A Proposed Research Conceptual Framework in Measuring Technology Readiness and Customers' Experience towards Continuance Usage Intention of Grab Application

Noor Aslinda Abu Seman, Umi Kartini Rashid, Ahmad Kaseri Ramin, Nurazwa Ahmad

***Abstract*—The emerging of e-hailing services such as Grab application gave many benefits to daily life of community nowadays, for instance providing better service, lower fares and convenience rides to customer. However, as a new technology of mobile application in transportation sector, Grab application also may had some failure and technical difficulties that may impact on customers' experience while using it. Limited studies on the adoption of Grab application based on technology readiness factors. Also, lack discussion on the overall customer experience towards the usage of Grab application. Since the Grab application penetrated the Malaysian market five years ago in 2014, there is still a room to improve the understanding on the adoption and customers' satisfaction of an application among customers, thus indirectly lead customer to continue use of the application. Therefore, this paper attempts to review and assess the Grab application using proposed structural relationship model of technology readiness factors (TR), customer experience model (CEM) and continuance usage of intention (CUI). All related constructs were presented in the proposed research conceptual framework where research hypotheses were developed. As a conclusion, the paper brought forward suggestions for future far.**

***Index Terms*—Technology Readiness Factor, Customer Experience, Continuance Usage of Intention, E-Hailing, Grab Application**

I. INTRODUCTION

The introduction of Grab application in Malaysia definitely gave a huge impact on the community's everyday lives specifically in providing better service, lower fares and convenient rides. Customers now are becoming smarter in making choices pertaining to transportation services by not only considering high quality but also emphasising on high proficient of the services [1]. Malaysian market embraced the Grab application five years ago, 2014. The acceptance of this application definitely needs to be studied based on the customer's opinions and experiences while using it. As the adoption of Grab application provided more benefits to users, it also may have some failure or technical problems that may impact to customers' experience. For example, in 2018, Grab received many complaints from users due to technical difficulties and service interruption that caused Grab application not functioning as expected [2]. Thus, their mobility and daily activities will be disturbed and give a bad impact on their experience while using Grab.

From the empirical perspectives, previous studies on e-hailing services were conducted on different perspectives which included adoption and antecedents [3-9], impact of e-hailing services [10-13], continued use intention of e-hailing [14-15], e-hailing and customers' satisfaction [1, 16-19] and also e-hailing services' experiences [20]. Most of studies also explored the adoption of e-hailing services based on Technology Acceptance Model [e.g. 5, 9, 21]. However, several studies also found that Technology Readiness Model could be a potential factors that influenced users to adopt a new technology through mobile application (e.g. 22-24]. Therefore, this study attempt to investigate the adoption of e-hailing services in Malaysia especially on Grab services based on Technology Readiness Model. Other than that, there is still a room to explore the customers' experience including customers' satisfaction, word-of-mouth, and customers' emotion towards the mobile application itself and the continuance usage intention of Grab application after the initial adoption. This study aims to (1) identify the technology readiness measures based on the Technology Readiness Model (TRM), customer experience measures and continuance usage intention measures towards Grab application, and to (2) develop a research framework of the technology readiness, customer experience, and continuance usage intention measures relationship for Grab application in Malaysia.

II. THEORETICAL BACKGROUND AND RESEARCH HYPOTHESES

A. Technology Readiness Factors and Continuance Usage Intention

Technology readiness focuses on the general beliefs regarding the technology products and services rather than the actual perceived characteristics of specific technology products and services [25]. In further to investigate the factors

Manuscript received June 24, 2019

Noor Aslinda Abu Seman, Department of Business Management, Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia, Johor, Malaysia

Umi Kartini Rashid, Department of Business Management, Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia, Johor, Malaysia

Ahmad Kaseri Ramin, Department of Business Management, Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia, Johor, Malaysia

