STUDY OF ONLINE PURCHASING AIRLINE TICKETS ON TRAVELOKA: A PERSPECTIVE OF THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT2) MODEL

By :

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MINOR THESIS

Submitted as One of Requirements to Achieve Bachelor Degree of Accounting

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FACULTY OF ECONOMICS AND BUSINESS

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Minor Thesis entitled:

STUDY OF ONLINE PURCHASING AIRLINE TICKETS ON TRAVELOKA: A PERSPECTIVE OF THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT2) MODEL

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Hereby certify that I am the sole author of minor thesis entitle:

STUDY OF ONLINE PURCHASING AIRLINE TICKETS ON TRAVELOKA: A PERSPECTIVE OF THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT2) MODEL

And this thesis has not previously been submitted for a degree in any other university or institution. Also, this thesis does not infringe upon anyone's copyright nor violate any proprietary rights and that any ideas, techniques, quotations, or any other materials from the work of other people included in my minor thesis, published or otherwise, are fully acknowledged in accordance with the standard referencing practices.

If my statement is proven to be incorrect, I agree to accept existing academic finalities. This statement was made under full awareness and consciousness, to be used when necessary.

Malang, May 31, 2018

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The author realize that this minor thesis has a lot of weaknesses. Therefore, constructive criticism and suggestion are very needed to improve our knowledge in the future. Finally, the writer hopes that this minor thesis can be of much help for many people. Amen.

Malang, July 26th, 2018

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RESUME

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STUDY OF ONLINE PURCHASING AIRLINE TICKETS ON TRAVELOKA: A PERSPECTIVE OF THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT2) MODEL

By: Septi Kartika Jannah

Supervisor: Drs. Imam Subekti, Ak., M.Si., Ph.D.

ABSTRACT

The development of technology has provided many benefits to peoples' life. It changes the way people behave on their daily life. Technology slowly change the culture of people purchasing airline tickets. The use of e-ticketing system has been increasing a lot lately in Indonesia. This research examines the factors influencing customers' intention purchase and actual purchase of e-ticket from Traveloka. In order to do so, a perspective of the unified theory of acceptance and use of technology (UTAUT2) model is used. The researcher uses a quantitative research method and questionnaire as its data collection tools. The respondents of 199 individuals are the students of Universitas Brawijaya, Malang who have an experience on purchasing e-ticket on Traveloka. The data and hypothesis were analyzed using Structural Equation Modelling (SEM) based on Partial Least Square (PLS). These research findings indicate that facilitating condition, hedonic motivation, habit and price value has the most significant influence towards the behavioral intention to purchase e-ticket among other variables. The results also show that age only strengthens the influence of facilitating conditions construct to the behavioral intention. Furthermore, habit and behavioral intention shows a significant influence towards the actual purchase of e-ticket. The research helps to understand the extent of customers' acceptance and use of e-tickets. Therefore, the organization are able to determine what is more valued by customers' when deciding to adopt e-ticket system.

Keywords: **Online Purchasing, E-ticket, The Unified Theory of Acceptance and Use of Technology.**

STUDI PEMBELIAN TIKET PENERBANGAN ONLINE PADA TRAVELOKA: PERSPEKTIF MODEL *UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT2)*

By: Septi Kartika Jannah

Supervisor: Drs. Imam Subekti, Ak., M.Si., Ph.D.

ABSTRAK

Perkembangan teknologi telah memberikan banyak manfaat bagi kehidupan masyarakat. Hal itu mengubah cara orang berperilaku dalam kehidupan sehari-hari mereka. Teknologi perlahan mengubah budaya orang yang membeli tiket pesawat. Penggunaan sistem *e-ticketing* telah meningkat akhir-akhir ini di Indonesia. Penelitian ini menguji faktor-faktor yang mempengaruhi niat pembelian pelanggan dan pembelian *e-ticket* yang sebenarnya dari Traveloka. Untuk melakukannya, perspektif dari model *the unified theory of acceptance and use of technology* (UTAUT2) digunakan. Peneliti menggunakan metode penelitian kuantitatif dan kuesioner sebagai alat pengumpulan datanya. Responden sebanyak 199 individu adalah mahasiswa Universitas Brawijaya, Malang yang memiliki pengalaman dalam membeli *e-ticket* di Traveloka. Data dan hipotesis dianalisis menggunakan *Structural Equation Modeling* (SEM) berdasarkan *Partial Least Square* (PLS). Temuan penelitian ini menunjukkan bahwa kondisi yang memfasilitasi, motivasi hedonis, kebiasaan dan nilai harga memiliki pengaruh paling signifikan terhadap niat perilaku untuk membeli *e-ticket* diantara variabel lainnya. Hasilnya juga menunjukkan bahwa usia hanya memperkuat pengaruh kondisi yang memfasilitasi terhadap niat perilaku. Selain itu, kebiasaan dan niat perilaku menunjukkan pengaruh signifikan terhadap pembelian *e-tiket* yang sebenarnya. Penelitian ini membantu untuk memahami tingkat penerimaan dan penggunaan *e-tiket* oleh pelanggan. Maka dari itu, organisasi dapat menentukan apa yang lebih dihargai oleh pelanggan ketika memutuskan untuk mengadopsi sistem *e-tiket*.

Kata Kunci: ***Online Purchasing, E-ticket, The Unified Theory of Acceptance and Use of Technology.***

APPENDICES

SURVEY QUESTIONNAIRE

Dear Participants,

My name is Septi Kartika Jannah I am an undergraduate student in Faculty of Economics and Business, department of International Accounting. I'm currently doing a research in order to achive a bachelor degree. This questionnaire is my research instrument. This questionnaire aims to find out how performance expectations, business expectations, social influences, conditions that facilitate, hedonism motivation, price value, and habits, on the intention of purchasing electronic ticket (e-ticket) consumers at Traveloka.

To complete this research, researchers need some information from undergraduate students in University of Brawijaya students who have bought tickets online at Traveloka. The answers given by the respondent will not be disseminated and secrecy guaranteed, and only used for the purposes of this study alone. If there is any question about this questionnaire or research, respondents can contact the researcher via email septykartika@gmail.com.

For your attention I thank you.

Respondent Characteristics

1. Age:

   ☐ Less than 20
   ☐ Between 20 and 25
   ☐ More than 25

2. Gender

☐ Male ☐ Female

3. Semester

☐ 1
☐ 3
☐ 5
☐ 7
☐ 9
☐ Other than above

4. Have you ever purchase online airline ticket using Traveloka?

☐ I have ☐ I have not

Research Instructions

Choose one of the most appropriate answers in your opinion by putting a mark (X) on the answer column that suits you.

Description of answer column:

1: Strongly Disagree

2: Disagree

3: Neutral

4: Agree

5: Strongly Agree

Questions	Answers				
	1	2	3	4	5
Performance Expectancy					

Traveloka is very useful in purchasing online airline tickets.					
Traveloka provides important information in the online ticket purchase process					
Traveloka helped me purchase online airline tickets faster.					
Traveloka can increase my productivity					
Effort Expectancy					
E-ticket purchase process at Traveloka is very easy for me to learn					
E-ticketing process in Traveloka is clear and understandable					
E-ticket purchasing process in Traveloka is easy for me to do					
It is easy for me to become skillful when using e-ticket in Traveloka					
Social Influence					
People who are important to me (family, friend or lecturer) think that I should use Traveloka					
People who influence my behaviour (family, friend or lecturer) think that I should use Traveloka					
People whose opinions that I value (family, friend or lecturer) prefer that I should use Traveloka					
Facilitating Conditions					
I have facilities like Laptop / Smart phone to use Traveloka					
I have the necessary knowledge to use Traveloka					
Traveloka is compatible with technology that I use.					
I can get help from others when I have difficulty in using Traveloka					
Hedonic Motivation					
I feel happy to use Traveloka					
I do enjoy using Traveloka					
I feel comforted using Traveloka					
Price Value					
Traveloka offers affordable ticket prices					
Traveloka provides a decent service and compatible for the fees paid					
At current price, Purchasing airline e-ticket in Traveloka provides a good value					

Habit					
The use of Traveloka become a habit for me					
I am addicted to purchase airline e-ticket on Traveloka					
I had to use Traveloka when purchasing airline online ticket					
Use Behavior					
I have been using Traveloka a lot when purchasing e-ticket for the past 8 week.					
I have been using Traveloka to purchase e-ticket regularly in the past 8 week.					
Behavioral Intention					
I intend to use Traveloka to purchase online airline tickets in the future.					
I will always try to use Traveloka when purchasing online airline tickets.					
I plan to continue to use Traveloka frequently to purchase online airline tickets.					
I would like to recommend my friends and family to buy airline tickets through Traveloka.					

KUESIONER PENELITIAN

Responden yang terhormat,

Perkenalkan saya Septi Kartika Jannah mahasiswi S1 Jurusam Akuntansi Program Internasional di Fakultas Ekonomi dan Bisnis Universitas Brawijaya. Saat ini saya sedang melakukan penelitian untuk memenuhi tugas akhir jenjang S1. Kuesioner ini merupakan instrumen penelitian saya. Kuesioner ini bertujuan untuk mengetahui bagaimana harapan kinerja, harapan usaha, pengaruh sosial, kondisi yang memfasilitasi, motivasi hedonisme, nilai harga, dan kebiasaan, terhadap niat pembelian tiket elektronik (e-ticket) konsumen di Traveloka.

Untuk menyelesaikan penelitian ini, peneliti membutuhkan beberapa informasi dari mahasiswa S1 Universitas Brawijaya yang pernah membeli tiket online di Traveloka. Jawaban yang diberikan responden tidak akan disebarluaskan dan dijamin kerahasiaannya, serta hanya digunakan untuk kepentingan penelitian ini saja. Apabila terdapat pertanyaan mengenai kuesioner atau penelitian ini, responden dapat menghubungi peneliti melalui email septykartika@gmail.com.

Atas perhatian saudara/i saya ucapakan Terimakasih.

Karakteristik peserta

5. Umur:

   ☐ < 20 tahun
   ☐ 20 – 25 tahun
   ☐ > 25 tahun

6. Gender

   ☐ Laki-Laki ☐ Perempuan

7. Apakah anda pernah membeli tiket pesawat online menggunakan

Saya
pernah

Traveloka?

☐ ☐ Saya tidak pernah

Instruksi penelitian

Pilih salah satu jawaban yang paling tepat menurut pendapat Anda dengan memberi tanda (X) pada kolom jawaban yang sesuai dengan Anda.

Deskripsi kolom jawaban:

1: Sangat Tidak Setuju

2: tidak setuju

3: Netral

4: Setuju

5: Sangat Setuju

Pertanyaan	Pilihan Jawaban				
	1	2	3	4	5
Harapan Kinerja					
Traveloka sangat berguna bagi saya dalam membeli tiket pesawat online					
Traveloka memberikan informasi penting dalam proses pembelian online tiket					
Traveloka membantu saya membeli tiket pesawat online lebih cepat.					
Traveloka dapat meningkatkan produktifitas saya.					
Harapan Usaha					
Proses Pembelian E-ticket di Traveloka sangat mudah bagi saya untuk dipelajari					
Proses pembelian E-ticketi di Traveloka sudah jelas dan mudah dimengerti					

Proses pembelian E-ticket di Traveloka mudah bagi saya untuk dilakukan					
Mudah bagi saya untuk mahir melakukan pembelian di Traveloka					
Pengaruh Sosial					
Orang yang penting bagi saya (keluarga, teman atau dosen) berpikir bahwa saya harus menggunakan Traveloka					
Orang yang mempengaruhi perilaku saya (keluarga, teman atau dosen) berpikir bahwa saya harus menggunakan Traveloka					
Orang yang pendapatnya saya hargai (keluarga, teman atau dosen) lebih suka menggunakan Traveloka					
Kondisi yang memfasilitasi					
Saya memiliki fasilitas seperti Laptop/Smart phone untuk menggunakan Traveloka					
Saya memiliki pengetahuan yang diperlukan untuk menggunakan Traveloka					
Traveloka sesuai dengan teknologi lain yang saya gunakan.					
Saya bisa mendapatkan bantuan dari orang lain saat saya mengalami kesulitan dalam menggunakan Traveloka					
Motivasi Hedonisme					
Saya merasa senang menggunakan jasa Traveloka					
Saya menikmati menggunakan jasa Traveloka					
Saya merasa terhibur menggunakan jasa Traveloka					
Nilai Herga					
Traveloka menawarkan harga tiket pesawar yang cukup terjangkau					
Traveloka memberikan layanan yang layak dan sepadan untuk biaya yang dibayarkan					
Dengan biaya yang ditawarkan saat ini, Traveloka menyediakan layanan yang baik					
Kebiasaan					
Saya terbiasa menggunakan jasa Traveloka.					
Saya kecanduan membeli tiket pesawat di Traveloka					
Saya harus menggunakan Traveloka saat membeli tiket pesawat online					
Niat Perilaku					

Saya berniat menggunakan Traveloka untuk membeli tiket pesawat online di masa depan.					
Saya akan selalu mencoba menggunakan Traveloka saat membeli tiket pesawat online.					
Saya berencana untuk terus menggunakan Traveloka saat membeli tiket pesawat online.					
Saya ingin merekomendasikan teman dan keluarga saya untuk membeli tiket pesawat melalui Traveloka.					
Perilaku Sebenarnya					
Saya sering menggunakan Traveloka saat membeli tiket pesawat selama 8 minggu terakhir.					
Saya telah menggunakan Traveloka untuk membeli e-ticket secara teratur dalam 8 minggu terakhir.					

