

INTRODUCTION

The development of information technology has made various activities easier to bring us into the digital era as it is now. The use of technology is closely related to the use of the internet, an interactive network that can give users the freedom to give and receive data [1]. Data shows that internet usage from year to year tends to increase; even the number of internet users in Indonesia as of January 2022 has reached 204.7 million people [2]. This shows that the internet greatly facilitates all forms of service and efficiency of various sectors in the world without the obstacles of geographical, space, and time conditions [3].

The company's service improvement can also be marked by the transformation and digitization of its business model. Through technological innovation, companies can carry out digital promotion, marketing, inventory, bookkeeping, and other business services [4]. For example, digital innovation in transportation business services offers convenience for its customers in preparing travel plans to be more efficient. The trend of buying tickets online is now more attractive than buying from travel agents [5]. This way is considered more effective, whereas when visiting a travel agent, consumers are charged additional fees, which seems like the conventional order. Good digital innovation and service will certainly attract customers' desire to make transactions, especially those that have grown and developed in the digital era. Like Generation Z, which is dominated by familiarity or even since childhood, they have been familiar with technology [6], [7]. So, they have an urgency to be more selective in choosing various digital services, including airline ticket booking services [8], [9]. With the age range entering the productive period, Generation Z has a special bond with technology-related activities like this.

The preliminary analysis results in this study found that there are two most popular ways to purchase airline tickets online. The first way is through e-commerce platforms such as Traveloka, tiket.com, pegipegi.com, and others that sell airline tickets from various airlines [10]. Addition, another way is through an application that has been provided by the airline company itself [11].

This ticket booking platform must influence customer behavior in its business process. Several previous studies have discussed the acceptance of technology for platform users. Traveloka has become the most popular to be used as a case study as an e-commerce platform. Most state that the ease of use and usefulness factors influence e-commerce [12],

[13]. On the other hand, for airline application users, the ticket booking application from Garuda Indonesia Airline has also been used as a case study [14]–[16]. However, to date, no studies have attempted to compare user behavior for these two types of platforms. Especially if the user is Generation Z, a generation that grows and develops in the era of digitalization and technological innovation is found and developed. Gen Z can form a unique point of view on both platforms, influencing their perception of adoption. Therefore, this study aims to compare the two platforms' acceptance levels. Through The Extended Unified Theory of Acceptance and Use of Technology (UTAUT 2) model, an analysis of these two types of platforms is carried out. UTAUT 2 was chosen because it is the result of the development of the UTAUT model. UTAUT was previously formed from the development of several factors in the eight previous theories that focused on the firm/organizational perspective, the new factors in UTAUT 2 measure users' level of pleasure, benefits, and habits in using technology. [17]. Meanwhile, UTAUT 2 focuses more on assessing users in a massive market by the existence of Generation Z in Indonesia as the population in this study. Thus, the adoption rate and other factors will be obtained that affect generation Z in making flight ticket purchases via e-commerce platforms or airline application.