Nurazwa Ahmad, Department of Technology Management, Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia, Johor, Malaysia

that influence the adoption of technology and how they will influence customer experience, this study uses Technological Readiness Model (TRM) to explain the variables. This model was early proposed by Parasuraman [26] to measure people's readiness to adopt and accept a new technology. The technology readiness is comprised of four personality dimensions: optimism, innovativeness, discomfort, and insecurity. Roy and Moorthi [27] stressed that the first two of technology readiness factors are related to positive feelings which are optimism (a belief that technology will bring flexibility, control, benefits and efficiency) and innovativeness (experiments could be done with new technology). The other two technology readiness factors are related to negative feelings, which are discomfort (lacking control and confidence for using technology) and insecurity (a fear that technology based service, product or process may not work accurately and reliably).These technology readiness factors influence customers to adopt Grab application and directly lead them to continue used of the application.

Initial adoption of the mobile application does not promise continuity as customers could reconsider their early judgement or experience based on their initial experience [28-29]. Since the global population had understand and adopted new technologies, there is now important to give research attention on the changing from adoption to continued use. Continuance intention is rooted in the term of behavioural intention which is deemed as a dependent variable in the Theory of Reasoned Action, Theory of Planned Behaviour and Technology of Acceptance Model which discussed the antecedents of intentional and conscious behaviour such as subjective norms, attitude, perceived behavioural control, perceived usefulness and perceived ease of use. However, another theory such Expectation Confirmation Model focused on variables that affect continuance and retention because the practicality and accomplishment of an information system are influenced by continuous usage than a one-time usage [28, 30]. This model explained the continuance intention to use information system as to conform to customers' demands which act as a significant parameter affecting their continued used [15].

Previous researchers confirmed that the adoption of a novel technology based on technology readiness factors ultimately influence continuance usage intention. For example, the study by Chen and Chen [31] and Chen, Jong, and Lai [32] found that both optimism and innovativeness significantly and positively influenced the continuance intention of using technology. In contrast, discomfort and insecurity did not significantly influence the continuance intention of using technology. Another study by Chen [33] and Alghamdi et al. [34] also highlighted that customers' technology readiness were key determinants of the continuous use of Internet banking. Besides, Lin, Shih, and Sher [35] established and investigated an integrated Technology Readiness and Acceptance Model (TRAM) which demonstrated that technology readiness is significantly related to behavioural intention in the e-service context. It can be assumed that technology readiness factors could become a key significant construct influencing the continuance usage intention of Grab application. Thus, it can be a hypothesised that:

H1 There is a significant relationship between technology readiness and continuance usage intention of Grab application.

B. Technology Readiness and Customer Experience

Many studies revealed that acceptance of application based on technology readiness factors are dependent upon overall customer experience. Customer experience is defined as 'the internal and subjective response that customers have to any direct or indirect contact with a company' [36]. Some empirical research only measured customer satisfaction while evaluating the cognitive dimension of the customer experience [37]. Whereas, some others stated the importance of including customer emotions as a variable while evaluating customer experience (e.g. 38-41]. Moreover, a previous work by Klaus and Maklan [42] measured customers' service experience through word-of-mouth. As mentioned above, this study described customer experience using Grab application in the form of customer satisfaction, customer emotion and word-of-mouth in order to provide an opportunity for long term competitive advantage to the Grab services.

Several studies also confirmed that technology readiness factors had a direct impact on customer satisfaction (e.g.43-48]. However, optimism and innovativeness were positively related to satisfaction [43-44], while the other two factors, discomfort and insecurity result in customer dissatisfaction [43, 46]. In addition, some studies established the relationship between technology readiness factors and customer emotion.

