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The growth of Internet users in Indonesia has increased rapidly in 2015. It became one of the good market for manufacturers to offer their products through the internet, especially through e-commerce. But when compared with countries in Asia Pacific, Indonesia still ranks second to bottom of the use of e-commerce. Research shows that spending online through e-commerce in Indonesia is dominated by tour and travel services, and Traveloka became to be the first ranked in e-commerce and travel tour. Therefore Traveloka chosen as a research object to see how the consumer acceptance of the service.

Through this research will be the analysis of consumers' assessment of Performance Expectancy, Effort Expectancy, Social Factors, Facilitating Condition, Hedonic Motivation, Habit, and Behavioral Intention variables. In addition, this study also evaluates variable moderation Age and Gender in relation to variable exogenous to the endogenous variables.

The method used in this study is Theory of Acceptance and Use of The Technology 2 (UTAUT 2) model with data obtained through the questionnaire to 430 respondents Traveloka users. Data processing is by using SmartPLS 2.0.

Based on the results of data processing, it is known that consumers' assessment of Performance Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Habit, and Behavioral Intention variables show a good perception. While Effort Expectancy variables showed a very good value. On the results of the evaluation of the effect of variable Performance Expectancy, Facilitating Condition, Hedonic Motivation and Habit shown a significant effect on Behavioral Intention. While Social Influence variables proved to have no significant effect on Behavioral Intention. In this study also examined moderating variables Age and gender and found to have no effect on relations with the endogenous and exogenous variable.

Based on the results of this study, to improve consumer intentions to use Traveloka, company should give priority to factors Habit, is consumer habits in making reservations online as well as on other factors such as Performance Expectancy, Effort Expectancy, Facilitating Condition, and Hedonic Motivation.

Key Words: Online Travel Agent, Behavioral Intention, UTAUT2, Technology Acceptance