

UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCING YOUNGSTER INTENTION
TO USE MOBILE TOURISM APPLICATION IN
TRAVELLING**

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ABSTRACT

This study aims to investigate the in-depth feeling of youngster and literate smartphones users in regard to the adoption of mobile tourism application (MTA) in travelling. Framework of a joint investigation by four variable factors proposed and empirically analyzed using data obtained from a survey of users MTA between 18 and 29 years. Technology Acceptance Model (TAM) theory was used to investigate and explain factors influencing youngster intention to use mobile tourism application in travelling. Among the investigated factors, perceived usefulness, perceived ease-of-use, perceived compatibility and perceived mobility were all found significantly affect youngster intention to use mobile tourism application in travelling, but the most factors influencing youngster intention to use mobile tourism application in travelling is perceived mobility. The findings of this study extend the body of knowledge in the context of mobile tourism application and contribute the Malaysia tourism industries to understand the factors influencing youngster intention to use mobile tourism application in travelling around Malaysia.

Keywords: Intention, Youngster, Smartphone, Mobile Tourism Application, Technology Acceptance Model, Travelling , Tourism, Malaysia.

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