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FACUTLY OF HOSPITALITY, TOURISM AND WELLNESS,

UNIVERSITI MALAYSIA KELANTAN

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Individual Perceived Security and Privacy of Mobile Application in Hospitality Industry

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ABSTRACT

Mobile applications are digitally crucial to customers because of advances in mobile technology, mobile access to high-speed internet, and the interactivity of mobile phone interfaces. The mobile applications experience is critical in the the hospitality industry, but the mechanism of customer intention development is still unknown. This study aims to examine the relationship between interactivity, functionality and perceived ease to use of mobile applications to perceived security and privacy. There are 335 respondents from Universiti Malaysia Kelantan (UMK) Pengkalan Chepa of FHPK students involved to answer the questionnaires conducted by the researcher. Google Forms was used to distribute the questionnaire and collect the data. The data collected through questionnaire surveys and SPSS software were used for the decision analysis. Descriptive analysis, reliability test and inferential analysis, which is Pearson correlation, were performed in this study. The findings showed that the interactivity, functionality, and perceived ease to use have a relationship with a p-value less than 0.001. The result indicates a significant relationship between interactivity, functionality and perceived ease to use of mobile applications to perceived security and privacy. The researchers have proposed a few recommendations related to the study.

Keywords: Mobile Applications, Interactivity, Functionality, Perceived Ease to Use, Hospitality Industry, Digitally

INTRODUCTION

Mobile applications have become an inseparable part of our daily lives. Mobile applications are digitally crucial to customers because of advances in mobile technology, mobile access to high-speed internet, and the interactivity of mobile phone interfaces. From communicating to funny, mobile applications provide some key activities that cause customers to spend a lot of time using them (Reychav, 2019). Every day, new mobile applications are released in the app store to meet customer demand for online shopping, gaming, financial management and other services that may be performed using mobile applications (Balapour, Reychav, Sabherwal, & Azuri, 2019).

The subject of the research is to explain the issues arising in mobile application interaction. In the hospitality business, mobile applications are divided into various application areas. Mobile applications are divided into opportunities and potential issues to strengthen customer security from irresponsible parties gaining access to specific personal data (Alom et al., 2019). These issues have been categorised to be addressed, and they have been discussed to improve people's impressions of the security and privacy of mobile applications in the hospitality business. Furthermore, customers who perceive privacy threats will be unwilling to register and refuse to disclose personal information to the company due to this issue.

Significance of the Study

Hotel Industry

Mobile applications can influence the customer experience in the hotel business. Because of the improved and unmatched comfort throughout their stay, mobile applications play a vital role in attracting new hotel customers and retaining existing ones. Due to the advent of mobile

applications, the quality of the visitor experience has improved dramatically, and the customer database has grown tremendously. The hotel may attract more customer attention and appeal to a bigger audience by establishing a mobile application that makes it easier for hotel customers to access services.

Customers

Mobile applications that offer self-service features and gather customer data can also help to improve hotel staff efficiency. Customers want to be able to choose how they interact with hotel staff and services. For example, many people would prefer to check in on their mobile applications rather than wait in line at the front desk. For customers who want to use their devices to organise their hotel experience, there can be fewer direct interaction points with staff, meaning there is more opportunity to allocate labour to other operational areas. Furthermore, many services that currently require staff to manually complete tasks, such as book reservations and valet requests, can be handled via mobile applications. As already mentioned, data gathered from a customer using the app can also help inform where and when more resources need to be allocated.

Travellers

Many hospitality companies launched mobile applications to reach out to potential customers. For example, Southwest Airlines allows its customers to reserve, change, cancel flights and check in using its mobile application (Southwest Airlines Co., 2015). In the traveller, mobile applications could do much more than simply provide information about specific locations or recommend places and itineraries based on the user's location. Travellers may use their mobile applications to purchase any service, like ordering an airline ticket, a hotel, a cab, or even creating a complete travel plan. Furthermore, carrying a smartphone everywhere is more convenient than carrying a lot of tourist guidebooks, documentation, and plans. Furthermore, the traveller may share their experiences with others regarding the service quality, cost, and experience while using any service, from plane tickets to rail tickets to hotel reservations.

