

## ABSTRACT

*The purpose of this research was determine the factors influencing consumers behavioral intention to use Traveloka mobile application in Indonesia. Model studies of consumer technology, Unified Theory of Acceptance and Understanding of Technology 2 (UTAUT2) consisting of several variables measuring Behavioral Intention including performance expectancy, effort expectancy, price value, facilitating condition, habit, social influence, hedonic motivation and two moderator variables are gender and educational level. The process of data collection used purposive sampling method with 311 total sample of data. The method analysis used in this research is Partial Least Square (PLS) method using the program SmartPLS 2.0. The results showed that variables habit, hedonic motivation, and facilitating condition have a significant relationship with behavioral intention to use mobile application Traveloka. Moderator variables gender and educational level were found to be insignificant moderators except for relationship between gender with habit and educational level with effort expectancy. Practical implication from this research is mobile application developer could have better understanding consumer's preference to use mobile application Traveloka services.*

**Keywords:** *Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), Consumer Behavioral Intention, Mobile Application*