ANTI IMAGE MATRIX

Anti-image Matrices																							
		PE1	PE2	PE3	PE4	EE1	EE2	EE3	EE4	SI1	SI2	SI3	FC1	FC2	FC3	HM1	HM2	HM3	PV1	PV2	PV3	HT1	HT2	HT3
Anti-image Covariance	PE1	,341	-,073	-,093	,013	,090	-,012	-,079	-,020	-,047	,019	,036	,034	-,037	,011	,079	,046	-,012	,010	-,017	-,043	-,110	,032	,039
	PE2	-,073	,423	-,121	,023	,016	-,045	,053	,017	-,048	,010	,034	-,125	-,062	,032	-,061	-,023	,107	-,022	-,039	-,007	,023	-,086	,093
	PE3	-,093	-,121	,322	-,110	-,010	,027	-,062	,047	,016	-,001	-,024	,062	,029	-,007	-,008	-,009	-,042	-,074	,073	-,017	,009	,024	-,035
	PE4	,013	,023	-,110	,258	,028	-,045	-,021	,027	,033	-,087	,094	-,024	,049	-,135	-,067	,058	,062	,114	-,092	,027	,064	-,001	-,031
	EE1	,090	,016	-,010	,028	,217	-,104	-,108	-,042	-,045	,016	,007	,044	,054	,013	-,014	,076	,050	,073	,011	-,065	-,082	-,015	,098
	EE2	-,012	-,045	,027	-,045	-,104	,265	-,027	-,048	-,036	,028	-,022	-,010	-,125	,042	,030	,050	-,081	-,037	,079	-,051	-,001	,058	-,055
	EE3	-,079	,053	-,062	-,021	-,108	-,027	,175	-,041	,042	-,010	-,025	-,079	-,029	-,004	,013	-,107	,005	-,052	-,043	,075	,067	-,044	-,026
	EE4	-,020	,017	,047	,027	-,042	-,048	-,041	,400	,066	-,070	,065	-,024	-,009	-,096	-,085	-,034	,043	-,017	-,048	,048	,028	,025	-,046
	SI1	-,047	-,048	,016	,033	-,045	-,036	,042	,066	,145	-,086	-,017	-,042	,049	-,081	-,025	-,043	-,018	-,006	-,015	,042	,064	,000	-,059
	SI2	,019	,010	-,001	-,087	,016	,028	-,010	-,070	-,086	,113	-,088	,028	-,036	,108	,045	,002	-,017	-,036	,029	-,028	-,067	,002	,043
	SI3	,036	,034	-,024	,094	,007	-,022	-,025	,065	-,017	-,088	,263	,003	,009	-,074	-,052	,021	,015	,048	-,046	,018	,027	,013	-,031
	FC1	,034	-,125	,062	-,024	,044	-,010	-,079	-,024	-,042	,028	,003	,570	-,085	-,014	-,029	,028	,023	-,028	-,025	,013	-,070	,088	,002
	FC2	-,037	-,062	,029	,049	,054	-,125	-,029	-,009	,049	-,036	,009	-,085	,509	-,054	-,057	-,003	,057	,071	-,005	-,002	,035	-,046	-,041
	FC3	,011	,032	-,007	-,135	,013	,042	-,004	-,096	-,081	,108	-,074	-,014	-,054	,192	,066	-,011	-,049	-,039	,068	-,054	-,094	,003	,047
	HM1	,079	-,061	-,008	-,067	-,014	,030	,013	-,085	-,025	,045	-,052	-,029	-,057	,066	,270	-,060	-,113	-,010	,029	-,028	-,052	,023	-,039
	HM2	,046	-,023	-,009	,058	,076	,050	-,107	-,034	-,043	,002	,021	,028	-,003	-,011	-,060	,268	-,053	,098	,034	-,075	-,056	,032	,032
	HM3	-,012	,107	-,042	,062	,050	-,081	,005	,043	-,018	-,017	,015	,023	,057	-,049	-,113	-,053	,226	,007	-,060	,014	,034	-,080	,072
	PV1	,010	-,022	-,074	,114	,073	-,037	-,052	-,017	-,006	-,036	,048	-,028	,071	-,039	-,010	,098	,007	,417	-,019	-,076	-,002	-,008	-,008
	PV2	-,017	-,039	,073	-,092	,011	,079	-,043	-,048	-,015	,029	-,046	-,025	-,005	,068	,029	,034	-,060	-,019	,168	-,101	-,024	,003	-,011
	PV3	-,043	-,007	-,017	,027	-,065	-,051	,075	,048	,042	-,028	,018	,013	-,002	-,054	-,028	-,075	,014	-,076	-,101	,126	,052	-,008	-,021
	HT1	-,110	,023	,009	,064	-,082	-,001	,067	,028	,064	-,067	,027	-,070	,035	-,094	-,052	-,056	,034	-,002	-,024	,052	,176	-,080	-,055
	HT2	,032	-,086	,024	-,001	-,015	,058	-,044	,025	,000	,002	,013	,088	-,046	,003	,023	,032	-,080	-,008	,003	-,008	-,080	,204	-,117
	HT3	,039	,093	-,035	-,031	,098	-,055	-,026	-,046	-,059	,043	-,031	,002	-,041	,047	-,039	,032	,072	-,008	-,011	-,021	-,055	-,117	,257
Anti-image Correlation	PE1	,768[a]	-,193	-,282	,043	,331	-,041	-,322	-,055	-,212	,097	,121	,077	-,088	,044	,261	,153	-,043	,028	-,069	-,205	-,449	,122	,132
	PE2	-,193	,693[a]	-,327	,069	,053	-,133	,194	,042	-,194	,046	,103	-,255	-,135	,111	-,182	-,068	,347	-,053	-,146	-,031	,083	-,292	,281
	PE3	-,282	-,327	,808[a]	-,380	-,039	,091	-,263	,132	,076	-,004	-,083	,144	,072	-,028	-,028	-,030	-,156	-,203	,312	-,084	,036	,093	-,122
	PE4	,043	,069	-,380	,525[a]	,120	-,172	-,100	,083	,170	-,507	,361	-,062	,135	-,605	-,253	,221	,257	,349	-,443	,147	,299	-,004	-,119
	EE1	,331	,053	-,039	,120	,553[a]	-,432	-,555	-,143	-,253	,104	,031	,125	,162	,065	-,056	,316	,226	,243	,059	-,394	-,417	-,071	,417
	EE2	-,041	-,133	,091	-,172	-,432	,711[a]	-,127	-,146	-,184	,161	-,083	-,026	-,341	,188	,113	,186	-,332	-,112	,376	-,276	-,007	,251	-,211
	EE3	-,322	,194	-,263	-,100	-,555	-,127	,668[a]	-,155	,266	-,072	-,115	-,249	-,098	-,020	,059	-,492	,023	-,193	-,251	,502	,385	-,233	-,121
	EE4	-,055	,042	,132	,083	-,143	-,146	-,155	,778[a]	,276	-,327	,199	-,050	-,020	-,347	-,258	-,104	,144	-,042	-,185	,214	,107	,088	-,144
	SI1	-,212	-,194	,076	,170	-,253	-,184	,266	,276	,672[a]	-,669	-,089	-,146	,180	-,487	-,128	-,217	-,098	-,023	-,094	,308	,399	,001	-,306

	SI2	,097	,046	-,004	-,507	,104	,161	-,072	-,327	-,669	,537[a]	-,508	,111	-,150	,732	,258	,009	-,108	-,164	,211	-,232	-,475	,010	,254
	SI3	,121	,103	-,083	,361	,031	-,083	-,115	,199	-,089	-,508	,761[a]	,007	,025	-,331	-,194	,078	,060	,146	-,217	,101	,124	,056	-,120
	FC1	,077	-,255	,144	-,062	,125	-,026	-,249	-,050	-,146	,111	,007	,781[a]	-,157	-,042	-,075	,073	,064	-,057	-,081	,047	-,222	,259	,006
	FC2	-,088	-,135	,072	,135	,162	-,341	-,098	-,020	,180	-,150	,025	-,157	,815[a]	-,173	-,153	-,008	,169	,154	-,017	-,009	,116	-,143	-,113
	FC3	,044	,111	-,028	-,605	,065	,188	-,020	-,347	-,487	,732	-,331	-,042	-,173	,518[a]	,292	-,050	-,235	-,140	,379	-,345	-,510	,018	,210
	HM1	,261	-,182	-,028	-,253	-,056	,113	,059	-,258	-,128	,258	-,194	-,075	-,153	,292	,805[a]	-,225	-,457	-,031	,138	-,154	-,240	,097	-,149
	HM2	,153	-,068	-,030	,221	,316	,186	-,492	-,104	-,217	,009	,078	,073	-,008	-,050	-,225	,753[a]	-,216	,294	,158	-,408	-,259	,135	,121
	HM3	-,043	,347	-,156	,257	,226	-,332	,023	,144	-,098	-,108	,060	,064	,169	-,235	-,457	-,216	,733[a]	,023	-,309	,080	,170	-,371	,298
	PV1	,028	-,053	-,203	,349	,243	-,112	-,193	-,042	-,023	-,164	,146	-,057	,154	-,140	-,031	,294	,023	,794[a]	-,073	-,332	-,008	-,028	-,024
	PV2	-,069	-,146	,312	-,443	,059	,376	-,251	-,185	-,094	,211	-,217	-,081	-,017	,379	,138	,158	-,309	-,073	,672[a]	-,694	-,140	,017	-,053
	PV3	-,205	-,031	-,084	,147	-,394	-,276	,502	,214	,308	-,232	,101	,047	-,009	-,345	-,154	-,408	,080	-,332	-,694	,639[a]	,346	-,048	-,115
	HT1	-,449	,083	,036	,299	-,417	-,007	,385	,107	,399	-,475	,124	-,222	,116	-,510	-,240	-,259	,170	-,008	-,140	,346	,605[a]	-,419	-,259
	HT2	,122	-,292	,093	-,004	-,071	,251	-,233	,088	,001	,010	,056	,259	-,143	,018	,097	,135	-,371	-,028	,017	-,048	-,419	,778[a]	-,511
	HT3	,132	,281	-,122	-,119	,417	-,211	-,121	-,144	-,306	,254	-,120	,006	-,113	,210	-,149	,121	,298	-,024	-,053	-,115	-,259	-,511	,718[a]
a. Measures of Sampling Adequacy(MSA)																								

ROTATED COMPONENT MATRIX

Rotated Component Matrix[a]							
	Component						
	1	2	3	4	5	6	7
PE1	,489	,016	,082	,323	-,024	,516	,190
PE2	,621	,127	-,058	,026	-,094	,171	,529
PE3	,322	,175	,179	,117	,056	,740	,083
PE4	,084	,121	,140	,016	,059	,819	,126
EE1	,116	,087	,898	,050	,037	,035	-,014
EE2	,245	,197	,788	-,005	,032	,071	,225
EE3	,024	,102	,677	,204	,121	,438	,181
EE4	-,063	-,042	,626	,228	,244	,272	,244
SI1	,145	,841	,074	,126	,271	,138	,084
SI2	,130	,908	,097	,151	,056	,095	-,002
SI3	,013	,851	,110	,148	,245	,016	-,010
FC1	,024	,015	,194	,014	,128	,212	,794
FC2	,119	-,010	,342	,344	,044	,045	,637
FC3	,037	-,156	,180	,284	,501	,538	,100

HM1	,213	,289	,153	,281	,701	,022	,204
HM2	,152	,234	,096	,197	,779	,101	,102
HM3	,295	,345	,029	,175	,743	,047	-,137
PV1	,776	,108	,129	,168	,064	,096	,002
PV2	,720	,110	,058	,147	,318	,176	,047
PV3	,824	,039	,173	,061	,392	,078	,008
HT1	,069	,119	,154	,791	,261	,103	,083
HT2	,239	,158	,071	,849	,231	,075	-,002
HT3	,125	,203	,066	,796	,108	,140	,144
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.[a]							
a. Rotation converged in 7 iterations.							

