

# Chapter 18

## Digital Startup Business Model Compliance: Millennial Acceptance of BookTia Platform

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### ABSTRACT

*This study is to reveal the challenges of millennials' preferences and criteria in booking a venue via an online platform. The main target users for this study are the millennials ranging in age from 18 – 40. The dependent variable for this study is user acceptance testing on Booktia. The independent variables for this study are content, navigation, multimedia, and usefulness. The result is very interesting. The finding concluded that user acceptance testing shows a positive relation towards the four independent variables with coefficient value for multimedia of 0.066, content of 0.055, navigation of 0.055, and usefulness of 0.060. All independent variables show a significant result between 0.000 to 0.005. Thus, the result shows the millennials are accepting features and usage of Booktia upon testing it. Implications were drawn in the study, such as the benefits this study will bring to the Booktia platform.*

### INTRODUCTION

Online Booking has emerged in millennials as a new trend of booking nowadays and it is quickly absorbed in their routine life (Sethi, 2020). A huge target population like this can be served easily with the help of providing online services, such as free cash on delivery, online hotel reservations, online airline ticket booking services, online wedding hall bookings and many more services (Makki and Chang, 2014). One of the success factor of software development is to involve end user in the process. (Alvertis et al.,

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2016). User is one the main stakeholders that is vital role in any project because they will be the one that is going to use the platform as a way to build trust to the software or platform provider. According to a study by Papaspyros (2016) mentioned that Software design experience teaches us that it gets more and more expensive to remove conceptual flaws the later the process of software development gets. For that statement will help to ensure BookTia, an online venue booking platform in Brunei to minimize any risk in terms of cost that may have arisen in the future once the platform is fully executed for public use. However, Asia has the largest percentage of internet usage with 50.3% (Statista, 2020). It has long been stated that the Internet, yet, is not used to its full extent as a platform for bookings and recommendations (Klein, Köhne & Öörni, 2004). The once tedious process of actually contacting each accommodation provider to make a reservation for a specific date, making deposits, checking the availability of the venue, and providing proof thereof is now easily performed and managed by a booking platform (Satguru Travel, 2019).

The aim of this research paper is to understand the views on challenges of user when using online platform, to book their venue for their respective venue. The result from this research study will be used in altering any discrepancies that may have been identified by the beta users. Not only that, the finding aims to ensure the platform can be deemed ready to be executed to the public. Moreover, this study therefore has the following objectives: (1) to confirm the system performs business functions as intended in business requirement; (2) to confirm that the system is usable from millennials perspective (operational ease of use); (3) Identify and resolve discrepancies during the UAT process; (4) to certify that the system is deemed ready to be executed for public use.

## **LITERATURE REVIEW**

Sualim *et al* (2016) stated that usability criteria such as efficiency, effectiveness, errors and satisfaction are important criteria in evaluating the user acceptance of a tool. The difference in execution time will differentiate and classify either the best testing tool or not. Based on the evaluation performed in this research, Watir Webdriver is the chosen automated testing tool for web application among the three evaluated tools. The tool is not only has the shortest execution time and excellent test script but also fulfill usability criteria as well. Watir Webdriver shows the efficiency criteria when it has minimum rate of speed to complete task given. Besides, Watir Webdriver also has error criteria with high maximum error rate detected during testing web application. This testing tool also has high satisfaction as it is pleasant to use the tool during testing web application. As a conclusion, with that usability criteria checked and other special features Watir Webdriver is the best choice for tester to perform testing for web application. According to a study conducted by Brooks, Krebs and Paulsen (2014) in their research on User Acceptance Testing (Beta Testing) a requirements analysis tool stated that the new tool was perhaps not quite ready for when conducting user acceptance testing for beta users. Two categories of comments or warnings were still under development. Also, there is a strong suggestion that numbers within the text of requirements sometimes confused the parsing performed by the new tool. The lack and the absence of user documentation making investigators unable to make use of the new tool configuration options. In retrospect, the company should have been informed to this configuration difficulty earlier to provide ample opportunity for detailed documentation or other guidance to be provided. The lesson learned is that it is a vital move for beta-testers to maintain frequent communication with the company or group developing the software to detect any future discrepancies.

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