LITERATURE REVIEW

Interactivity

Interactivity defines deals with the influence of engagement, interest, and appeal that may be an intrinsic characteristic in technology-mediated groups (Barreda, 2016). In this definition, interactivity is an essential high-tech capability to establish long-term relationships with its users (Neelotpaul, 2015) and the primary determinant of building an online brand (Voorveld, 2017). It allows reciprocal communication with other systems and users. Interactivity also deals with mobile applications designed as human attempts to structure the environment and create interaction between people. Interactivity also refers to emphasis on application interaction by bringing out user interactions (Sundar, 2010).

Interactivity can also be seen as a two-way communication flow that allows customers to respond, synchronise, and control. Two-way communication is conceptualized as a two-way information flow that allows the customers to respond (Kim, 2016). Interactivity has also been embraced, and scholars in the subject of interaction are very interested in seeing how well customers can participate in real-time changes in shape and content environments (Mollen & Wilson, 2017). Another critical aspect of the interactivity construct is controllability or customer control. Customer input and choice capacity (Yoo, 2015) is conceptualized as the ability of customers to determine the timing, topic, and sequencing of communications (Dholakia, Zhao, Dholakia, & Fortin, 2017).

Functionality

Functionality refers to the extent to which technology or system can aid customers in completing their intended goals (Wong, 2018). The ability of a computer programme or application to do a specific task or the number of operations it can carry out (Collins, 2017). The goal of functional mobile app design is to promote client satisfaction. For example, style and functionality, should ideally work together to make it easy for customers to explore mobile applications and access the most essential functionalities without being distracted by too many options (Ewen, 2019).

Several hotels have adopted a mobile-first strategy. They recognised that mobile applications are an excellent way to encourage potential customers to book rooms, check availability, learn about hotel services, read reviews, browse hotel images, and more (Chiang, 2017). Similarly, mobile applications are a great way to give customers a quick booking experience while keeping them updated about special discounts, events, and other information through regular mobile applications notifications (Jang, 2017). Hotels may also employ mobile applications to market their resorts and services to a far bigger audience in a fun and engaging ways. Customers may enjoy a seamless browsing experience on their smart devices due to the adoption of mobile applications without having to wait for a desktop computer (Linton, 2015).

Perceived Ease of Use

In the sphere of electronic banking, the relevance of perceived utility has long been acknowledged (Guriting and Ndubisi, 2006). Perceived ease of use (PEOU) is considered as the central element of technology adoption and technologythe central element of technology adoption and utilization behaviour. Perceived ease of use (PEOU) could be described as, a point where a person accepts that the application of a detailed system will be liberated of exertion, and simple to comprehend or utilize (Davis, Jen & Hung 2015). The technology acceptance model (TAM) was used to understand consumers' sustainability label usage behaviour for apparel products (Davis et al. 1989). The TAM depicts the relationships between perceived ease of use (PEOU), perceived usefulness (PU), and attitudes with behavioural intention (BI).

In hospitality and tourism information systems research, Perceived ease of use (PEOU) is a critical aspect of technology acceptance and utilisation (Bilgihan, Barreda, Okumus, & Nusair, 2016). PEOU is a widely used concept that refers to a customer's evaluation of the effort required to complete a technological task (Venkatesh, 2017). The desire to utilise mobile applications is positively influenced by perceived ease of use (PEOU) (Okumus & Bilgihan, 2015). PEOU denotes the degree to which customers believe the technology is simple to use, whereas PU denotes the degree to which customers believe the technology is useful (Davis et al. 1989). TAM theorises that PEOU and PU influence the formation of favourable associated with the use of technology, which, when paired with PU, leads to people's enhanced BI to use it. PEOU is also expected to positively influence people's perceptions of the technology's utility (Davis, 1989).

Perceived Security and Privacy

Perceived security and privacy refer to the degree to which users believe that a mobile application platform is secure regarding both financial aspects and personal information (Hartono, Holsapple, Kim, Na & Simpson, 2014). Perceived security and privacy refers to using mobile applications that appear to have specific security and privacy sensitivities to customers, particularly social networks, online banking and data customers (Fife, 2015). Concerning the diversity of definitions, people's perceptions of security and privacy on mobile applications are subjective variables. Hartono, Holsapple, Kim, Na & Simpson (2014) defined the notion of security and privacy as the ability of customers to trust that their data will not be disclosed at will by hotel owners who will take good care of customers' personal information. Perceived

security and privacy should not be taken lightly as it is the perception of customers that should be emphasized towards a hotel when they use mobile applications.