TOTAL VARIANCE

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7,914	34,409	34,409	7,914	34,409	34,409	2,902	12,616	12,616
2	2,562	11,139	45,549	2,562	11,139	45,549	2,764	12,018	24,635
3	1,918	8,340	53,889	1,918	8,340	53,889	2,671	11,614	36,248
4	1,644	7,146	61,035	1,644	7,146	61,035	2,656	11,546	47,794
5	1,277	5,553	66,588	1,277	5,553	66,588	2,540	11,042	58,837
6	1,145	4,979	71,567	1,145	4,979	71,567	2,247	9,769	68,606
7	,954	4,148	75,715	,954	4,148	75,715	1,635	7,109	75,715
8	,912	3,965	79,680						
9	,706	3,070	82,750						

10	,650	2,828	85,578							
11	,552	2,402	87,981							
12	,504	2,190	90,171							
13	,438	1,903	92,074							
14	,337	1,464	93,538							
15	,287	1,248	94,786							
16	,281	1,222	96,008							
17	,258	1,120	97,128							
18	,187	,813	97,941							
19	,165	,716	98,657							
20	,114	,498	99,154							
21	,083	,360	99,514							
22	,073	,316	99,830							
23	,039	,170	100,000							
Extraction Method: Principal Component Analysis.										

LOADING FACTOR/CROSS LOADING

	AGE	BI	EE	EE * AGE	FC	FC * AGE	FC * AGE	HM	HM * AGE	HT	HT * AGE	HT * AGE	PE	PE * AGE	PV	PV * AGE	SI	SI * AGE	UB
Age	1	0.0093	-0.0336	-0.2724	0.0058	-0.4929	0.5301	-0.0346	0.1105	-0.0342	-0.5418	0.5039	0.0391	0.2377	-0.0257	0.144	-0.0643	-0.113	0.181

BI1	-0.0515	0.8942	0.3098	-0.092	0.2773	-0.0107	0.0006	0.4959	-0.3151	0.5912	-0.0901	-0.0413	0.4505	0.1474	0.5435	-0.0088	0.4497	-0.1824	0.2798
BI2	0.0975	0.8877	0.3456	-0.173	0.208	-0.1621	0.0986	0.368	-0.2253	0.6539	-0.1976	0.1667	0.3761	0.213	0.5971	0.1615	0.2539	-0.1133	0.2715
BI3	0.0351	0.8274	0.2784	-0.1235	0.1426	-0.2394	0.0558	0.3115	-0.0204	0.5865	-0.1292	0.1316	0.2984	0.1525	0.4422	0.2817	0.2106	0.0072	0.2753
BI4	-0.0487	0.8452	0.3073	-0.1107	0.2782	0.036	-0.0128	0.5368	-0.3411	0.6156	-0.0931	-0.0402	0.4093	0.1572	0.5888	-0.0178	0.4738	-0.2068	0.2622
EE1	-0.0666	0.1089	0.7636	0.3336	0.5136	0.0999	-0.0119	0.4624	0.4599	0.2541	0.3743	0.1408	0.4504	-0.3214	-0.0112	-0.0535	0.1865	0.3816	0.1843
EE1* Age	-0.3908	-0.1277	0.1009	0.9462	0.0283	0.6425	-0.2088	0.1475	0.5462	0.2216	0.8635	-0.3072	0.1349	-0.7537	-0.0463	-0.7411	0.2051	0.2774	-0.0374
EE2	-0.0827	0.3038	0.9202	0.136	0.643	0.2101	-0.1085	0.549	0.0503	0.3299	0.2498	0.0021	0.6378	-0.2136	0.2095	-0.1436	0.3122	0.0625	0.2119
EE2* Age	0.0306	-0.1201	0.0248	0.764	0.0237	-0.0241	0.4042	0.0694	0.6783	0.1226	0.3022	0.2503	0.0173	-0.3493	-0.1661	-0.1737	-0.0274	0.5006	0.1531
EE3	-0.0003	0.418	0.9291	-0.0556	0.7114	0.0317	0.0027	0.5693	-0.1591	0.3864	-0.0235	0.0586	0.6842	0.0859	0.3407	-0.0051	0.3182	-0.0891	0.2813

EE3* Age	0.381	0.0411	-0.0548	0.1371	0.0222	-0.5026	0.8733	-0.0203	0.0094	0.0378	-0.3818	0.6118	0.039	0.1926	-0.0067	0.29	-0.095	0.1782	0.2758
EE4	0.0043	0.2406	0.7648	0.1208	0.5437	-0.0549	0.1051	0.3101	0.195	0.4237	0.0973	0.2636	0.3794	-0.0588	0.2391	0.0908	0.1705	0.2442	0.2025
EE4* Age	-0.0472	-0.0385	0.0716	0.7001	0.0467	0.3985	0.1713	0.1041	0.1871	0.2483	0.4911	-0.0754	0.2189	-0.3955	0.1068	-0.6751	0.2114	-0.0247	0.1278
FC1	-0.0185	0.2844	0.66	-0.0092	0.91001	-0.0352	0.091	0.5099	-0.1328	0.2645	-0.0352	0.0529	0.6524	0.0691	0.3574	0.0236	0.2988	-0.0774	0.1517
FC1* Age	0.4772	0.0708	0.0069	0.0102	0.1023	0.8724	-0.6869	0.0682	0.0028	0.0357	-0.3993	0.6952	0.1533	0.292	0.045	0.2977	-0.106	0.3271	0.2277
FC1* Age	0.4772	0.0708	0.0069	0.0102	0.1023	0.8724	-0.6869	0.0682	0.0028	0.0357	-0.3993	0.6952	0.1533	0.292	0.045	0.2977	-0.106	0.3271	0.2277
FC2	-0.0235	0.2679	0.6342	-0.0235	0.91747	-0.0095	0.0924	0.5212	-0.1644	0.1924	-0.0333	0.0312	0.5538	0.0516	0.2926	-0.0142	0.3153	-0.0662	0.1678
FC2* Age	0.467	0.0047	-0.0012	0.0405	0.0959	0.9438	-0.4906	-0.0222	-0.0173	0.00002	-0.392	0.7147	0.0367	0.4177	-0.0232	0.2852	-0.0932	0.1078	0.348
FC2* Age	0.467	0.0047	-0.0012	0.0405	0.0959	0.9438	-0.4906	-0.0222	-0.0173	0.00002	-0.392	0.7147	0.0367	0.4177	-0.0232	0.2852	-0.0932	0.1078	0.348

FC3	0.0813	0.1107	0.6311	0.156	0.8052	-0.0371	0.0842	0.4543	0.2999	0.1806	0.0897	0.1433	0.4633	-0.1828	0.0239	0.0764	0.2756	0.1999	0.2159
FC3* Age	-0.2513	-0.0845	0.1155	0.6874	0.0504	0.7712	-0.1534	0.1204	0.2871	0.1635	0.6937	-0.2713	0.1241	-0.6185	0.0961	-0.8013	0.1879	0.2219	-0.0485
FC3* Age	-0.2513	-0.0845	0.1155	0.6874	0.0504	0.7712	-0.1534	0.1204	0.2871	0.1635	0.6937	-0.2713	0.1241	-0.6185	0.0961	-0.8013	0.1879	0.2219	-0.0485
HM1	0.1181	0.5048	0.4382	-0.1231	0.4881	-0.2656	0.1982	0.8865	-0.1415	0.3373	-0.2004	0.0951	0.5855	0.2585	0.3169	0.176	0.3276	-0.0777	0.3656
HM1* Age	-0.2713	0.2536	-0.008	-0.4356	0.0558	-0.2075	0.2174	0.0188	-0.8307	-0.0323	-0.3413	0.1283	0.0651	0.5644	0.259	0.4181	0.0084	-0.2482	0.0365
HM2	-0.008	0.4396	0.5657	0.2415	0.5711	0.1867	-0.0155	0.9194	0.0667	0.4293	0.2083	-0.0768	0.6378	-0.1563	0.3531	-0.2864	0.4225	0.0066	0.2938
HM2* Age	0.0968	-0.0945	0.1462	0.3529	0.1026	-0.1133	0.354	0.0015	0.5612	0.0444	0.1962	0.6005	-0.1664	-0.3683	-0.3665	0.2222	-0.0617	0.6233	0.1562
HM3	-0.3976	0.2285	0.4325	0.4089	0.3047	0.4338	-0.3919	0.6664	0.2755	0.3285	0.5998	-0.2752	0.3841	-0.4801	0.0304	-0.3486	0.3811	0.1964	0.2039
HM3* Age	-0.127	-0.2188	0.0293	0.7448	-0.0591	0.2397	0.0242	0.0642	0.8699	0.0642	0.6625	0.0282	-0.0339	-0.6117	-0.2821	-0.2764	0.0119	0.6157	-0.0445

HT1	0.0404	0.6257	0.4233	0.0204	0.3227	0.0292	0.0705	0.2539	-0.2215	0.7802	-0.0779	0.0943	0.428	0.0995	0.6769	-0.0963	0.3371	-0.1652	0.2134
HT1* Age	0.5733	0.0743	0.0776	-0.2847	0.0803	-0.7286	0.8299	-0.0701	-0.0535	0.027	-0.5701	0.9665	-0.0608	0.4363	-0.1219	0.5942	-0.1532	0.2457	0.3247
HT1* Age	0.5733	0.0743	0.0776	-0.2847	0.0803	-0.7286	0.8299	-0.0701	-0.0535	0.027	-0.5701	0.9665	-0.0608	0.4363	-0.1219	0.5942	-0.1532	0.2457	0.3247
HT2	-0.1002	0.374	0.3042	0.4255	0.1346	0.1643	-0.0419	0.3896	0.3978	0.7727	0.4164	0.0392	0.2369	-0.3421	0.1174	-0.2047	0.3501	0.2667	0.2909
HT2* Age	-0.366	-0.1422	0.2052	0.7889	0.0373	0.5591	-0.1748	0.1174	0.6319	0.2026	0.915	-0.0021	0.0066	-0.7139	-0.208	-0.5157	0.1506	0.4988	0.001
HT2* Age	-0.366	-0.1422	0.2052	0.7889	0.0373	0.5591	-0.1748	0.1174	0.6319	0.2026	0.915	-0.0021	0.0066	-0.7139	-0.208	-0.5157	0.1506	0.4988	0.001
HT3	-0.0444	0.6959	0.3147	0.1746	0.1453	0.0757	-0.034	0.4363	0.0695	0.9217	0.1379	-0.0031	0.3897	-0.0927	0.4117	-0.1338	0.4688	0.0469	0.3295
HT3* Age	0.0609	-0.0052	0.1592	0.2896	0.03	-0.1141	0.2873	0.0389	0.3956	0.0918	0.3124	0.6344	-0.0974	-0.2564	-0.223	0.1487	0.0263	0.5815	0.1068
HT3* Age	0.0609	-0.0052	0.1592	0.2896	0.03	-0.1141	0.2873	0.0389	0.3956	0.0918	0.3124	0.6344	-0.0974	-0.2564	-0.223	0.1487	0.0263	0.5815	0.1068

PE1	0.1139	0.4726	0.6036	0.1122	0.5963	-0.0709	0.159	0.5724	-0.1054	0.448	-0.0526	-0.0049	0.9112	0.0915	0.4242	-0.1395	0.3727	-0.2076	0.2636
PE1* Age	0.076	0.077	0.1544	-0.2317	0.1065	-0.5126	0.5133	-0.0278	-0.1441	-0.0354	-0.264	0.7866	-0.0985	0.3306	-0.1531	0.6043	-0.1467	0.4711	0.1808
PE2	-0.0152	0.2437	0.6483	0.3297	0.6032	0.1851	-0.034	0.5783	0.233	0.4017	0.2861	-0.1348	0.7917	-0.1998	0.3253	-0.3225	0.3289	0.0098	0.1399
PE2* Age	-0.2246	-0.1291	0.1354	0.4429	0.0693	0.0597	0.0663	-0.0127	0.4819	0.0277	0.4386	0.3698	-0.1776	-0.5587	-0.3364	0.0976	-0.038	0.7151	0.0174
PE3	-0.0463	0.3343	0.4293	-0.1033	0.4145	-0.0471	0.0063	0.519	-0.2519	0.2314	-0.059	-0.1038	0.7815	0.2065	0.3625	-0.0479	0.3852	-0.146	0.2632
PE3* Age	-0.0226	0.0683	-0.0896	-0.3163	0.0069	-0.6324	0.4748	-0.0906	-0.3349	-0.121	-0.467	0.4225	-0.0774	0.6223	-0.0601	0.738	-0.1284	0.0076	0.1695
PV2	0.0285	0.5998	0.2913	-0.0311	0.3017	0.0493	0.0527	0.3121	-0.3206	0.5271	-0.1117	-0.0912	0.4419	0.1746	0.9588	-0.133	0.2766	-0.2721	0.1294
PV2* Age	0.2694	0.1015	0.0223	-0.6031	0.0664	-0.8027	0.5097	-0.12	-0.2434	-0.1173	-0.6693	0.7109	-0.1641	0.5613	-0.1406	0.9461	-0.2074	0.1232	0.1698
PV3	-0.0768	0.6124	0.2477	-0.1438	0.2372	0.0342	-0.0604	0.3038	-0.364	0.4652	-0.1273	-0.2274	0.4279	0.2025	0.9605	-0.0392	0.2007	-0.3102	-0.0335