The study by Ferreira, Rocha, and Silva [49] demonstrated that technology readiness influences customers' emotion in term of consumers' cognitive and affective evaluations of new technologies. However, the impact of technology readiness through affective assessments on high-tech innovations was greater than that of cognitive evaluations [49]. Moreover, Mick and Fournier [50] emphasised the relationship between technology and customers 'emotion, indicating some inconsistent responses when they have encountered with the latest technologies. Some of customers showed their interest with the novelty of the technology, while some feared the inability to using the technology. Hence, the feeling and judgement of customers in adopting a novel technology involves the aspects of cognitive and affective nature [51-54].

Although there is a lack of studies on technology readiness and word-of-mouth, there are a few limited studies on the relationship between technology readiness and electronic word-of-mouth in the context of online environment [55, 56]. According to Chen [55], technology readiness was hypothesised to be the antecedent of both satisfaction and electronic word-of-mouth, which impact customers' dependability towards online shopping. Hence, based on their positive experience of using the technology, customers tend to increase their intention to communicate their opinion or review to the others through word-of-mouth.

Therefore, the technology readiness is based on multidimensional psychographic constructs where the positive and negative technology experiences are believed to improve the customers' experience towards continuance

usage intention of Grab application. Thus, it can be a hypothesised that:

H2 There is a significant relationship between technology readiness and customer experience with the usage of Grab application.

C. Customers' Experience and Continuance Usage Intention

Customers will continuously use a particular application if they have had a good experience using it. Likewise, customers are also driven to constantly use that application to improve their livelihood [28, 29]. In the context of this study, the overall customer experience towards continuance usage intention of Grab application is comprised of customer satisfaction, customer emotion and word-of-mouth. The Expectation Confirmation Model explained that the continuance usage intention of customers was influenced by their satisfaction of using the information system [15]. This is supported by Oliver [57] and Lee [58], which stressed that customers' satisfaction was an important driver that leading to the continuance intention of the information system. As for the Grab application, the customers' satisfaction with the application may develop their continuance intention to use it if they find it satisfactory. Previous literature also found customer satisfaction determines customers' attitudes and continuous behaviours [59-60].

According to McLean, Al-Nabhani, and Wilson [61], the positive customer experience in the form of positive customer emotion would lead to the frequent use of the mobile application. Hence, it can be suggested that differential customers' emotion including cognitive and effective assessment will act differently towards the continuance usage intention of Grab application.

Besides, Klaus and Maklan [42] recommended the word-of-mouth to measure the overall customer experience. Weng et al. [15] further highlighted that several customers decided to continue using an application if it is also used and recommended by their friends. Prior studies also highlighted several consequences from a successful customer experience such as re-visit intention, loyalty and trust [62-63]. Thus, it can be understood that the customers with good experience using an application will be tempted to use it frequently. With that, the third hypothesis was designed:

H3 There is a significant relationship between customers' experience and continuance usage intention of Grab application.

D. The Mediating Effect of Customer Experience on the Relationship between Technology Readiness Factors and Continuance Usage Intention

This study also proposed to investigate the mechanism where customer experience mediates the relationship between technology readiness factors and continuance usage intention of Grab application. The mediator effects are particularly investigated to aid in an intervention strategy. A mediator variable is a variable that provides the reproductive mechanism where an independent variable is able to affect a dependent variable of interest [63]. Thus, a mediator is also considered as a third variable or construct which mediates the other related variables [65-66]. By studying the mediator variables, this study will find a clearer relationship between technology readiness factors and continuance usage intention. The literature suggested that the adoption of any novel technology based on technology readiness factors ultimately influence continuance intention of using that technology. However, a mediating variable is required to measure the effects of technology readiness factors on the continuance intention. In short, customers' technology readiness influences overall customers' experience, which in turn influences continuance usage intention of Grab application. The relatedness is identified as the direct and indirect effects [65-66]. Thus, it can be a hypothesised that:

H4 There is a mediating effect of customer experience on the relationship between technology readiness factors and continuance usage intention of Grab application.

III. A Proposed Research Conceptual Framework

Based on the literature review, many previous studies were explored technology readiness factors, customer experience and continuance usage intention of Grab application. The research aims at analyzing of the relationship between these three variables. This study developed a proposed research conceptual framework as presented in Fig. 1.

