

## **ABSTRACT**

*The services and technology owned by Traveloka have been able to have better value and benefits than services based on the technology of its competitors. Because of business competition, Traveloka should not be careless and must anticipate from the start. This study will observe those who do not use Traveloka.*

*The purpose of this study is to understand the resistance of innovation which has two obstacles in adopting an innovation, namely functional barriers and psychological barriers. Traveloka non-adopters are divided into 3 groups based on the obligation to use innovation. After that, differences in resistance were identified between the groups. This study identified 3 Traveloka non-adopter groups, namely postponers, opponents, and rejectors.*

*Data collection is done by distributing questionnaires online through Google Forms and offline to non-user Traveloka in Indonesia. Data processing is done using SPSS 23 software using discriminant analysis method. From the distributed questionnaire, 212 respondents consisted of 42 postponers, 145 opponents, and 25 rejectors.*

*From the results of this study the most distinguishing variables between the three groups are Usage Barrier and Risk Barrier variables. The three groups differ in their resistance to Traveloka. That way, these groups must be approached with different strategies and different marketing actions. This aims to encourage non-adopters to use Traveloka services.*

*To overcome the obstacles to adoption, Traveloka marketers must apply methods that are in line with the strategy, and actions that are in accordance with the target market of the three groups.*

*Keywords: Discriminant, Resistance, Postponers, Opponents, Rejectors*