PV3*Age	0.024	0.1183	-0.0755	-0.6449	-0.0107	-0.687	0.2455	-0.103	-0.3592	-0.1922	-0.6139	0.3575	-0.1808	0.5853	-0.0375	0.9606	-0.2038	0.0083	0.004
SI1	-0.00002	0.3526	0.2525	0.2344	0.3034	0.1743	-0.0673	0.4139	0.1275	0.4142	0.2218	-0.1148	0.4154	-0.1268	0.1972	-0.2669	0.9195	-0.0287	0.183
SI1*Age	-0.2572	-0.1422	0.1087	0.3387	0.021	-0.0697	0.1865	-0.0128	0.4317	0.0227	0.3583	0.4331	-0.189	-0.3505	-0.3584	0.1615	-0.066	0.9057	0.0445
SI2	-0.1126	0.4348	0.2892	0.0305	0.2982	0.207	-0.1386	0.3832	-0.2241	0.4487	0.1101	-0.1332	0.4125	-0.008	0.29	-0.1895	0.932	-0.1967	0.1914
SI2*Age	0.3612	-0.0377	-0.0238	-0.0934	-0.0106	-0.6631	0.6219	-0.0604	0.3064	-0.0471	-0.3847	0.6479	-0.1362	0.2386	-0.2264	0.5389	-0.2281	0.6369	0.1702
SI3	-0.051	0.3057	0.3143	0.1776	0.3366	0.1791	-0.1293	0.4128	0.133	0.4336	0.2096	-0.0812	0.3651	-0.198	0.1763	-0.131	0.902	-0.0026	0.1965
SI3*Age	-0.0609	-0.1387	0.0709	0.426	-0.0241	0.1664	0.0196	0.0466	0.6067	0.0542	0.3784	0.1279	-0.0966	-0.4998	-0.1796	-0.1829	-0.0626	0.9029	-0.0855
UB1	0.1714	0.2998	0.3021	0.1195	0.2357	-0.1464	0.3121	0.3771	0.0788	0.3414	-0.0637	0.2524	0.3234	0.1041	0.0719	0.0075	0.1946	0.0274	0.9686
UB2	0.1791	0.3095	0.2163	-0.0615	0.1442	-0.219	0.3229	0.3172	-0.0984	0.3059	-0.1979	0.3411	0.2154	0.2183	0.0228	0.1574	0.2057	-0.0217	0.9674

CHAPTER I

INTRODUCTION

1.1 Background

The rapid developments of Information Technology (IT) increases the ease of activity which makes everything progressed faster. The development of IT increases the development of Internet. The internet has become integral part of life for most people in the world. According to *Asosiasi Penyelenggara Jasa Internet Indonesia* (APJII) on 2017, there are 143.26 million internet users in Indonesia which surpass half of the population itself (idEA, 2017). Using internet, people are no longer have difficulty in obtaining any information to support their activities. In the business aspect, internet is mostly used for electronic commerce. E-commerce is a process of buying and selling products electronically done users from company to company using computer as an intermediary of business transactions. In Indonesia, most of online users have experience of e-commerce. The growth of e-commerce in Indonesia is not something that we need to be worry about. The growth of e-commerce is supported by data from the Minister of Communication and Information which states that the value of e-commerce transactions in 2013 reached Rp130 trillion (Mahatma in buattokoonline, 2016).

Internet slowly began to change the culture of people purchasing airline tickets from traditional into modern (Kinanti and Baridwan, 2013). Online airline ticket system is supposed to provide an easier buying and booking service of airline tickets. E-ticketing is a process of booking ticket that can be done online by connecting through the available website so that the e-commerce process runs completely (Kinanti and Baridwan, 2013). IATA (International Air Transportation Association) survey results in 2007 mentioned that, the infiltration of e-ticket use in all airlines reached 80% in Indonesia. Alexandre De Juniac, the CEO of International

Air Transportation Association (IATA) stated that the demand of Airline passenger in the world doubles from 2016 (IATA, 2016).

E-tickets can be booked from its airline website or Online Travel Agent (OTA). The increase number of users making online transaction by online travel agent leads many travel starts to implement the technology. In Indonesia, there are many famous OTA such as Tiket.com, Pegipegi.com, Traveloka.com, Nusatrip.com and Utiket.com. Based on Similarweb, Traveloka is leading on the website popularity compare to other OTA, it is also ranked 37th on Top website in all categories and ranked 1st in travel categories (Similarweb, 2018). Traveloka.com is an internet company that provides online ticket booking service, pioneered starting March 2012. The price displayed on the Traveloka website has been processed from the network of its official sources. As Indonesia's leading online travel agent, Traveloka has shown a remarkable growth in the last few years. In 2014, comScore an analysis market and data provider from United States confirmed that Traveloka is ranked first for flight search and booking service, outside the official website of each airline. Recently, on March 2017, Traveloka also achieved a Gold Champion in OTA category (Traveloka press, 2017).

The growth of Information technology, e-commerce and e-ticket, attracts the writer to investigate customers' attitude toward their online purchasing decision. The previous research regarding the acceptance and/or use of IT, e-commerce and e-ticket by individuals have been done by using various theoretical models. Technology Acceptance Model (TAM) (Davis, 1989), the theory of planned behavior (TPB) (Schifter & Ajzen, 1985), and the unified theory of acceptance and use of technology (UTAUT) (Venkatesh, Morris, Davis, & Davis, 2003). Those models have been applied to explained user's attitude (intention to use the technology in the future and its actual use in the past).

This study is based on a new model called UTAUT2, the formulation of online purchase intentions and actual online purchases (Venkatesh, Thong, and Xu, 2012). UTAUT2 is the

extended version of the original UTAUT, therefore it has some advances from the original UTAUT model to explain the intention to use and the actual use of e-commerce website technology. UTAUT2 has several determinants that help to measure customer acceptance and use, thus are performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value and habit (Venkatesh et al., 2012).

Performance expectancy is where a consumer uses a technology and get the benefits while performing certain activities (Venkatesh et al., 2012). The performance expectancy construct has been the strongest predictor of intention to use (Venkatesh et al., 2003). Effort expectancy is defined as the degree of ease associates with customers' use in technology (Venkatesh et al., 2012). In the other hand, social influence is consumers perceive that important others like family or friends believe that they should use a particular technology (Venkatesh et al., 2012). Facilitating condition defines as the customers' perception towards required resources and support in order to perform a behavior Brown & Venkatesh, 2005; Venkatesh et al., 2003)". While Hedonic Motivation defines as the enjoyment and pleasure that customer get from using the technology (Venkatesh el al., 2012), this factor has been known as "perceived enjoyment". The perceived value of a product is determined from the comparison between its monetary cost or price and its perceived value to the purchaser (Wen, 2012). The third new construct incorporated in the UTAUT2 is "consumer habit". it is the extent to which people tend to perform behaviors automatically because of learning" (Limayem, Hirt and Cheung, 2007).

Even though UTAUT2 is a new theory, all of the variables have been discussed by many researches in the previous years, regarding their influence on costumers' attitude in using technology (Miladinovic and Xiang, 2016; Zhou, Lu and Wang, 2010; Dodds, Monroe and Grewal, 1991; Im, Hong and Kang, 2011; Brown & Venkatesh, 2005; Limayem et al., 2007). After learning about the increased number of people who buy e-ticket through online travel

agent and how massive Traveloka grows. The researcher is interested in conducting a research in order to learn more about the reason of customer purchase airline e-tickets on online travel agent specifically on Traveloka. In order to do that, researcher use the unified theory of acceptance and use of technology (UTAUT2) as a determinant of customer's attitude to purchase airline e-ticketing on Traveloka among the students at the Universitas Brawijaya, Malang.

1.2 Research Questions

Based on the previous discussion, the research questions are;

1. Does Performance Expectancy influence the customers' actual purchasing E-ticket on Traveloka?
2. Does Effort Expectancy influence the customers' intention on purchasing E-ticket on Traveloka?
3. Does Social Influence affecting the costumers' intention on purchasing E-ticket on Traveloka?
4. Does Facilitating Conditions influence the costumers' intention on purchasing E-ticket on Traveloka?
5. Does Facilitating Conditions influence the costumers' actual purchase of E-ticket on Traveloka?
6. Does Hedonic Motivation influence the costumers' intention on purchasing E-ticket on Traveloka?
7. Does Price Value influence the costumers' intention on purchasing E-ticket on Traveloka?
8. Does Habit influence the costumers' intention on purchasing E-ticket on Traveloka?
9. Does Habit influence the costumers' actual purchase of E-ticket on Traveloka?

10. Does Customers' Intention influence the costumers' actual purchase of E-ticket on Traveloka?

1.3 Research Objective

The objective of the study is:

1. To examine the influence of Performance Expectancy on the customers' actual purchase of E-ticket on Traveloka.
2. To examine the influence of Effort Expectancy on the costumers' intention purchasing E-ticket on Traveloka.
3. To examine the influence of Social Influence on the costumers' intention purchasing E-ticket on Traveloka.
4. To examine the influence of Facilitating Condition on the costumers' intention purchasing E-ticket on Traveloka.
5. To examine the influence of Facilitating Condition on the customers' actual purchase of E-ticket on Traveloka.
6. To examine the influence of Hedonic Motivation on the costumers' intention purchasing E-ticket on Traveloka.
7. To examine the influence of Price Value on the costumers' intention purchasing E-ticket on Traveloka.
8. To examine the influence of Habit on the costumers' intention purchasing E-ticket on Traveloka.
9. To examine the influence of Habit on the customers' actual purchase of E-ticket on Traveloka.
10. To examine the influence of customers' intention on the customers' actual purchase of E-ticket on Traveloka.

1.4 Research Contribution

The result of the research is expected to give such as follows;

1. Theoretical Contribution

   The study gives an empirical evidence to develop the Unified Theory of Acceptance and Use of Technology (UTAUT2) model because this study includes variables Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit as factors affecting the Customers' Intention to purchase online airline tickets, and the influence of Facilitating Conditions, Habit and Customers' Intention to the actual purchase of E-ticket. Furthermore, the result can be used as reference for the next research for people to studying about e-ticketing, especially about customers' perception regarding their attitude towards purchase intention.

2. Practical Contribution

   The result of the study may be used for Traveloka or any other Online Travel Agent to understand the factors that influence costumers' attitude in purchasing e-ticket and as reference for further research on problems related to the costumers' intention in using e- ticket.

1.5 Systematic Organization of the Minor Thesis

As a general overview and to facilitate the discussion and review which provide more detailed description and direction, therefore this thesis is organized into five chapters, as follows:

CHAPTER I : INTRODUCTION

The first chapter explains the background, questions, objective, contribution and systematic discussion of the research.

CHAPTER II **: LITERATURE REVIEW**

The second chapter identifies the literature of accounting information system and definition of variables.

CHAPTER III **: RESEARCH METHOD**

The third chapter explains the methods of study that include type of study, data collection, population and sample, research variable and measurement, hypothesis development, data analysis method, and analysis technique.

CHAPTER IV **: FINDINGS AND DISCUSSIONS**

The fourth chapter explains the analysis on data and the obtained empirical study.

CHAPTER V **: CONCLUSION AND RECOMMENDATION**

The last chapter explains the enclosing of study consisting of conclusion of the research, limitation, and implication for future studies.

CHAPTER II

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 E-ticketing

The development of Information system changes the culture of people doing their activities such purchasing and storing stuffs. In Travel industry, people start to purchase their tickets online in order to provide a fast and accurate ticketing process. Online ticketing has become popular these days because it allows customers to purchase and storage their tickets whenever and wherever they want. Thus, help customers to save their money, time, and energy when they using online ticketing. Based on survey from IATA, 88% traveler tends to use e-ticket when they are travelling. E-ticket can be used for flight, cinemas, bus, train and any others that require ticket to get the service.

2.1.1 The Benefits of E-ticketing

Electronic ticketing offered many benefits for its user. In general, the benefit of e-ticketing system is about the effectiveness and efficiency for both customers and companies. For customers, e-ticketing served a beneficial and efficient service. As for companies, e-ticketing can help to minimize a cost and to improve customer convenience. The additional benefit from using e-ticketing is environment friendly. A survey from IATA stated that using e-ticket can save around 50,000 trees a year.

2.1.2 The limitation of E-ticketing

Beside of its benefits, electronic ticketing has some limitation for its system. The lack of knowledge about e-ticketing can make it is hard to use e-ticketing. Some also prefer go to a travel company or airline branch than using e-ticket because they assume that e-ticket have a high risk of a mistake (Sari, 2013). Customers are still doubt about the security of online transactions and payments (Renny, Guritno and Siringoringo, 2012).

2.2 E-commerce

The development of technology and the internet has provoked the business industry to develop its system in order to facilitate the consumer to do business activity. Many companies realize that implementing information technology to their system will bring much advantages both income and performance. Hence. many companies that take advantage of these opportunities to sell their products and services such as clothing products, beauty products, used goods, and others using IT. The customer also gets many benefits from doing an online transaction, such comparison between the products saving their money, time and energy. Online transaction better known as e-commerce.

