

ABSTRACT

The growth of internet users in Indonesia, where in 2021 there will be more than 202.6 million users. Becoming a good market for digital industry players offering their products by the internet, and the online travel agent industry being able to dominate the Indonesian market. Therefore, this study chose PegiPegi.com as the object which is ranked in the top five for the online travel agent website category which was first established on 7 May 2012 under PT. Alternative Media which provides online ticket sales services. Until now, Pegipegi.com has become one of the services with the number of users dominated by Millennials up to 50% and continues to grow by carrying out various innovations to meet the needs of users in Indonesia.

This study aims to analyze the factors that influence consumer behavior interest in using the PegiPegi.com website service in Indonesia by using the modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) model. These factors consist of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Value, Habit and Percieved Security as the main variables and Age and Gender as moderator variables. This study uses a descriptive method to explain customer perceptions of variables and examines the causal relationship between variables based on the hypothesis in the study. Data collection in this study was carried out through the distribution of online questionnaires via Google Form. The number of respondents in this study amounted to 400 respondents who live in Indonesia. The data analysis method used in this research is using Structural Equation Modeling (SEM) with SmartPLS 3.2.9 software.

The results show that there are six factors in the Modified UTAUT 2 model that affect Behavioral Intention in using the Tiket.com website service. The factors from the highest to the lowest effect respectively based on the path coefficient are performance expectations, facilitation conditions, hedonic motivation, price values, habits, and perceived security. Meanwhile, there is one that has a positive effect on Use Behavior, namely Behavioral Intention. In the moderating factor, Age does not moderate the influence of any factors both on Behavioral Intention and Use Behavior, while gender moderation only affects Percieved Security Value on Behavioral Intention and Use Behavior. This model can be used by the PegiPegi.com company to make decisions to maintain user interest in being able to use website services by taking into account the influencing factors and their indicators. In addition, the UTAUT modification model in this study has a strong explanatory power in the Behavioral Intention (88.3%) and Use Behavior (87.8%) factors which are included in the "Fit Model" category, so that further research can use this research. as a reference by conducting research in the field of Online Travel Agent (OTA) with different objects

Keywords : Website, Pegipegi.com, Modified Utaut 2, Online Travel Agent