therefore understand users' behaviour as indicated in this research study. As this implies an added value that could potentially be an effective strategy to co-create destination brand value as well.

On a different aspect, the efficiency of tourism websites as a useful resource for information has potential consequences given the lack of a strong relationship with perceived enjoyment. This conclusion may have an impact on the user's opinion of a tourism website as a dependable source of information. Therefore, enjoyment experience in using tourism website is not necessary. The user is moving away from conventional media in growing numbers, using social media as their primary information source, Website functionality and capabilities flexibility shouldn't be overlooked. As this research agrees with both the Technology Acceptance Model (TAM) suggested by (KHOR YOKE LIM, 2010) which based on the understanding of Theory of Reason Action and understanding of customer value in defining behavioural intention to use, co-creation is found to boost the possibility that people would use the tourism website and tell their friends about the destination's brand. Thus, the tourism provider should consider this to build strong destination brand and add value from

the relationship building by users in tourism website in order to achieve a long-lasting competitive edge in the market.

Suggestion for Future Research

The exploration of perceived co-creation as an indicator of behavioural intention to use a tourism website with the mediator of perceived usefulness is the primary contribution of this study. Future studies should investigate the derivation of co-creation by referring to as a process. According to (Zeithaml, 1988), co-creation can be defining a process according to networking, resource integration and service exchange to define the value of content creation in tourism website. Similarly, another derivation of co-creation s by determining perceived of co-creation by 3 phases of visit. The users may contribute to the content generation as the one who already experience the tourism destination. Therefore, future research is suggested to consider the specialized respondents into pre-visit users, during visit users and post-visit user. The result may vary due to different perception according to each category. Both of these 3 categories may be another sub-indicator that may define the whole value of co-creation and the second order analysis may be considered.

Besides that, this study merely focuses on tourism website which contributes to increase the visibility of destination brand. The future research is suggested to have another analysis to define different types of website which maybe defining the brand of product in general. The destination may consider may be expensive that user may need to plan their visit carefully. However, products about things that involve basic daily needs which there has high purchasing power. Users will likely to respond immediately. This may result different perception of the use of the website. Therefore, research by analysing tourism website is encouraged to be diverging into analysing product category. Finally, the data gathered in testing the research hypothesis was relevant to only one crisis, which is COVID19. To reduce bias and broaden the notion of study, it is necessary to test and evaluate the model's ability to anticipate the intention to use across a range of different of crises (such as terrorism, city pollution, actual site damage, natural disasters, and other health risk crises like SARS and Ebola).

Conclusion

This study was done in response to the initiative to make tourism websites more appealing and better in terms of their capabilities and features in order to draw users to use them as their preferred platform. By this initiative, this study proposed the antecedent of perceived co-creation in the use of tourism website to predict users' behavioural intention to use. By citing prior research, this study incorporated co-creation into the Technology Acceptance Model (TAM) to enhance the accuracy of the current model in predicting user's and intentions. Therefore the result of the study are summarized as below:

Relationship	Result	General Justification
Perceived Co – Creation -> Perceived Usefulness	Accepted	Users predicted to be able to interpret travel information in tourism website and this relationship shows the ability of users to perform those activities.
Perceived Co – Creation -> Intention to Use	Accepted	This is in consistent with statements made in marketing literature that customers' perceptions of value would be highly associated with their intentions to use the platform towards offering a trustable source of information.
Perceived Ease of Use -> Perceived Usefulness	Accepted	User is sufficiently driven and skilled, they will perform systematic analysis to determine extra benefits for website users.
Perceived Ease of Use -> Perceived Usefulness	Accepted	The unfriendliness of the tourism website might cause the unwillingness to use tourism website in the future.
Perceived Enjoyment -> Perceived Usefulness	Accepted	User gained an enjoyable experience which derived from the feature and capabilities that available in the tourism website.
Perceived Enjoyment -> Intention to Use	Rejected	The website is a platform created to deliver information about the tourism places direct from the tourism provider to the end users. As a result, consumers won't only use tourist websites to express their happiness without getting anything in return.
Perceived Usefulness -> Intention to Use	Accepted	When a system is considered to be advantageous to the user, the greater the likelihood of using the system in the future.
Perceived Co- Creation -> Perceived Usefulness -> Intention to Use	Accepted	Users will use to find a platform in which they can engage to get a better output and value.
Perceived Ease of Use -> Perceived Usefulness -> Intention to Use	Accepted	Convenience may lead to the effective to explore tourism where user can easily discover a lot more feature and website capability.
Perceived Enjoyment -> Perceived Usefulness -> Intention to Use	Accepted	User increasingly motivated because of how much they enjoyed using it. An increase in user motivation could enhance their likelihood of using the system to finish a particular task and their desire to use it again in the future

This research may give the tourism provider an insight of innovation to their website as to attract more visitors. Also, to enhance the website to be more reliable and useful in the future.

Significant of The Study

From a managerial standpoint, understanding consumer attitudes regarding using travel websites helps improve abilities in certain travel locations. The platform's value is increased by incorporating perceived co-creation into these websites, which stimulates active visitor

involvement. Therefore, maintaining user involvement is essential to the tourist sector's long-term survival.

From a theoretical angle, the technology acceptance model helps determine behavioural intentions of system use. This concept has been used in several study fields to evaluate platform usage in businesses and industries. This study delves into understanding Sarawak tourism website users' behavioral intentions, extending the Technology Acceptance Model (TAM) to include perceived co-creation in website usage.

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