E-commerce is a part of electronic business which done by using electronic transmission. E-Commerce means that companies offer to facilitate the sale of products and services or making transactions by online. People addicted to do online shopping because of it efficiency and effectiveness provide. The process of e-commerce which require customers to provide their private information such as email address, credit card number, billing and shipping address, leads some customers to concern about the transparency of its e-commerce.

2.2.1 Type of E-commerce

Electronic commerce is divided into three types. The relationship of online commerce transaction based on Nemat (2011) are:

1. Business-to-Business (B2B)

   Business-to-Business is a transaction between business, such as Factory-to-wholesaler or wholesaler-to-retailer. The amount of transaction in B2B is slightly higher than business-to-customer (B3C) as the supply chain of B2B is more on raw material or sub component while B2C on finished products. It is useful for communication and collaboration process between the employees.

2. Business-to-customer (B2C)

   B2C defines as the activity of business serving the customer with its product or services. It applies to any business or organization that sells its products or service to consumers over the internet for its own use. It has similar purpose as B2B however B2C is expected to help to communication between sellers and customers. Traveloka is one of the example of B2C.

3. Customer-to-customer (C2C)

   Also called as citizen-to-citizen it is an e-commerce activity that facilitated the transaction between customers via third party, electronically. The third party tend to charge additional fees to who want to sell their product to other customer. C2C is expected to grow in the future because of the lower cost occur.

4. Customer-to-business (C2B)

It defines as e-commerce models which a consumer, individually offer products or services to companies and getting paid for.

5. Business-to-government (B2G)

   B2G is a derivation of B2B and frequently referred as "public sector marketing" which covers marketing product and services to government.

2.2.2 The Benefit of E-commerce

E-commerce obviously can give an opportunity for business people because it can save some money (Turban, King, Lee, Liang and Turban, 2015). E-commerce gives advantages to its customer, as it can be used anytime and anywhere, have many comparisons on products, and convenience. It also gives a benefit to its organization, it can easily locate customers and suppliers, the organization can minimize the delays.

2.3 E-ticketing System on Traveloka

The growing of Online Travel Agent in Indonesia, lead many travel agents become more competitive on doing it business. Traveloka as one of the biggest OTA in Indonesia is a startup company that established in 2012 is online ticket sales using e-commerce business model. Traveloka uses Business-to-consumer (B2C) method which make airline tickets and hotel reservations become easier. Traveloka was founded by Ferry Unardi, Derianto Kusuma and Albert. The establishment of Traveloka originated from the personal experience of Ferry Unardi, he finds difficulty in finding airplane ticket from Indianapolis, United States to Padang, Indonesia. He thought it was a great business opportunity, which leads him to open a business that can provide ease of travel that suits the needs of consumers, who are

assisted by his two colleagues while working at Microsoft, Derianto Kusuma and Albert.

At first Traveloka was an airline price search engine it was supposed to compare the price of the tickets from other sites. In the middle of 2013, Traveloka then changes into an airline ticket reservation site, where the costumer can place an order from its official website. In July 2014, adding an innovation to its website, which made hotel booking services are available on Traveloka website. Later on August, Traveloka launched its mobile application. In the following year, Traveloka release a feature called Traveloka Quick which enabled users to book either flight or hotel in less than a minute. In the same year, Traveloka partnered with Cyber Source, a Visa Inc. in order to ensure online payment reliability and security. On 2016, Traveloka launched "Reschedule" "Price Alerts" features to make customer easier to use Traveloka. In the following year, Traveloka launched train e-ticket booking service and flight and hotel package booking service for Indonesia market (Traveloka Press, 2017). Currently, Traveloka serves ticket bookings from 17 airlines including Garuda Indonesia, Citilink, Lion Air, Air Asia, Sriwijaya Air, Batik Air, Wings Air, Kalstar, Jetstar, etc. for more than 5,769 routes in Asia-Pacific. Traveloka was launched as an airline ticket search site from standard to premium rates and continues to improve its comprehensive services to include direct ticket bookings (Prakoso, 2015).

As Indonesia's leading online travel agent, Traveloka has shown a remarkable growth in the last few years. On 2014, comScore an analysis market and data provider from United States confirmed that Traveloka is ranked first for flight search and booking service, outside the official website of each airline. Even

tough Online Travel Agencies in Indonesia still relatively small, however the users are growing steadily as 10 percent of total airline ticket sales in 2013 are done by online. The prestigious national award, Top Brand Award awarded Traveloka as Top Online Airline Booking Site in 2015 and 2016. Referring to the description of the travel industry, Euromonitor said that the growth of mobile application users and the number of Internet data packet customers is also the reason of the rapid penetration of mobile transactions, which is also utilized by Traveloka's competitor such as Tiket.com, Pegi-Pegi and utiket.com. Traveloka growth are reported 17.7% monthly for tickets sold from January to June 2014, and an increase in the number of booked tickets by 16.2% for the same period. This is higher than expectation of 15% set at the beginning of 2014. Recently on March 2017, Traveloka also achieved a Gold Champion in OTA category. Traveloka also ranked 37th on Top website in all categories and ranked 1st in travel categories (Similarweb, 2017).

2.4 Unified Theory of Acceptance Use of Technology (UTAUT2)

Unified Theory of Acceptance Use of Technology (UTAUT) was introduced by Venkatesh, Morris, Davis and Davis in 2003 and later to be extended by Venkatesh, Thong and Xu in 2012. The model is developed by TRA, TAM, TPB, TAM and TPB, Motivational Model, Model of PC Utilization, Innovation Diffusion Theory and Social Cognitive Theory. Unified Theory of Acceptance Use of Technology (UTAUT) emerged with the aim of reviewing and discussing the literature of adoption of new information technology from the main existing models, compare them empirically, formulating a unified model and validating it empirically. The model state several factors that influence the intention and acceptance in using technology system. UTAUT explained that performance

expectancy, effort expectancy, and social influence affect the behavioral intention to use a technology, and the behavioral intention and facilitating conditions influence the actual use of technology. Hence, UTAUT2 integrates three new constructs and relationships also redefines the seven constructs from the consumer perspective, including performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value and habit (Venkatesh et al., 2012). Even though UTAUT 2 is a new theory, many researchers have taken an interest to use both theories on their research. Internet banking (Im, Hong and Kang, 2011; Riffai, Grant and Edgar, 2012), E-government (Dasgupta and Gupta, 2008), Mobile banking (Zhou, Lu and Wang, 2010) and Mobile Shopping Fashion apps in Sweden (Miladinovic and Xiang, 2016). UTAUT theory is the most comprehensive model among the others. It is stated that among the others theory, UTAUT can explain 70% more accurate than the others (Arief, 2014).

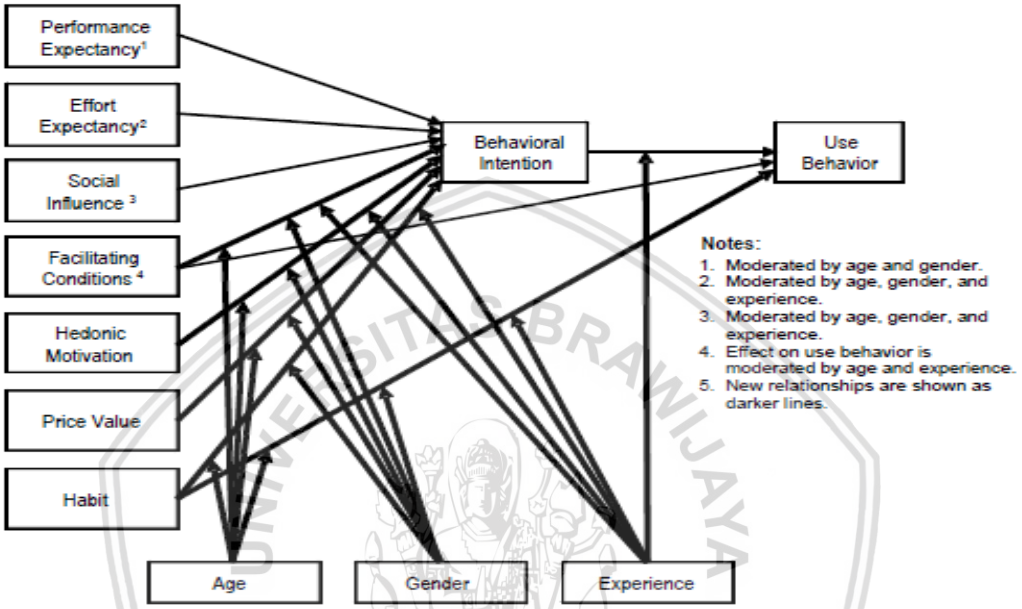
The original UTAUT state that the performance expectancy, effort expectancy, social influence, facilitating conditions and behavioral intention influence the actual use of technology (Venkatesh et al., 2003). Based on the review and synthesis of previous technology acceptance theories, four constructs are theorized and validated as significant determinants of predicting technology acceptance behavior in the UTAUT. Furthermore, the UTAUT2 integrates the three new constructs: Hedonic motivation, Price value and habit. The additional three factors are to strengthen the customer perception instead of the employees of an organization (Venkatesh et al., 2012). First, an approach that emphasizes the importance of utilitarian value (extrinsic motivation). The construct tied to utility, namely performance expectancy, has consistently been shown to be the strongest

predictor of behavioral intention (Venkatesh et al., 2003). Complementing this perspective from motivation theory is intrinsic or hedonic motivation. Hedonic motivation has been included as a key predictor in much consumer behavior research (Holbrook and Hirschman, 1982) and prior IS research in the consumer technology use context (Brown and Venkatesh, 2005). Second, from the perspective of effort expectancy, in organizational settings, employees assess time and effort in forming views about the overall effort associated with the acceptance and use of technologies. In a consumer technology use context, price is also an important factor as, unlike workplace technologies, consumers have to bear the costs associated with the purchase of devices and services. Consistent with this argument, much consumer behavior research has included constructs related to cost to explain consumers' actions (Dodds et al. 1991). Finally, UTAUT and related models hinge on intentionality as a key underlying theoretical mechanism that drives behavior. Many, including detractors of this class of models, have argued that the inclusion of additional theoretical mechanisms is important. In a use, rather than initial acceptance, context habit has been shown to be a critical factor predicting technology use (e.g., Kim and Malhotra 2005; Kim, Malhotra and Narashiman 2005; Limayem et al. 2007). Based on the above gaps in UTAUT and the associated theoretical explanation provided, the theory integrates hedonic motivation, price value, and habit in order to tailor it to the consumer technology use context. The researcher uses UTAUT2 because it provides an explanations regarding the acceptance and use of information technology by customers (Venkatesh et al., 2012). Even though those four variables are introduced in original UTAUT, the

researcher chooses UTAUT2 because it specifically explained from a customers' perspective.

Figure 2.1

The Unified Theory of User Acceptance and Use of Technology



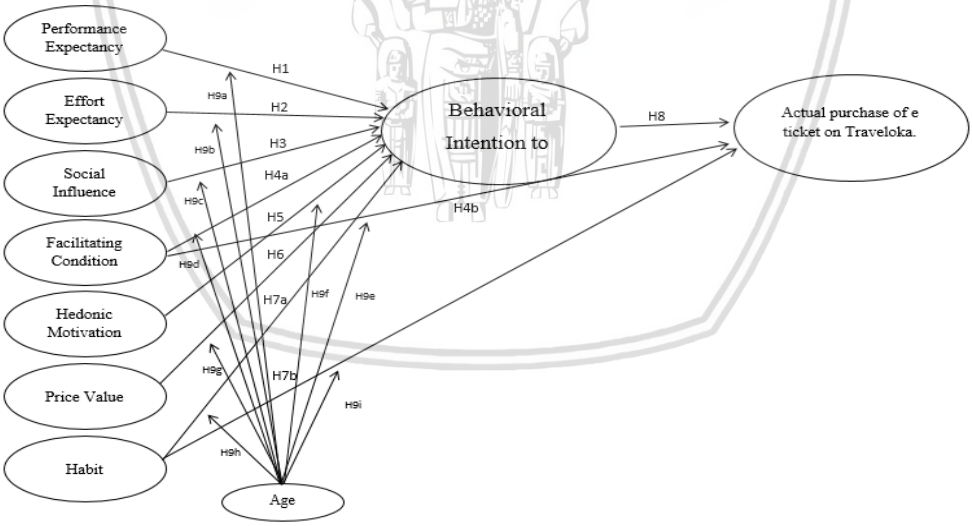
2.5 Theoretical Framework and Hypothesis Development

In order to explain customers' behavioral intention to purchase e-ticket, the model proposed here in is a perspective of the UTAUT2 model. The aim of our study to determine from the consumer point of view as proposed by Venkatesh et al (2012). Since the UTAUT model has been so successfully applied to predict intention and actual use of so many different type of technologies, hence it is tested on e-ticket. The researcher follows the model proposed by Venkatesh et al (2012) to understand if the theory is also applicable to e-ticket. Therefore, the research is conducted based on the Venkatesh, Thong, and Xu (2012) entitled *"Consumer Acceptance and Use of Information Technology: Extending The Unified Theory of*

Acceptance and Use of Technology". The paper extends The Unified Theory of Acceptance and Use of Technology (UTAUT) to study acceptance and use of technology in a consumer context. According to UTAUT2, performance expectancy, effort expectancy, social influence, hedonic motivation and price value are theorized to influence behavioral intention to use a technology, while facilitating conditions and habit determine both behavioral intention and technology use, lastly behavioral intention determine technology use. The Figure 2.2 shows the UTAUT2 along with the one modification noted above that was necessary to make the theory applicable to this context.