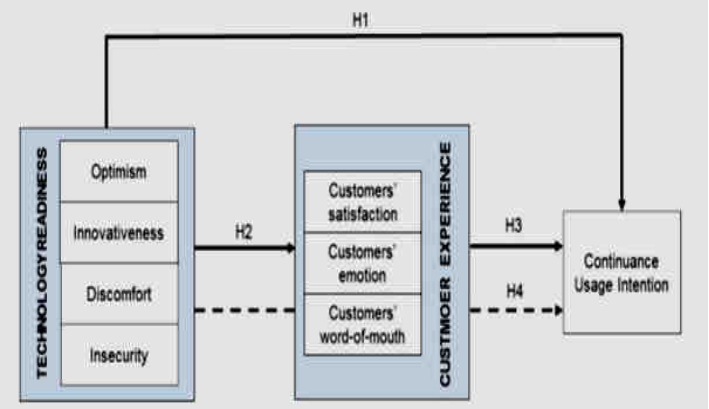

Fig. 1: Proposed Research Conceptual Framework.

IV. Proposed Research Methods

This study will conduct quantitative research design and perform an online survey of the experience of Grab application users in Malaysia. The target population of this study is international and local customer in Malaysia, who use Grab application in order to fulfil their transportation needs. The sampling method to be used in this study is the convenience sampling technique which is a non-probability sampling method. This study will utilize the IBM SPSS statistics to analyze descriptive statistics such as means and frequencies. This study also will use the partial least square-structural equation modelling (PLE-SEM) using SmartPLS to evaluate measurement model and structural model.

V. CONCLUSION

The Grab application has generated dramatic changes in the transportation services in Malaysia by providing more benefits to the community. However, there is still a lack of information on customers' experience including customers' satisfaction, word-of-mouth and customers' emotion towards the mobile application itself. Probably due to its recent introduction in Malaysia, the continuance usage intention of Grab application has received less attention in previous studies. This study will investigate on the technology readiness factors which may have a direct effect on the overall consumer experience measured by customers' satisfaction, customers' emotion, and customers' word-of-mouth that may influence the continuance usage intention of Grab application in Malaysia. A conceptual framework has been proposed to examine the relationships variables. Based on proposed framework and a previous study, research hypotheses are being developed. The next step of this study is to design a questionnaire, which will be used for pilot study data collection among Grab's users in Malaysia. The findings of this study can benefited to deliver a strong contribution to current academic knowledge related to the technology readiness model with the integration of customer experience model. This study also is hoped to establish a conceptual understanding of customer experience with the transportation service's mobile application.

ACKNOWLEDGMENT

The authors would like to extend their gratitude to Universiti Tun Hussein Onn Malaysia for financial support under the TIER 1 research grant Vot H127. All those who contributed direct or indirectly are thanked.

REFERENCES

[1] Balachandran, I., & Hamzah, I. (2017). The influence of customer satisfaction on ride-sharing services in Malaysia. International Journal of Accounting & Business Management, 5(2), 184-196.

[2] Han, G. (2018, December 19). Grab users face problem with ride-hailing platform's mobile app on Wednesday morning. Retrieved January 20, 2019, from https://www.straitstimes.com/singapore/transport/grab-users-face-problem-with-ride-hailing-platforms-mobile-app-on-wednesday

[3] Onyango, J. (2016). E-hailing applications adoption and competitiveness of app-based taxi operations in Nairobi, Kenya. Master's Thesis. School of Business, University of Nairobi.

[4] Kumar, P., & Kumar, N. (2016). A study on factors influencing the consumers in selection of cab services. International Journal of Social Science and Humanities, 4(3), 557-561.

