

ABSTRACT

Technological developments in 2014 so quickly and its progress can not fit anymore in the face. This makes users of Internet technology to grow each year and growing, even in the modern era has now become a fundamental requirement and a lifestyle for some people. The development of communication technologies is very fast and thorough has impacted so rapidly in its development and provide opportunities for marketers more extensive and efficient.

The purpose of this study was to determine the factors that determine the use of Internet user's motivation Traveling application and determine any factors that determine the most dominant on the user's internet usage motivation Traveling application.

This study uses a quantitative method. The technique of collecting data using questionnaires distributed to app users Traveling in Indonesia, a total of 100 respondents. The sampling method used non probability by purposive sampling technique. Questionnaire on the validity and reliability. In this study using descriptive analytical and for data analysis using factor analysis with the help of program IBM SPSS Statistics 23 for Windows.

The results showed that factors that have contributed the highest value in determining the motivation of internet use in the user application Traveling are Shopping and factors that have contributed the smallest value is the Social Interaction. Shopping factor has eigenvalue of 12,051 or by 46,351% and Social Interaction factor has eigenvalue of 0,633 or by 2,434%.

Based on the research results, it is recommended to Traveling application in the future provide a clearer information to consumers or users traveling on selection of applications that demand by consumers, it is intended that the service providers can find out what the interests and desires of consumers.

Keywords : *Motivation, Internet, Travelling.*