Figure 2.2

Theoretical Framework



2.6 Performance Expectancy

Performance Expectancy is when customers believe that using a technology will provide benefits to consumers in performing certain activities (Venkatesh,2012). Performance expectancy is a very valuable behavioural intention

predictor, in both the UTAUT and UTAUT2 models. The benefits itself are saving customers time, money and effort. Many previous studies have suggested that performance expectancy is the strongest determinant of interest in the use of computer-based information systems in voluntary and mandatory settings. This factor is equivalent to Perceived Usefulness (PU) in the Technology Acceptance Model (TAM) (Venkatesh et al., 2003). In previous studies, Pperformance Eexpectancy has been proved to significantly affect the consumer behavioral intention in the context of m-commerce (Chong, 2013), mobile internet (Venkatesh et al., 2012), e-health (Goulau and Oliviera, 2017).

The researcher expects that the relationship between performance expectancy and intention will be moderated by age. Research on age differences indicates that younger employees may place more concern with extrinsic rewards (Hall and Mansfield, 1975). Hence, the researcher expect that age will strengthen the influence of performance expectancy on customers' intention to purchase online ticket. In this research, performance expectancy refers to the level where customers' confidence that purchasing e-ticket on Traveloka will provide benefits to them. Therefore, based on the studies described, the proposed hypothesis is:

H1: Performance Expectancy has positive influence on customers' intention to purchase online ticketing.

2.7 Effort Expectancy

Effort expectancy is the degree of ease or effort associated with consumers' use of the technology (Venkatesh et al., 2012). Effort expectancy is measured by the perception of ease in purchasing e-ticketing such as ease of learning how to use

it and where a consumer can believe that using e-ticketing system is easy. Effort expectancy has a significant relationship with the interest of utilizing an information technology only during the training period but then becomes significant in the implementation period (Venkatesh et al., 2003). Moreover, Effort Expectancy is equivalent to Perceived Ease of Use in Technology Acceptance Model (TAM) (Venkatesh et al., 2003). Effort expectancy has been a vital factor in previous studies on the technology acceptance, where the degree of the ease of use of the technology system affected significantly the behavioral intention of various technologies, such as Mobile technologies (Park, Yang and Letho, 2007), ATM (Authomated teller Machine) in Malaysia (Yeow and Loo, 2009) and e-ticketing for LCC Low cost-carriers (Rodrigeuez and Trujillo, 2014). However, there are some researches stated that effort expectancy does not a significantly influence the intention (Novianti, 2009; Wu, Tao and Yang, 2008).

The effort expectancy construct is expected to be more salient in the early stage of new behavior, when process issues represent hurdles to be overcome, and later become overshadowed by instrumentality concerns (Davis et al., 1989; Szajna 1996; Venkatesh, 1999). Increased age has been shown to be associated with difficulty in processing complex stimuli and allocating attention to information on the job (Plude and Hoyer, 1985). In this research, effort expectancy refers to the level where customers' confidence that using e-ticketing system on Traveloka will be easier and effortless. Also, age is expected to strengthen the influence of effort expectancy to customers' intention on purchasing e-ticket. Therefore, based on the studies described, the proposed hypothesis is:

H2: Effort expectancy has positive influence on customers' intention to purchase e-ticketing.

2.8 Social Influence

Social influence is consumers perceive that important others (e.g. family and friends) believe that they should use a particular technology (Venkatesh et al., 2012). Social influence has an impact on individual behavior through three mechanisms, namely compliance, internalization and identification (Venkatesh and Davis, 2000). The compliance mechanism causes a person to change his or her interest in responding to social pressure (Jugianto, 2007). Moreover, SI is equivalent to subjective norm in the Theory of Reason Action and Theory of Planned Behavior, where it is an important factor that affects the adoption of a system (Venkatesh et al., 2003). Likewise since e-ticket are not a mandatory technology, in the sense that the consumers have the free choice to use them, social influence has the potential to affect the behavioral intention to use m-shopping fashion apps.

In previous research, there are some researchers who point out that an individual tends to follow the expectations of others when references possessed by others have the ability to reward or punishment (Warshaw, 1980; Hartwich and Barki, 1994). The next process is internalization and identification in which these two processes are the process of changing the structure of individual beliefs that cause individuals to respond to the potential benefits of social status (Jogiyanto, 2007). Initially, social influence is important in shaping one's behavior in using a particular information technology, but in its use, it becomes longer insignificant (Venkatesh et al., 2003).

Many studies have proved that social influence has a significant influence on the determinants of intention, adoption and interest in the utilization of a technology (Wu, Tao and Yang, 2008; Park, Yang and Lehto, 2007). The technology acceptance literature indicating that reliance on others' opinions is significant only in mandatory settings (Hartwick and Barki, 1994), especially on the early stage of individuals' experience, when they are relatively ill-informed (Hartwick and Barki, 1994; Venkatesh and Davis, 2000). Thus, will attenuate over time as experience increase, which provides a more instrumental (rather than social) basis for individual intention to use the system. The theory suggests that older workers are more likely to place increased salience on social influence (Morris and Venkatesh, 2000). In this research, Social influence will be used to examine how customers' important people opinion about using online airline ticketing system will be affecting a customer's intention. The author also expects age to strengthen the influence of social influence on customers' intention to purchase online ticket. Hence, the following hypothesis is proposed:

H3: Social influence has positive influence on customers' intention to purchase e-ticketing.

2.9 Facilitating Condition

Facilitating Condition is consumers' perception of the resources and support available to perform a behavior (Brown and Venkatesh, 2005; Venkatesh et al., 2003 in Venkatesh et al., 2012). Facilitating conditions describes the availability and the existence of the resources to use technology, such computers and networks. It involves three similar concepts from perceived behavioral control (Theory of planned behavior), facilitating condition (The Model of PC Utilization) and

compatibility (Innovation of Diffusion Theory) (Venkatesh et al, 2012). Prior studies have examined the impact of Facilitating conditions on technology adoption and acceptance, some prove that facilitating condition indeed have an impact towards intention to use technology (Rodrigeuez and Trujillo, 2014; Tavares, Goulao and Oliveira 2017; Wang, 2016; Wong and Huang, 2015). Facilitating condition is important for consumers in purchasing tickets online. Not all consumers have laptops and other facilities that can support consumers to use e-ticketing system. Therefore, if the resources and supports are available for customers, then they will be interested in using e-ticketing system.

The researcher expects the effect of facilitating conditions on behavioral intention to be moderated by age. Thus, older people will place more of an emphasis on facilitating conditions. Indeed, there is empirical evidence that gender differences in the importance of facilitating conditions become more obvious with increasing age (Morris et al. 2005; Venkatesh et al. 2003). The dependence on facilitating conditions is of greater importance to older women in the early stages of technology use because, as discussed earlier, they place greater emphasis on reducing the learning effort required in purchasing e-ticket on Traveloka. Thus, the hypotheses are:

H4a: Facilitating condition has positive influence on customers' intention to purchase e-ticket.

H4b: Facilitating condition have a positive influence on the purchase of online ticket.

2.10 Hedonic Motivation

Hedonic Motivation is defined as the enjoyment and pleasure obtained by using a technology (Venkatesh et al., 2012). It is a strong determinant in UTAUT2 (Venkatesh et al., 2012). Similarly in an m-shopping service context in a study by Yang (2010) it was concluded that hedonic factors are critical determinants of the m-shopping consumer usage, and that hedonic performance expectancy is gained by the users thought the fun obtained by using various features and functions in m-shopping technology. Moreover, if a technology creates pleasure and fun while the user is using it, users are able to gain enjoyment, which influences their behavioral intention to pursue the technology (Lee, 2009). In previous technology acceptance studies it has been shown to be an important factor in determining the acceptance of technology (Brown &Venkatesh, 2005). Many studies have shown the significant influence of hedonic motivation (Perceived Enjoyment) on intention to use technology (Thong et al., 2006; Van der Hejiden, 2004). Perceive Enjoyment also influence the Thai airline passengers' intention to use online ticketing system (Premchaiswadi and Porouhan, 2011).

The researcher expects the effect of hedonic motivation on behavioral intention to be moderated by age due to differences in consumers' innovativeness, novelty seeking, and perceptions of novelty of a target technology. Such innovativeness and novelty seeking can add to the hedonic motivation to use any product (Holbrook and Hirschman 1982). When consumers begin to use a particular technology, they will pay more attention to its novelty (e.g., the new interface and functionality of iPhone) and may even use it for the novelty (Holbrook and Hirschman 1982). As experience increases, the attractiveness of the novelty that

contributes to the effect of hedonic motivation on technology use will diminish and consumers will use the technology for more pragmatic purposes, such as gains in efficiency or effectiveness. In the early stages of using a new technology, younger men tend to exhibit a greater tendency to seek novelty and innovativeness (e.g., Chau and Hui 1998). This greater tendency will in turn increase the relative importance of hedonic motivation in younger men's early technology use decisions. In this study, hedonic motivation helps the researcher to determine whether the enjoyment that customers get from using airline e-ticketing system influencing their intention to use it.

H5: Hedonic Motivation has positive influence on customers' intention to purchase online ticket.

2.11 Price Value

The main difference in customer use setting with other is that customer are the one who bear the monetary costs of the use of a technology. Therefore, as customer need to paid the service given, the cost of using technology and pricing structure have significant impact on consumers' technology use (Venkatesh et al., 2012). OTA are mostly free to download as they need more people to use their apps and hence make purchase. Price Value defines as consumers' cognitive tradeoff between the perceived benefits of the applications and the monetary cost of using the system (Dodds et al., 1991). The price value has a positive impact on behavioral intention if the benefits of using a technology are perceived to be greater than its monetary cost. In many published studies, factors relating to cost have been incorporated to explain consumer behavior (Chong, 2013; Dodds, Monroe and Grewal, 1991; Wei, Marthandan, Chong, Ooi and Arumugam, 2009). However,

other previous researches stated that price value is not a significant variable on their research (Bigne et al., 2010; Reibstein, 202). The price value in this study is defined as the consumers' cognitive trade-off between the perceived benefits of purchasing e-ticket on Traveloka and the monetary cost for using them.

The researcher expects the effect of price value on behavioral intention to be moderated by Age. In a consumer context, this age difference induced by social role stereotypes will be amplified with aging, because older people are more likely have more money responsibilities than a younger one. This implies that the monetary value of products and services bears greater importance to older customers. In this research, price value is used to examined whether purchasing e-ticket provide several economic benefits to consumers.

H6: Price Value has positive Influence towards customers' intention to purchase e-ticket.

2.12 Habit

Consumer habit has been considered as a predictor on the use of a technology (Kim and Malhotra,2005; Kim, Malhotra and Narashima, 2005; Limayem et al., 2007). Habit has been defined differently by many author, habit is taken as comparable to prior behavior (Kim and Malhotra,2005). Habit is the extent to which individuals believe that their behavior is automatics, in other words, habit is a self-reported perception it demonstrated the direct effect of habit on the use of technology and, additionally, a more moderate effect of habit on the intention to use, because the stronger is the habit, the less important in the conscious intention to use the technology (Limayem et al., 2007). In accordance with this definition we

define habit, as the extent that individuals tent to use m-shopping fashion apps automatically. With increased experience in using a technology, the users start using the technology habitually (Venkatesh et al., 2012). Furthermore habit can predict one's future behavior and people are more likely to have a good intention to perform acts they have performed often in the past (Ouellette & Wood, 1998). When habit is present people tend to rely more on habit compared to other external information and choice strategies (Gefen, 2003). Moreover, Venkatesh et al., (2012) found that habit affects the behavioral intention to use technology. Also, in a study conducted by Liao, Palvia and Lin (2006), it was found that habit influences the user's intention to continue to use e-commerce. When a behavior has been done many times in the past, future behavior becomes automatic (Aarts, Verplanken & Knippenberg, 1998). It showed that "prior use" which is the way in which "habit" is operationalized, is a factor of great relevance to the use of technology (Kim and Malhotra (2005). Therefore, once the users have been using the app, this action becomes a routine and habit which influences the individuals to use the apps.

H7a: Habit has positive influence on customers' intention to purchase e-ticket.

H7b: Habit has a positive influence on the purchase of online ticket.

