

ABSTRACT

Tiket.com is an E-commerce created by the company PT. Global Tiket Network, which was founded in November 2011 which focused on creating website services to provide online ticket sales services for all people at that time. During its development, the company Blibli.com acquired Tiket.com to enlarge its business, and is expected to grow exponentially to be able to beat its competitors. Until now, Tiket.com has succeeded in becoming the second most widely used Online Travel Agent (OTA) service in Indonesia because it has succeeded in becoming a travel agent that collaborates with many partnerships.

This study aims to analyze the factors that influence consumer behavior interest in the use of Tiket.com website services in Indonesia 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 Website Quality as the main variables and Age and Gender as moderator variables.

This study uses descriptive methods to explain customer perceptions of variables and examine the causal relationship between variables based on the hypothesis in the study. Data collection in this study was carried out through distributing online questionnaires via Google Form. The number of respondents in this study amounted to 400 respondents who live in Indonesia. The data analysis technique used in this study is to use Structural Equation Modeling (SEM) with SmartPLS 3.2.9 software.

The results show that there are six factors in the UTAUT 2 Modification model that affect Behavioral Intention in using Tiket.com website services. The factors from the highest to the lowest effect based on the path coefficient are Social Influence, Habit, Website Quality, Hedonic Motivation, Price Value, and Performance Expectancy. Meanwhile, there are two positive effects on Use Behavior, namely Behavioral Intention and Habit. In the moderation factor, Gender does not moderate the influence of any factors both on Behavioral Intention and Use Behavior, while Age moderation only affects Price Value on Behavioral Intention. This model can be used by the Tiket.com company to be able to make decisions to maintain user interest in being able to continue using Tiket.com website services by taking into account the factors that are influenced and the indicators. In addition, the UTAUT modification model in this study has strong explanatory power both in the calculation of the Behavioral Intention (68.14%) and Use Behavior (63.97%) factors which are included in the "Large Godness of Fit" category, so for further research. can use this research as a reference by conducting research in the field of Online Travel Agent (OTA) with different objects

Keywords : Modified Utaut 2, Online Travel Agent (OTA), Website, Tiket.com