

ABSTRACT

Online travel sales in the world is raising year by year. In Indonesia, the raise of internet continuously occurred. It create an opportunity for Indonesia's online travel sales. Tiket.com is one of e-travel in Indonesia, it allows users to order their travelling itineraries, such as order tickets, hotel through online. Tiket.com can be accessed through website and mobile application. Nowadays, Tiket.com was successfully downloaded by more than 1.2 million users.

Davis (1989) explained that the acceptance of technology by users was effected by perceived usefulness, perceived ease of use and another external variables. In online transaction, perceived risk is one of factor that really considered by consumers. This research aims to determine the effect of perceived usefulness, perceived ease of use and perceived of risk toward intention to transact on Tiket.com users in Indonesia.

Data was collected though questionnaire as its instrument. Population of this research is the entire of mobile application Tiket.com's users in Indonesia. This research used nonprobability sampling with sampling incidental, the amount of sample for this research were 385 users of mobile application Tiket.com in Indonesia. Data was processed using SPSS 21 and analyzed by multiple regression.

The research determined that perceived usefulness, perceived ease of use and perceived risk simultaneously effected toward intention to transact by 73,9%. Partially, perceived usefulness influenced intention to transact by 20,65%, perceived ease of use influence intention to transact by 14,05%, and perceived risk influenced intention to transact by 39,16%.

Based on the research, e-travel Tiket.com shall increase the ease in order to search hotel, give information room available and seat available in flights and trains. As for next research, shall use another external variables such as trust, online buying anxiety and also use another e-travel.

Keywords : *Perceived Usefulness, Perceived Ease of Use, Perceived Risk, Intention to Transact.*