2.13 The Intention to Purchase Online Ticket

Intention is a person's subjective probability of doing something (Ajzen, 1995). Intentions also assumed to be indicators regarding how far people are willing to approach a behavior and how many attempts they made to perform it (Ajzen, 1991). Purchase intention defines as a possibility of consumers to purchase, consider and recommend products offered by companies, also the possibility for

consumers to purchase many products (Dodds, Monroe and Grewal, 1991; Zeithaml, 1998; Sam and Tahir, 2009). Companies using these predictors, can anticipate the actual purchase behavior of their consumers (Thongpapanl and Ashraf, 2011; Yin-Fah, Osman and Foon, 2011). Intentions also is defined as the readiness of customers to conduct online transactions (Lin, Wu and Hsu, 2010). When customers consider the use of the Internet as a business tool by gaining additional profit and feeling positive results, online purchase intentions will be formed (Zarrad and Debabi, 2012). It is worth mentioning that positive results refer to customer rating criteria regarding website quality, information search and product evaluation (Abdul-Muhmin, 2010). Intention has been determined as a prominent predictor of actual behavior to online purchase (He, Lu, and Zhou, 2008; Laohapensang, 2009; Pavlou and Fygenson, 2006; Roca and Gagne, 2008).

The reseacher expects that effect of intention towards the purchase of e-ticket in Traveloka is moderated by experience. With increasing experience, consumers have more opportunities to reinforce their habit because they have more time to encounter the cues and perform the associated behavior (Kim and Malhotra 2005). With increasing experience, routine behavior becomes automatic and is guided more by the associated cues (Jasperson et al. 2005). As a result, the effect of behavioral intention on technology use will decrease as experience increases. Studies in psychology have found that experience can moderate the effect of behavioral intention on behavior. For example, Verplanken et al. (1998) showed in a field study that the frequency of car use reduces the effect of behavioral intention on future car use. The greater usage experience implies more opportunities to strengthen the link between cues and behavior, which then facilitates

habitualization (Ouellette and Wood 1998) and weakens the link between behavioral intention and use (Kim et al. 2005). In this research, the intention to purchase online is defined as the consumers' intent or expectation to purchase online ticketing in the future. It's been purposed by relevant research that purchase intentions are known as predictors of actual purchase behavior and subsequent purchases (Jamil, 2011). As for this research, the author examined the influence of online purchase ticketing intention to actual use online ticketing on Traveloka.

H8: Behavioral intention has a positive influence on the purchase of online ticket.

2.14 The Impact of Age on Variable

Age have been discussed many times by several previous researchers as one of their moderating variables. As previously explained, in this research age is used to strengthen the relationship between variables towards customers' behavioral intention to purchase online ticketing in Traveloka. The researcher uses age as a moderating variable to find out whether there were any difference reactions between younger and older students while doing research. As for the performance expectancy, age is theorized to play a moderating role, a research on job-related attitudes suggest that younger workers unnecessarily concerning on their rewards (Hall and Mansfield, 1975). Meanwhile in effort expectancy, it was stated that increased age has been shown to be associated with difficulty in processing complex stimulation and information (Plude and Hoyer, 1985). The influence of age also supported by the previous research that suggest that older people are more likely to place salience on social influence (Rhodes, 1983). Also, older consumers tend to face more difficulty in processing new or complex information, hence compared to younger consumer, older consumers tend to place greater importance

on the adequate support provided (Venkatesh et al., 2012). Furthermore, older people tend to be more sensitive about the price offered an and also tend to rely largely on automatic information process (Hasher and Zacks, 1979; Jennings and Jacoby, 1993). In conclusion, the researcher expects that age strengthen the relationship between the variables towards the customer's intention to purchase online ticket.

H9a: Age strengthens the influence of performance expectancy on the customers' intention to purchase online ticketing.

H9b: Age strengthens the influence of effort expectancy on the customers' intention to purchase online ticketing.

H9c Age strengthens the influence of social influence on the customers' intention to purchase online ticketing.

H9d: Age strengthens the influence of facilitating conditions on the customers' intention to purchase online ticketing.

H9e: Age strengthens the influence of facilitating condition on the customers' purchase of online tickets.

H9f: Age strengthens the influence of hedonic motivation on the customers' intention to purchase online ticketing.

H9g: Age strengthens the influence of price value on the customers' intention to purchase online ticketing.

H9h: Age strengthens the influence of habit on the customers' intention to purchase online ticketing.

H9i: Age strengthens the influence of habit on the customers' purchase of online tickets.

CHAPTER III

RESEARCH METHOD

3.1 Population and Sample

The population of this study is students in Universitas Brawijaya Malang, who utilize Traveloka's e-ticketing system. The researcher used students because they are the digital native, they are the native speaker of technology. They represent the first generation that grows up with technology, they spent their lives surrounded by and using computers, video games, cell phones and any other technology (Prensky, 2001). Also, a survey by Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) on 2017 said that 79,23% of internet user are bachelor degree and 88,24% of internet user are on master and doctor degree. Those reason inspired the researcher to investigate the Universitas Brawijaya students in Malang.

In this study, the researcher uses non-probability sampling in convenience sampling method. Convenience sampling refer to the collection of information from member of the population who are currently available (Sekaran and Bougie, 2013). The method is one of the type of non-probability sampling that prioritizes aspects of ease of sampling, therefore the researcher can examine any student in Universitas Brawijaya. As explained earlier, that researchers do not know exactly how many students have bought tickets online in Traveloka, so, in this study, the size of the sample will be adjusted. A sample size in quantitative study usually is in a large amount of sample, because the larger they are the more accurate the research. A sample size should be 100 or larger (Hair et al., 2009). Generally, the minimum is to have at least ten times as many numbers of variables or factor to be analyzed.

Additionally, other researcher recommends to have at least 150 to 300 respondents as the consideration of sample size in factor analysis (Hutcheson and Sofroniou, 1999). Therefore, the minimum size of the sample in this study is 120, as the study has 12 variables including the dependent, independent and moderator.

3.2 Data Collection Method

Data collection method used in this research is survey method. Survey method is the primary data collection method, where this data refers to the information obtained directly for the specific purpose of the study (Sekaran and Bougie, 2013). In performing the data collection, survey uses questionnaire as one of its data collection tools. A questionnaire is a reformulated written set of question which the answer will be recorded by the respondent (Sekaran and Bougie, 2013). The questions listed in the questionnaire in this study are items based on the research questions of Wu and Wang (2005), San Martin and Herrero (2012), and Venkatesh *et al*. (2012). The research questions in those researches are in English, which later distributed in Indonesia. Researchers conducted several steps in the adoption of the questions. First, researcher is looking for questions according with the desired construct. Second, the researcher translates the questionnaires from English into Indonesian, in translating the questionnaires the researcher is assisted by a friend who is a fresh graduate from the faculty of cultural studies majoring in Indonesian language and literature education. Third, the researcher consults the supervisor dealing with the research questionnaires translation approval. Fourth, the researcher conducts a pre-test. The questionnaire is distributed to 60 Universitas Brawijaya students through social media called LINE, before filling out the questionnaire, the respondents are asked about their knowledge about Traveloka

and their purchase experience of airline ticket on Traveloka. The pre-test is an important step in developing the questionnaire before the author spread the real questionnaires. The purpose of it is basically to answer two basic questions, "Is this instrument valid? Or is this instrument can be used?". On calculating the result of pre-test, the researcher uses SPSS as a calculation tool, because it is easier and faster in calculating the validity and reliability of both questionnaire and instruments. Finally, the researcher conducts a re-examination in order to avoid bias in the collection of data on actual research. These steps are taken to avoid bias in the collection of research data.

After performing the previous steps, the researcher distributes the real questionnaires. Questionnaires are spread using electronically, which is made with Google Forms and disseminated through social media LINE, WhatsApp and others. The researcher distributes the online survey to the respondent and wait around one week to get the responds. The researcher needs to contact the respondents via message and ask them to click the link address and fill the questionnaire. The answered questionnaires are send automatically to the researchers' email. After that, the researcher performs data processing by classifying data according to the demographics of the respondents. Furthermore, the data is analyzed using **Partial Least Square (PLS)** after that, the conclusion are formulated.

3.3 Definitions, Indicator and Variable Measurement.

A variable is anything that can take on differing or varying values (Sekaran and Bougie, 2013). Therefore, variables can influence and change the results of the study. In this study, the determined variables are Use Behavior (UB), Behavioral Intention (BI), performance expectancy (PE), effort expectancy (EE), social

influence (SI), facilitating conditions (FC), hedonic motivation (HM), Price Value (PV), and Habit (HT), all variable is moderated by Age, Gender and Experience.

3.3.1 Performance Expectancy

Performance expectancy refers to the degree that a customer believes purchasing e-ticketing will improve their performance. In this study, performance expectancy variable is composed of four items (San Martin and Herrero, 2012; Venkatesh et al., 2012). The items are:

1. The customers find that a system is very useful when performing a behavior.
2. Using the system increases the chance on achieving important thing in performing behavior.
3. Using the system helps to accomplish things faster when performing behavior.
4. Using the system increases my efficiency in the process of performing behavior.

Therefore, the statements in the questionnaire will be described with some modification to adjust the current research as follows:

1. Traveloka is very useful in purchasing online airline tickets.
2. Traveloka provides important information in the online ticket purchase process
3. Traveloka helped me purchase online airline tickets faster.
4. Traveloka can increase my productivity

3.3.2 Effort Expectancy

Effort expectancy is the degree of ease or effort associated with consumers' use of the technology. The effort expectancy variables have 4 indicators (Venkatesh, 2012) with the following indicators:

1. Learning to operate the system would be easy for me
2. The system is clear and understandable
3. The system is easy to use
4. It would be easy to become skillful when using the system

Therefore, the questions described in questionnaire are as follows:

1. E-ticket purchase process at Traveloka is very easy for me to learn.
2. E-ticket purchasing process in Traveloka is clear and understandable.
3. E-ticket purchasing process in Traveloka is easy for me to do.
4. It is easy for me to become skillful when using e-ticket in Traveloka.

3.3.3 Social Influence

Social influence is consumers perceive that important others (e.g. family and friends) believe that they should use a particular technology (Venkatesh et al., 2012). In this study, social influence variable composes three items (Venkatesh et al., 2012). The items are:

1. People who are important to me think that I should use the system
2. People who influence my behaviour think that I should use the system
3. People whose opinions that I value prefer that I should use the system.

Based on the indicator measurement on above, then the statement in the questionnaire are described as follows:

1. People who are important to me (family, friend or lecturer) think that I should use Traveloka
2. People who influence my behaviour (family, friend or lecturer) think that I should use Traveloka
3. People whose opinions that I value (family, friend or lecturer) prefer that I should use Traveloka

3.3.4 Facilitating conditions

Facilitating conditions describes the availability and the existence of the resources to use technology, such computers and networks. The facilitating conditions composed on three indicators (San Martín and Herrero, 2012; Venkatesh et al., 2012), as follows:

1. I have the resources necessary to use the system
2. I have the knowledge necessary to use the system
3. The system is compatible with the technology.
4. I can get help from others in case I have difficulty in using the system.

Based on the facilitating condition measurement before, the implication of the indicator on the questionnaire are described as follows:

1. I have facilities like Laptop / Smart phone to use Traveloka.
2. I have the necessary knowledge to use Traveloka.
3. Traveloka is compatible with technology that I use.
4. I can get help from others when I have difficulty in using Traveloka.

3.3.5 Hedonic Motivation

Hedonic Motivation is defined as the enjoyment and pleasure obtained by using a technology (Venkatesh et al., 2012). In this study, Hedonic motivation variable composes three items (Venkatesh et al., 2012) as follows:

1. Using the system is fun.
2. Using the system is enjoyable.
3. Using the system is very entertaining.

Therefore, the questions described in questionnaire are as follows:

1. I feel happy to use Traveloka.
2. I do enjoy using Traveloka.
3. I feel comforted using Traveloka.

3.3.6 Price Value

In UTAUT2 price value is defined as the perceived benefits of using a technology given its costs (Venkatesh et al., 2012).

1. The system is reasonably priced
2. The system is a good value for money
3. At current price, the system provides a good value

Therefore, the questions described in questionnaire are as follows:

1. Traveloka offers affordable ticket prices.
2. Traveloka provides a decent service and compatible for the fees paid.
3. At current price, purchasing airline e-ticket in Traveloka provides a good value.

3.3.7 Habit

Habit construct refers to the automation of a behaviour resulting from learning (Venkatesh et al., 2012). Habit are measured by three items (Venkatesh et al., 2012) as follows:

1. The use of the system has become a habit for me
2. I am addicted to use the system
3. I must use the system

The items are adjusted as follows:

1. The use of Traveloka become a habit for me.
2. I am addicted to purchase airline e-ticket on Traveloka.
3. I had to use Traveloka when purchasing airline online ticket.