To deliver hospitality services highly, hospitality services companies must track customers' preferences, behaviours, and whereabouts (Kansakar, 2019). Hospitality service companies must ensure that customer data is managed and preserved appropriately to safeguard customers' data from physical, economic, and societal threats. The system that interacts with customers is the most susceptible in a hotel. This technology should ensure that customer interaction are safe and confidential by applying thorough security measures to avoid data leakage and theft (Munir, & Shabani, 2019). This will impact how customers react to perceived security and privacy when using mobile applications (Zhang, 2019).

Research Hypothesis

In this study, the following three hypotheses have been demonstrated based on the objectives of the study:

H_1 There is a positive relationship between interactivity of perceived security and privacy.

H_2 There is a positive relationship between functionality with perceived security and privacy.

H_3 There is a positive relationship between perceived ease to use of perceived security and privacy.

Research Framework

The framework has to identify the factor of perceived security and privacy as the independent variables (IV), such as interactivity, functionality and perceived ease to use and perceived security and privacy as the dependent variable (DV). The framework is used to study the direct effects of the relationship between interactivity, functionality and perceived ease to use.
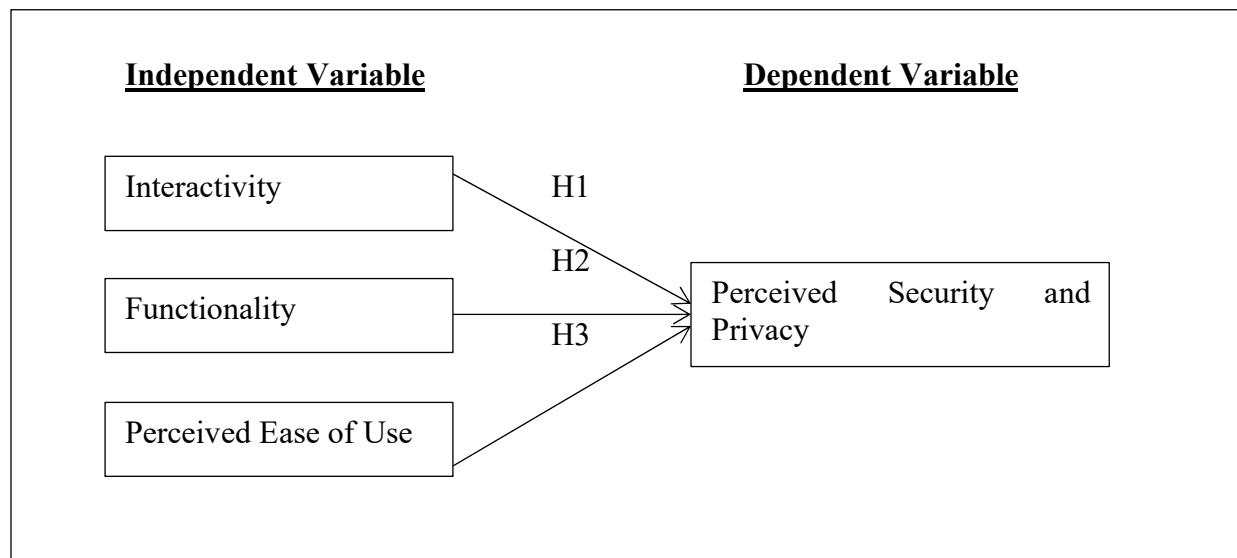
Figure 14: Research Framework

METHODOLOGY

Research Design

The research design refers to the overall strategy utilized to carry out research that defines a concise, and logical plan to tackle established research questions through the collection, interpretation, analysis, and discussion of data. This study focused on descriptive research. This study used the quantitative research to collect data on perceived security and privacy on

interactivity, functionality and perceived ease to use mobile applications. Quantitative research is the process of collecting and analysing numerical data. It can be used to find the patterns and averages, make predictions, test causal relationships and generalize results to broader populations. This is because quantitative research strategy means there will be continuous and distinct numeric data.

