

ABSTRACT

The transition of online business from website to mobile-app-based business is increasing as the times progress. Thus, Traveloka, one of the largest online travel agents in Indonesia, which initially provided flight ticket and hotel room booking service via a website, began to create a mobile app that can be accessed by using smartphone. The objective of creating the mobile app is to provide convenience to potential buyers with superior and updated features.

The purpose of this study is to analyze the factors in modified UTAUT2 model consisting of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Perceived Security, and Habit which influence consumer behavioral intention in Indonesia in using Traveloka Mobile application.

Quantitative studies with causal types were used in this study. While the Analysis Method using Partial Least Square with the help of SmartPLS 2.0 program. The data used are 103 data from valid respondent who ever used Traveloka mobile app and domiciled in Indonesia collected through online questionnaire consisting of 30 items and 8 constructs using purposive sampling method.

The result shows that factors that influencing the Behavioral Intention on the adoption and use of Traveloka mobile app service in Indonesia sequentially starting from the greatest influence are Habit and Performance Expectancy. Meanwhile, the factor that influences the Use Behavior is Behavioral Intention and the moderate variables of Age Influence Performance Expectancy in Behavioral Intention and Education Level influence Habit on Behavioral Intention.

The implications of this study are expected to help management to know which factors are the consumers preferences in terms of technology that carried by Traveloka mobile app.

Keyword: Mobile Application, Technology Acceptance, UTAUT2, Behavioral Intention