

ABSTRACT

This study explores the influence of consumption values on the purchase intention of Generation Z users toward Traveloka in West Java. As digital natives, Gen Z represents Indonesia's largest population group and frequently uses internet-based services, including Online Travel Agencies (OTAs) like Traveloka. The research aims to examine how consumption values relate to Gen Z's decision-making in using such platforms.

A quantitative approach was used, guided by a consumption values framework. The five variables analyzed include benefit value, monetary value, social status value, information value, and preference value. These dimensions reflect common considerations among Gen Z in choosing digital services.

Data were collected through an online survey of 449 respondents, all active Traveloka users for more than six months. A pilot test with 30 participants confirmed the reliability and validity of the instrument. Data analysis was conducted using Structural Equation Modeling with the Partial Least Squares method.

Findings show that all five consumption values positively and significantly affect purchase intention, with benefit and preference values having the strongest relationships. The model accounts for a moderate portion of purchase intention variance among respondents.

This study offers insights into Gen Z's behavior in digital travel platforms and may guide future research or marketing strategies. Further studies could expand the model by including additional factors or comparing across regions and generations.

Keywords: consumption value, purchasing intention, online travel agency, Traveloka, Gen Z.