ABSTRACT

Abstract— Currently, the popularity of booking airline tickets through online platforms is more desirable than buying from travel agents, especially for Indonesian Generation Z, who was born and grew up with technology. However, until now, research related to the adoption of online platforms is still separated between e-commerce and airline applications. Therefore, this study aims to analyze both. In this study, the success of UTAUT 2 in analyzing consumer adoption behavior has resulted. Although the results of respondents said that the adoption value for e-commerce was higher than airline applications, namely 4.38 and 1.62, the results stated that all respondents had used these two types of platforms, although with different frequencies. Furthermore, the descriptive analysis of each instrument shows that for Gen Z, the "Price Value" factor is the most prominent for airline applications, and the "Habit" factor is the most powerful for e-commerce. With these results, it is hoped that the relevant stakeholders can use the results of this study as a reference to improve the quality of their services.