[5] Joia, L., & Altieri, D. (2017). Adoption of e-hailing apps in Brazil: The passengers' standpoint. AMCIS 2017 - America's Conference on Information Systems: A Tradition of Innovation, (pp. 1-10). Boston; United States.

[6] Lim, K., Yeo, S., Goh, M., & Gan, J. (2018). A study on consumer adoption of ride-hailing apps in Malaysia. Journal of Fundamental and Applied Sciences, 10(6), 1132-1142.

[7] Dhawan, S., & Yadav, P. (2018). E-cab hailing: A study on consumer behavior. ELK Asia Pacific Journal of Marketing and Retail Management, 9(3), 1-17.

[8] Herman, F., & Dastane, O. (2018). An empirical investigation on taxi hailing mobile app adoption: A structural equation modelling. Business Management and Strategy, 9(2), 48-72.

[9] Ruangkanjanases, A., & Techapoolphol. (2018). Adoption of e-hailing applications: A comparative study between female and male users in Thailand. Journal of Telecommunication, Electronic and Computer Engineering, 10(1-10), 43-48. Retrieved January 14, 2019, from http://journal.utem.edu.my/index.php/jtec/article/view/3789/2681

[10] Zhong, J., Ye, X., Wang, K., & Li, D. (2018). A modeling analysis of impact from e-hailing service on non-work travel mode in Shanghai, China. Transportation Research Record, 1-10. doi:10.1177/0361198118792324

[11] Ye, Q., Cen, J., Chen, X., & Zhen, H. (2018). How taxi operation change in the development of e-hailing APPs: A case study in Shanghai, China. CICTP 2017: Transportation Reform and Change - Equity, Inclusiveness, Sharing, and Innovation - Proceedings of the 17th COTA International Conference of Transportation Professionals, (pp. 2167-2177). Shanghai, China.

[12] Fang, Z., Su, R., & Huang, L. (2018). Understanding the effect of an e-hailing app subsidy war on taxicab operation zones. Journal of Advanced Transportation, 1-14. doi:10.1155/2018/7687852

[13] Ma, L., Li, T., Wu, J., & Yan, D. (2018). The impact of E-Hailing competition on the Urban Taxi ecosystem and governance strategy from a rent-seeking perspective: The China E-Hailing platform. Journal of Open Innovation: Technology, Market, and Complexity, 4(3), 1-11. doi:10.3390/joitmc4030035

[14] Joia, L., & Altieri, D. (2018). Antecedents of continued use intention of e-hailing apps from the passengers' perspective. Journal of High Technology Management Research, 29(2), 204-215. doi:10.1016/j.hitech.2018.09.006

[15] Weng, G., Zailani, S., Iranmanesh, M., & Hyun, S. (2017). Mobile taxi booking application service's continuance usage. Transportation Research Part D, 57, 207-216. doi:10.1016/j.trd.2017.07.023

[16] Khuong, M. N., & Dai, N. Q. (2016). The factors affecting customer satisfaction and customer loyalty — A study of local taxi companies in Ho Chi Minh city, Vietnam. International Journal Of Innovation, Management And Technology, 7(5), 228-233. doi:10.18178/ijimt.2016.7.5.678

[17] Cheewathanakornkul, C., & Jiratchot, C. (2018). Customer satisfaction and word of mouth towards online taxi providers: a case study of Grab and Uber. Journal of Supply Chain Management: Research & Practice, 12(1), 66-76.

[18] Chen, Y., Yu, J., Yang, S., & Wei, J. (2018). Consumer's intention to use self-service parcel delivery service in online retailing: an empirical study. Internet Research, 8(2), 500-519. doi:https://doi.org/10.1108/IntR-11-2016-0334

[19] Mohd Idros, N., Mohamed, H., & Jenal, R. (2018). Determinant Factors of Customer Satisfaction for E-Hailing Service: A Preliminary Study. Proceedings of the 3rd International Conference of Reliable Information and Communication Technology (IRICT 2018), (pp. 803-811). doi:10.1007/978-3-319-99007-1_74

[20] Hunaiti, Z., Al Masarweh, M., Huneiti, Z., Alshebailat, A., & Tania, M. (2018). The ride-hailing mobile application for personalized travelling. Modern Applied Science, 12(10), 352-365.