Data Collection

Data collection is a method for assembling and measuring data from a variety of sources to obtain comprehensive and accurate data. Data collecting allows an individual or organization to answer relevant questions, evaluate results, and make predictions about future probability and trends. The researchers will conduct and distribute the questionnaire online to students from the course Hospitality, Tourism and Wellness, which are from year 1 until year 4 at University Malaysia Kelantan (UMK).

Sampling

In this research, the researchers selected a non-probability sampling technique, which is snowball sampling. Non-probability is a sampling technique in which the researcher chooses samples from the subjective assessment of the researcher instead of from a random point of view. Snowball sampling is a technique in which samples are taken from a sampling frame.

Data Analysis

The tool used in analyzing the data is a statistical tool, or Statistical Package Social Science (SPSS), programmed version 25 computer software. The SPSS software helps the researcher determine the best statistical technique to use. SPSS data will interpret into statistics such as good percentage and cumulative percentage.

FINDINGS

Result of Frequency Analysis

The table 1 shows the result of frequency analysis.

Table 54: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	151	45.1
Female	184	54.9
Age		
18 – 20 years old	64	19.1
21 – 23 years old	238	70.0
24 – 26 years old	33	9.9
Race		
Malay	144	43.0
Chinese	100	29.9
Indian	86	25.7
Other	5	1.4
Are You a User of Mobile Applications?		
Yes	335	100.0
No	0	0

What Mobile Applications Do You Usually Use To Find A Hotel Online?		
Trivago	112	33.4
Agoda	102	30.4
Bookings	94	28.1
Others	27	8.1
How Do You Check-In The Hotel?		
Mobile apps	142	42.4
Self-check-in	133	39.7
Counter	60	17.9
How Do You Manage Your Online Booking?		
Mobile apps	148	44.2
Self-check-in	90	26.9
Counter	97	29.0

Table 1 shows the frequency analysis characterization of respondents. 151 out of 335 respondents are male, which represents 45.1% of the total the sample, while 184 respondents are female, representing 54.9% of the total sample. There were 64 (19.1%) respondents aged 18 - 20 years old, while the majority of respondents were in the age range of 21 - 23 years old, which are 238 (70.0%) respondents and only 33 (9.9%) respondents were reported in the age of 24 – 26 years old. Next, the majority of respondents are Malay, with 144 (43.0%), followed by Chinese, with 100 (29.9%) respondents. There were also Indian with 86 (25.7%) respondents, and other races, namely Kadazan, Iban, and Sikh, represented 5 (1.4%) of total respondents. Besides, all respondents answered yes, which is 335 (100.0%) respondents to the question you are a user of mobile applications. Next, the majority of respondents who answer this question use Trivago, with 112 (33.4%), followed by Agoda, which is 102 (30.4%) respondents. From mobile applications of Bookings with 94 (28.1%) respondents and others in this part, namely, OYO represented 27 (8.1%) of total respondents. Besides, the majority of respondents in this part use Mobile apps with 142 (42.4%), followed by Self-check-in with 133 (39.7%) respondents, and Counter with 60 (17.9%) respondents. Lastly, the majority of respondents answered this question from the Mobile application with 148 (44.2%), followed by Self-check-in with 90 (26.9%) respondents and Counter with 97 (29.0%) respondents.

Result of Descriptive Analysis

Table 2 below shows the result of the descriptive analysis.

Table 55: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Interactivity	I believe mobile applications can be interactivity to customers in terms of perspective.	5.34	0.969
	I believe interactivity is two-way communication and becomes an important feature of mobile applications.	5.41	0.924
	I am confident that interactive contact can be done either with other customers or with other online organizations.	5.46	0.959
	I am sure that interactivity is also focused on the other consistently which is receiving and	5.36	1.034