[21] Suhud, U., Wibowo, S., Khairi, A., & Willson, G. (2019). Applying the theory of acceptance model to consumer acceptance of taxi-hailing mobile app. Journal of Internet and e-Business Studies, 1-10. doi:10.5171/2019.382593

[22] Godoe, P., & Johansen, T. (2012). Understanding adoption of new technologies: Technology readiness and technology acceptance as an integrated concept. Journal of European Psychology Students, 3(1), 38-52. doi:http://doi.org/10.5334/jeps.aq

[23] Basgoze, P. (2015). Integration of technology readiness (TR) into the technology acceptance model (TAM) for m-shopping. International Journal of Scientific Research and Innovative Technology, 2(3), 26-35.

[24] Larasati, N., Widyawan, & Santosa, P. (2017). Technology readiness and technology acceptance model in new technology implementation process in low technology SMEs. International Journal of Innovation, Management and Technology, 8(2), 113-117.

[25] Ratchford, M., & Barnhart, M. (2012). Development and validation of the technology adoption propensity (TAP) index. Journal of Business Research, 65(8), 1209-1215. doi:https://doi.org/10.1016/j.jbusres.2011.07.001

[26] Parasuraman, A. (2000). Technology readiness index (TRI): A multiple-item scale to measure readiness to embrace new technologies. Journal of Service Research, 2(4), 307-320. doi:https://doi.org/10.1177/109467050024001

[27] Roy, S., & Moorthi, Y. (2017). Technology readiness, perceived ubiquity and m-commerce adoption: the moderating role of privac. Journal of Research in Interactive Marketing, 1-52. doi: https://doi.org/10.1108/JRIM-01-2016-0005

[28] Bhattacherjee, A. (2001). Understanding information systems continuance: an expectation- confirmation model. MIS Quart, 25(3), 351–370. doi:10.2307/3250921

[29] Bhattacherjee, A., & Premkumar, G. (2004). Understanding changes in belief and attitude toward information technology usage: a theoretical model and longitudinal test. MIS Quart, 28(2), 229–254. doi:10.2307/25148634

[30] Liao, C., Palvia, P., & Chen, J.-L. (2009). Information technology adoption behavior life cycle: toward a Technology Continuance Theory (TCT). International Journal of Information Management, 29(4), 309-320. doi:https://doi.org/10.1016/j.ijinfomgt.2009.03.004

[31] Chen, S., & Chen, H. (2009). The empirical study of customer satisfaction and continued behavioural intention towards self-service banking: Technology readiness as antecedents. International Journal of Electronic Finance, 3(1), 64-76. doi:https://doi.org/10.1504/IJEF.2009.02427

[32] Chen, S., Jong, D., & Lai, M. (2014). Assessing the relationship between technology readiness and continuance intention in an E-appointment system: relationship quality as a mediator. Journal of Medical Systems(38), 1-12. doi:10.1007/s10916-014-0076-3

[33] Chen, S. (2013). Integrating technology readiness into the expectation-confirmation model: An empirical study of mobile. Cyberpsychology, Behabior and Social Networking, 16(8), 604-612. doi:10.1089/cyber.2012.0606

[34] Alghamdi, A., Elbeltagi, I., Elsetouhi, A., & Haddoud, M. (2018). Antecedents of continuance intention of using Internet banking in Saudi Arabia: A new integrated model. Strategy Change, 27, 231-243. Retrieved from https://onlinelibrary.wiley.com/doi/abs/10.1002/jsc.2197

[35] Lin, C. H., Shih, H. Y., & Sher, P. J. (2007). Integrating technology readiness into technology acceptance: The TRAM model. Psychology and Marketing, 24(7), 641-657. Retrieved from https://onlinelibrary.wiley.com/doi/abs/10.1002/mar.20177

[36] Meyer, C., & Schwager, A. (2007). Understanding customer experience. Harvard Business Review, 85(2), 116-126.

[37] Lemke, F., Clark, M., & Wilson, H. (2011). Customer experience quality: An exploration in business and consumer contexts using repertory grid technique. Journal of the Academy of Marketing Science, 39(6), 846–869. doi: http://dx.doi.org/10.1007/s11747-010-0219-0

[38] Edvardsson, B. (2005). Service quality: Beyond congnitve assessment. Managing Service Quality, 15(2), 127-131. doi:https://doi.org/10.1108/09604520510585316

[39] Juttner, U., Schaffner, D., Windler, K., & Maklan, S. (2013). Customer service experience-Developing and applying a sequential incident laddering technique. European Journal of Marketing, 47(5/6), 738–769. doi:https://doi.org/10.1108/03090561311306769

[40] Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omni-channel retailing: Introduction to the special issue on multi-channel retailing. Journal of Retailing, 91, 174-181. doi:https://doi.org/10.1016/j.jretai.2015.02.005

[41] McLean, G., & Wilson, A. (2016). Evolving the online customer experience is there a role for online customer support? Computers in Human Behavior, 60, 602-610. doi:https://doi.org/10.1016/j.chb.2016.02.084

[42] Klaus, P., & Maklan, S. (2012). EXQ: A Multiple-item Scale for Assessing Service Experience. Journal of Service Management, 23, 5-33. doi:http://dx.doi.org/10.1108/09564231211208952

[43] Lin, J., & Hsieh, P. (2007). The influence of technology readiness on satisfaction and behavioral intentions toward self-service technologies. Computers in Human Behavior, 23, 1597-1615. doi:https://doi.org/10.1016/j.chb.2005.07.006

[44] Thong, J., Hong, S., & Tam, K. (2006). The effects of post-adoption beliefs on the expectation-confirmation model for information technology continuance. International Journal of Human-Computer Studies, 64(9), 799-810. doi:https://doi.org/10.1016/j.ijhcs.2006.05.001

[45] Wang, Y., So, K., & Sparks, B. (2017). Technology readiness and customer satisfaction with travel technologies: A cross-country investigation. Journal of Travel Research, 56(5), 563-577. doi:Wang, Y., So, K. K. F., & Sparks, B. A. (2016). Technology Readiness and Customer Satisfaction with Travel T10.1177/0047287516657891

[46] Lee, F.-H., & Wu., W.-Y. (2011). Moderating effects of technology acceptance perspectives. Expert Systems with Applications, 38(6), 7766-7773. doi:https://doi.org/10.1016/j.eswa.2010.12.131

[47] Hemdi, M., Rahman, S., & Hanafiah, M. (2016). Airport self-service check-in: The influence of technology readiness on customer satisfaction. Proceedings of the 3rd International Hospitality and Tourism. Bandung, Indonesia: CRC Press/Balkema: Leiden, The Netherlands.

[48] Pham, L., Pham, N., Le, H., & Luse, D. (2018). Technology Readiness and Customer Satisfaction in Luxury Hotels: A Case Study of Vietnam. International Journal of Entrepreneurship, 22(2), 1-23. Retrieved from https://www.abacademies.org/articles/technology-readiness-and-customer-satisfaction-in-luxury-hotels-a-case-study-of-vietnam-7248.html

[49] Ferreira, J., Rocha, A., & Silva, J. (2014). Impacts of technology readiness on emotions and cognition in Brazil. Journal of Business Research, 865-873.