	replying to its messages on the mobile applications.		
	I believe interactivity is an important feature for customers in order to help improve their efficiency.	5.44	0.974
	I aware the mobile application is smooth and easy to understand for the customers when interact with others.	5.41	0.940
	I am confident that interactivity can be achieved when they use the mobile application.	5.39	0.925
Functionality	Mobile applications provide information that is simple to understand and use for customers.	5.47	0.921
	The functionality mobile applications help a lot of customer to booking their hotel.	5.46	0.917
	Mobile applications can help customers check in faster and save their time.	5.39	0.915
	Mobile applications fulfil my expectations and meet my requirements.	5.37	0.957
	I am satisfied with mobile applications when I use throughout the trip.	5.42	0.947
Perceived Ease of Use	For me, learning to operate a mobile applications is ease to use.	5.50	0.935
	It would be easy for me to become skilled when using the mobile applications.	5.49	0.909
	I found that mobile applications to do what I want it to do is easy.	5.51	0.875
	By using mobile applications, my interaction would be clear and understandable.	5.41	0.946
	I would found that the mobile applications to be flexible to interact with.	5.55	0.894
	I would find that mobile applications easy to use.	5.47	0.908
Perceived Security and Privacy	I am aware that, the hotel has a clear security policy about "bring your own device" at the hotel.	5.43	0.945
	I have sufficient knowledge about the hotel's security policy regarding corporate communication conducted on mobile applications.	5.54	0.857
	I know that the hotel has implemented appropriate steps to secure mobile applications I use in the hotel.	5.64	0.829
	I am aware that the hotel has a clear policy regarding disaster recovery plan in case I experience security breach on mobile devices I use in the hotel.	5.54	0.904
	I am aware of the hotel's deployed Mobile Device Management that secures, monitors,	5.60	0.899

	manages, and supports the protection of data on mobile applications.		
	I'm aware that the hotel places limitations on corporate data that workers can access on their personal mobile applications.	5.50	0.975
	I'm aware that the hotel has a good handle on enforcing security and privacy measures to access sensitive or confidential data.	5.66	0.904
	I'm aware that security software on all mobile applications used in the hotel is updated on a regular basis.	5.62	0.917

Table 2 shows the descriptive analysis of the individuals' perceived security and privacy of mobile applications in the hospitality industry. The mean range for the interactivity is from 5.34 – 5.46, and the standard deviation is from 0.924 - 1.034. Eight (7) questions were measured with the highest mean of 5.46 agree for question number 3 on the statement 'I am confident that interactive contact can be done either with other customers or with other online organizations'. Meanwhile, the lowest mean with 5.34 was for question number 1, which agrees with the statement that 'I believe mobile applications can be interactivity to customers in terms of perspective'. The mean values for the other five (5) questions for numbers 2, 4, 5, 6 and 7 were 5.41, 5.36, 5.44, 5.41, and 5.39, respectively.

Next, the mean range for the functionality is from 5.37 – 5.47, and the standard deviation is from 0.915 – 0.957. Five (5) questions were measured with the highest mean of 5.47 agree for question number 1 on the statement 'Mobile applications provide information that is simple to understand and use for customers'. Meanwhile, the lowest mean ,5.37 was for question number 4 agrees with the statement that 'Mobile applications fulfil my expectations and meet my requirements. The mean values for the other three (3) questions for numbers 2, 3 and 5 were 5.46, 5.39 and 5.42, respectively.

Besides, the mean range for the perceived ease of use is from 5.41 – 5.55, and the standard deviation is from 0.875 – 0.946. Six (6) questions were measured with the highest mean of 5.55 agree for question number 5 on the statement 'I would found that the mobile applications to be flexible to interact with'. Meanwhile, the lowest mean, with 5.41, was for question number 4, which agrees with the statement that 'By using mobile applications, my interaction would be clear and understandable. The mean values for the other four (4) questions for numbers 1, 2, 3 and 6 were 5.50, 5.49, 5.51, and 5.47, respectively.

Lastly, the mean range for perceived security and privacy is from 5.43 – 5.66, and the standard deviation is from 0.829 – 0.975. Eight (8) questions were measured with the highest mean of 5.66 agree for question number 7 on the statement 'I'm aware that the hotel has a good handle on enforcing security and privacy measures to access sensitive or confidential data'. Meanwhile, the lowest mean, with 5.43, was for question number 1, agreeing with the statement that 'I am aware that the hotel has a clear security policy about "bring your own device" at the hotel'. The mean values for the other six (6) questions for numbers 2, 3, 4, 5, 6 and 8 were 5.54, 5.64, 5.54, 5.60, 5.50 and 5.62, respectively.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis.