[50] Mick, D., & Fournier, S. (1998). Paradoxes of technology: Consumer cognizance, emotions, and ccoping strategies. Journal of Consumer Research, 25(2), 123–143. doi:https://doi.org/10.1086/209531

[51] Kulviwat, S., Bruner, G. C., Kumar, A., Nasco, S., & Clark, T. (2007). Toward a unified theory of consumer acceptance of technology. Psychology & Marketing, 24(12), 1059–1084. doi: 10.1002/mar.20196

[52] Ko, C.-H., Liu, G., Hsiao, S., Yen, J., Yang, M., Lin, W., & Chen, C. (2009). Brain activities associated with gaming urge of online gaming addiction. Journal of Psychiatric Research, 43(7), 739-747. doi:https://doi.org/10.1016/j.jpsychires.2008.09.012

[53] Oh, S. H., Kim, Y. M., Lee, W. C., Shim, G. Y., Park, M. S., & Jung, H. S. (2009). Consumer adoption of virtual stores in Korea: Focusing on the role of trust and playfulness. Psychology and Marketing, 26, 652–668. doi:10.1002/mar.20293

[54] Lee, S., Ha, S., & Widdows, R. (2011). Consumer responses to high-technology products: Product attributes, cognition and emotions. Journal of Business Research, 64(11), 1195–1200. doi:https://doi.org/10.1016/j.jbusres.2011.06.022

[55] Chen, S.-C. (2011). Understanding the effects of technology readiness, satisfaction, and electronic word of mouth on loyalty in 3C products. Australian Journal of Business and Management Research, 1(3), 1-9.

[56] Tribowo, B., Fauzi, M., Pratiyuda, N., & Meyliana, M. (2014). Pengaruh Kesiapan Teknologi, Kepuasan, dan Electronic Word-of-Mouth (e-WoM) Terhadap Loyalitas Pelanggan Dalam Produk 3C. Working Paper, 1-12. Retrieved January 20, 2019, from http://thesis.binus.ac.id/doc/Lain-lain/2012-2-01497-SI%20Working Paper001.pdf

[57] Oliver, R. (1993). Cognitive, Affective, and Attribute Bases of the Satisfaction Response. Journal of Consumer Research, 20(3), 418–430. doi:https://doi.org/10.1086/209358

[58] Lee, M. (2010). Explaining and predicting users' continuance intention toward e-learning: an extension of the expectation–confirmation model. Computers & Education, 54(2), 506-516. doi:https://doi.org/10.1016/j.compedu.2009.09.002

[59] Gilani, M., Iranmanesh, M., Nikbin, D., & Zailani, S. (2017). EMR continuance usage intention of healthcare professionals. Informatics for Health and Social Care, 42(2), 153-165. doi: 10.3109/17538157.2016.1160245

[60] Iranmanesh, M., Zailani, S., & Nikbin, D. (2017). RFID continuance usage intention in health care industry. Quality Management in Health Care, 26(2), 116-123. doi:10.1097/QMH.0000000000000134

[61] McLean, G., Al-Nabhani, K., & Wilson, A. (2018). Developing a Mobile Applications Customer Experience Model (MACE)-Implications for Retailers. Journal of Business Research, 85, 325-336.

[62] Verhoef, P., Lemon, K., Parasuraman, A., Roggeveen, A., Schlesinger, L., & Tsiros, M. (2009). Customer experience: Determinants, dynamics and management strategies. Journal of Retailing, 85(1), 31-41. doi:https://doi.org/10.1016/j.jretai.2008.11.001

[63] Shobeiri, S., Mazaheri, E., & Laroche, M. (2015). Creating the right customer experience online: The influence of culture. Journal of Marketing Communications, 24(3), 270-290. doi:https://doi.org/10.1080/13527266.2015.1054859

[64] Baron, R., & Kenny, D. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic and statistical considerations. Journal of Personality and Social Psychology, 51(6), 1173-1182.

[65] Hair, J. F., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2014). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). Sage: Thousand Oaks.

[66] Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. Behavior Research Methods, 40, 879-891.