Table 56: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Interactivity	7	0.885
Functionality	5	0.836
Perceived Ease of Use	6	0.861
Perceived Security and Privacy	8	0.884

Table 3 shows the reliability analysis of the individuals' perceived security and privacy of mobile applications in the hospitality industry. The Cronbach's Alpha values of the variables questionnaire were above the acceptance level (i.e. 0.70), with the value range between 0.836 - 0.885. The first independent variable, Interactivity, was found to be good reliable (7 items; α = 0.885). The second independent variable, Functionality, showed good reliability (5 items; α = 0.836). The third independent variable, Perceived Ease to Use, showed a good reliability (6 items; α = 0.861) and the dependent variable, Perceived Security and Privacy, was found to be good reliability (8 items; α = 0.884). As a result, the data was considered suitable for further analysis.

Result of Pearson Correlation Analysis

Table 4 below shows the result of Pearson correlation analysis.

Table 57: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported / Not Supported
H_1: There is a positive relationship between interactivity of perceived security and privacy.	0.748	H_1 is supported
H_2: There is a positive relationship between functionality with perceived security and privacy.	0.779	H_2 is supported
H_3: There is a positive relationship between perceived ease to use of perceived security and privacy.	0.790	H3 is supported

Table 4 shows the Pearson correlation analysis of the individuals' perceived security and privacy of mobile applications in the hospitality industry. There is a significant high positive relationship between perceived security and privacy interactivity with 0.748. Next, there is a significantly high positive relationship between the functionality of perceived security and privacy with 0.779. Lastly, there is a significantly high positive relationship between perceived ease of use of perceived security and privacy with 0.790. All the significant positive relationships indicated that respondents are well- accepted the individuals perceived security and privacy of mobile applications in the hospitality industry.

DISCUSSION AND RECOMMENDATION

This study only discusses some factors on the relationship between individual perceived security and privacy of mobile applications in hospitality. Therefore, researchers studied factors such as interactivity, functionality and perceived ease to use. The results of the analysis of the study can show the number of university students who experience using mobile applications while booking their hotel. For suggestions, future studies could use other variables to reduce the problem while booking the hotel. For example, mobile room key. There are a couple of advantages to having a mobile room key. First, the obvious one is the convenience of it. The second, which is less discussed, is the security part of it. Traditional hotel room key cards can be lost and can also be hacked wirelessly, causing security issues for guests. In the case of mobile room keys, even if you lose your phone, it's theoretically more challenging for someone to hack into your phone than a standard room key for an experienced thief. (Terri Miller, 2018).

Future researchers could use this topic to create future studies to show the relationship between interactivity, functionality and perceived ease of use with perceived security and privacy. Researchers hope that future studies will maintain the method in collecting data quantitatively from the intended respondents. This is because researchers have selected the population among university students at UMK as many as 335 students and located in Kelantan. Therefore, the data were collected using an online questionnaire method to prevent the spread of the Covid-19 outbreak. Research done in the future is highly encouraged to use this method because researchers have now successfully conducted this study. Throughout the data collection, the researchers found that respondents were more inclined to fill out online questionnaires than written ones. This is because most researchers only use English and Malay to conduct the questionnaire. In addition, researchers can also use various languages such as Mandarin and Tamil in future questionnaires. This can make it easier for the Chinese and Indians to understand better the questions and not cause stress when answering the questionnaire by the respondents. Indirectly, researchers can further increase the level of foreign languages to make it easier to communicate between races.

CONCLUSION

The primary purpose of this research is to examine the relationship between interactivity, functionality and perceived ease of use with perceived security and privacy. According to the result, interactivity, functionality, and perceived ease of use are independent variables, and it is caused by influences on the dependent variable, which is perceived security and privacy. The Chapter 3 also mentions the total number of 335 respondents administered among the university students in UMK. The population of respondent were focused on students from the faculty of Hospitality, Tourism and Wellness. Next, in Chapter 4 ,the findings of results from the questionnaire survey that analyzed using descriptive and inferential analysis. The data obtained from the questionnaire has been evaluated by a software program using Statistical Package for the Social Science (SPSS). Lastly, Chapter 5 summarises the results based on data analysis. Thus, all hypotheses such as H1, H2, and H3 stated are accepted. In addition, limitations and recommendations when carried out this research also include that can be used for further studies.

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