3.3.8 Behavioral Intention

Behavioral intention is the perceived of individual's willingness to conduct a behavior in using a technology system. In this study, the variable is used to measure the customers' intention to purchase e-ticket via Traveloka and recommends it to others. The Behavioral intention construct is measured by four indicators (San Martin and Herrero, 2012; Venkatesh et al., 2012). The indicators are:

1. The intention to use the system when performing behavior in the future.
2. The willingness to always trying in using the system when performing behavior.
3. The plan to use a system continuously when performing behavior in the frequent terms in the future.

4. The intention to recommend the system used to perform behavior to other people.

Based on the presented indicator measurement before, the questionnaire is described as follows:

1. I intend to use Traveloka to purchase online airline tickets in the future.
2. I will always try to use Traveloka when purchasing online airline tickets.
3. I plan to continue to use Traveloka frequently to purchase online airline tickets.
4. I would like to recommend my friends and family to buy airline tickets through Traveloka.

3.3.9 Use Behavior

The use behavior construct comprises one item (Venkatesh et al., 2012). The constructs are:

1. I have used the system frequently for the past 8 weeks.
2. I have used the system regularly in the past 8 weeks

Based on the previously explained indicators, the statements in the questionnaire are described as follows:

1. I have been using Traveloka to purchase e-ticket a lot for the past 8 weeks.
2. I have been using Traveloka to purchase e-ticket regularly in the past 8 weeks.

3.3.10 Measurement Scale

Scale is a tool for researcher to differentiate each individual as how they differ each variable from this study, (Sekaran and Bougie, 2013). The study consists of two parts. The first part is the respondent personal information and the second is the respondent's attitude towards the research object. The second part uses Likert Scale to examine the user response about the variable. The method is designed to discriminate the respondent answer in how they will differ the statement that given by the researcher in their attitude towards the Traveloka website. Likert Scale method consists of 5 scores which the scale how strongly subject agree or disagree with the statements (Sekaran and Bougie, 2013).

Table 3.1

Measurement Scale Table

Answer	Point
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

3.4 Evaluation Outer Model

The evaluation of Outer Model is to measure the validity and reliability of the model. The evaluation is done by algorithmic iteration process, such convergent validity, discriminant validity, composite reliability and Cronbach's alpha as a predictor of the parameter model.

3.4.1 Validity Test

Validity refers to the extent to which a test measures what the researcher wishes to measure. The validity test is used to measure instruments' validity (Ghozali, 2009). Validity test will show whether the research results can be accepted with certain criteria (Abdillah & Hartono, 2015). This research will use Convergent and Discriminant Validity.

The validity tests used in this research are:

1. Convergent Validity

   Convergent Validity is the degree to measures constructs that theoretically should be related to each other, observed to be related to each other. Hence, the researcher should be able to show a correspondent the similarity between the constructs.

2. Discriminant Validity

   Discriminant Validity aims to measures constructs that are theoretically should not be related to each other, observed to not be related to each other. Therefore, the researcher should be able to discriminate the dissimilar constructs.

Table 3.2

The Validity Test Parameters in PLS Measurement Model

Validity Test	Parameters	Rule of Thumbs
Convergent	Loading Factors	More than 0,7
	Average Variance Extracted (AVE)	More than 0,5
	Communality	More than 0,5
Discriminant	AVE square and Correlation latent construct	AVE square > Correlation latent construct
	Cross Loading	More than 0,7 in the individual variable

3.4.2 Reliability Test

The reliability test will show the degree of consistency and stability of the measuring instrument or research instrument in measuring a concept or construct (Abdillah & Hartono, 2015). A questionnaire is said to be reliable if respondent statement is stable or consistent from time to time. Reliability test refer to the degree of stability, consistency, predictability and accuracy. Therefore, the higher the measurement, the more reliable the data. However, the reliability test is unnecessary if all the constructs are valid, because the valid construct is also a reliable construct but a reliable construct is not necessarily valid (Cooper et al., 2006 in Abdillah & Hartono, 2015).

1. **Cronbach's Alpha**

   Cronbach's alpha is used to measure the lower limit value of reliability of a construct that can be declared reliable if the value should be > 0.6.

2. **Composite Reliability**

Composite reliability measures the true value of a construct and reliability of this method is believed to be better at estimating the internal consistency of a construct. PLS output uses composite reliability with the rule of thumbs values, if it is > 0.7, it can be called as reliable.

3.5 Evaluation Inner Model (Structural Model)

The Evaluation of Inner model is to predict the causality relationship between latent variables. Through bootstrapping process, R^2 and T-statistic test parameters were obtained to predict a causality relationship.

1. **Using R^2**

   R^2 Value is used to measure the rate of variation changes between independent variable and dependent variable. The higher the R-value, means the better the prediction model of proposed research models.

2. **Using T-Value**

   T-value model is used to identify the level of significance in testing hypothesis. Using value of the coefficient path or t-value of each path for the test of significant between variables in the structural model.

3.6 Pre-test

The pilot test is a crucial step in developing the questionnaire, it was done by distributing the questionnaires to 60 respondents who have purchase e-ticket from Traveloka. In this research, the researcher uses SPSS 20.00 as tool to calculate the validity and the reliability of both questionnaire and instruments. Validity test is done using factor analysis. Factor analysis is a technique used to look for factors

that can explain the relationship or correlation between independent indicators observed. The results of the factor analysis can be seen in the following table:

Table 3.3

KMO and Bartlett's test

Kaiser -Meyer-Olkin Measure of Sampling Adequacy		.689
Bartlett's test of Sphericity	Approx. Chi-Square	793,987
	Df	253
	Sig.	.000

The Table 3.3 shows two tests result that indicate the suitability of data for the research. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a statistic that indicates the proportion of variance in variables that might be caused by underlying factors. If the value is less than 0.50, the results of the factor analysis probably won't be very useful. On the other hand, Bartlett's test of sphericity tests the hypothesis that the research correlation matrix is an identity matrix, which would indicate that the research variables are unrelated and therefore unsuitable for structure detection. Small values (less than 0.05) of the significance level indicates that a factor analysis may be useful with your data. As the Table 3.3 shows that KMO is 0.689 meanwhile, the Barlett Test of Spehricity value is 793,987 with significance at 0.000. Thus, Bartlett Test of Spehricity meets the requirements due to significance below 0.05 (5%). Therefore, it can be concluded that the data analyzed may be used to conduct further analysis.

Table 3.4

Anti-Image Matrices

PE1	,768[a]	SI1	,672[a]	HM3	,733[a]
PE2	,693[a]	SI2	,537[a]	PV1	,794[a]
PE3	,808[a]	SI3	,761[a]	PV2	,672[a]
PE4	,525[a]	FC1	,781[a]	PV3	,639[a]
EE1	,553[a]	FC2	,815[a]	HT1	,605[a]
EE2	,711[a]	FC3	,518[a]	HT2	,778[a]
EE3	,668[a]	HM1	,805[a]	HT3	,718[a]
EE4	,778[a]	HM2	,753[a]		

The numbers seen on Table 3.4 are used to see the correlation between independent variables. The numbers on the tables are Measure of Sampling Adequacy (MSA). The results can be analyzed further because each of variable value is than 0.5 (> 0.5). In order to determine whether the independent variables can be simplified into one or more factors. It can be done by looking at the numbers in the Total Variance as explained table in Table 3.5 as follows:

Table 3.5

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7,914	34,409	34,409	7,914	34,409	34,409	2,902	12,616	12,616
2	2,562	11,139	45,549	2,562	11,139	45,549	2,764	12,018	24,635
3	1,918	8,34	53,889	1,918	8,34	53,889	2,671	11,614	36,248
4	1,644	7,146	61,035	1,644	7,146	61,035	2,656	11,546	47,794
5	1,277	5,553	66,588	1,277	5,553	66,588	2,54	11,042	58,837
6	1,145	4,979	71,567	1,145	4,979	71,567	2,247	9,769	68,606
7	0,954	4,148	75,715	0,954	4,148	75,715	1,635	7,109	75,715

The complete table of Total Variance table are attached on appendix, there are 23 components, representing the number of component or construct made by the extraction. Since the value of Eigenvalues is set on 1, therefore the total value to be taken is > 1 which is component 1 to 7. Once we know that the maximum factor that can be formed is 7, then we determine which independent variable go into factor 1 to factor 7. To determine, it is by seeing Component Matrix table (look at the Appendix). The factor transformation matrix used to describe the specific rotation applied to factor solution. It is used to compute the rotated factor matrix from the original (unrotated) factor matrix. The rotated component matrix will be shows on table 3.6. As in Table 3.6, the first factor shows a largest affection towards PE2, PV1, PV2, and PV3. The most correlated variables on second factor are SI1, SI2, and SI3. On the third factor, the most highly correlated variables are EE1, EE2, EE3 and EE4. After that, the fourth factor shows HT1, HT2, and HT3. The fifth factors are HM1, HM2, and HM3. The sixth factor largely correlated are PE1, PE3, PE4 and FC3. The last is FC1 and FC2. It is concluded that there are 2 instruments from different variables which are not discriminately valid, PE2 and FC3. Therefore, before conducting actual test, the researcher makes improvements in the statements contained on those instruments. The author decided to remove instrument PE2 and FC3 on the actual test, because both instrument are not valid.

Table 3.6

Rotated Component Matrix

	Component						
	1	2	3	4	5	6	7
PE1						,516	
PE2	,621						
PE3						,740	
PE4						,819	
EE1			,898				
EE2			,788				
EE3			,677				
EE4			,626				
SI1		,841					
SI2		,908					
SI3		,851					
FC1							,794
FC2							,637
FC3						,538	
HM1					,701		
HM2					,779		
HM3					,743		
PV1	,776						
PV2	,720						
PV3	,824						
HT1				,791			
HT2				,849			
HT3				,796			

Reliability test instrument can be done using Cronbach's alpha. The instrument has a high degree of reliability if the value of Cronbach's alpha is more

than 0.60 (>0.60). The table after shows the result of reliability and it can be concluding that all the items tested on each variable is reliable.

Table 3.7

Reliability test

Variabel	Cronbach's Alpha
PE	0,738
EE	0,837
SI	0,911
FC	0,687
HM	0,853
PV	0,846
HT	0,860
BI	0,832
UB	0,910

CHAPTER IV

FINDING AND DISCUSSION

4.1 Result of Data Collection

The respondents of the study are the students of Universitas Brawijaya. The study used survey method by distributing online questionnaires to students who have an experience in purchasing online airline ticket in Traveloka. The researcher conducted data collection for one week. The researcher spread the questionnaires by asking each of Universitas Brawijaya students through online messaging application, whether they have purchase online airline ticket through Traveloka.

The number of questionnaires distributed is 250. As for filled questionnaires received are 221 and 31 questionnaires are not returned. After checking the received questionnaires that 33 questionnaires cannot be used for research data. Because most of the respondents never purchase online airline ticket using Traveloka and others are giving a biased answer. The level of respondents' rate in the study is 86% and the total questionnaire that can be processed as sample of the study is 199. The number of samples and rate of return questionnaires can be seen in the Table 4.1.

Table 4.1

Sampling, Responds Usable, and Respond rate

Description	Questionnaires
Questionnaires Distributed	250
Questionnaires Returned (Not Responses)	18
Questionnaires Received (Responses)	232
Questionnaires are not Usable	33
Questionnaires are Usable	199
Response Rate	93%
Usable Response Rate	86%

4.1.1 Demographic Characteristic

An overview of composition of the respondents' characteristics in this study is based on age, gender and faculty. Table 4.2 shows the composition of respondent based on Age.

Table 4.2

Table of Respondents' Characteristics Based on Age

Age	Frequency	Percentage
Less than 20	30	15%
Between 20 to 25	149	75%
More than 25	20	10%
Total	199	100

Based on the Table 4.1, it shows that the respondents age is divided into three groups. About 75% of the participants is 20 to 25 which is the largest ratio. Also, 15% of the participants are less than 20 years old. The least ratio of the participants is more than 25 years' old which only 10% of the participants.

Table 4.3

The Characteristic of Respondents based on Gender

Gender	Frequency	Percentage
Male	66	33%
Female	133	67%
Total	199	100%

The Table 4.3 shows that the gender distributions of the participants in the survey. The female participants are 67% while the rest are male. It indicates a high

discrepancy ratio between male and female students. The main reason for this high level of gender inequality is that women like to shop more than men.

Table 4.4

Table of Respondents' characteristics based on Faculty

Faculty	Frequency	Percentage
FEB	112	56%
FTP	3	2%
FILKOM	13	7%
FK	6	3%
FIB	4	2%
FH	6	3%
FISIP	22	11%
FT	17	9%
FIA	16	8%
Total	199	100%

FEB: Fakultas Ekonomi dan Bisnis, FTP: Fakultas Teknologi Pertanian, FILKOM: Fakultas Ilmu Komputer, FK: Fakultas Kedokteran, FIB: Fakultas Ilmu budaya, FH: Fakultas Hukum, FISIP: Fakultas Ilmu Sosial dan Politik, FT: Fakultas Teknik, FIA: Fakultas Ilmu Administrasi

The previous Table shows which faculty are the respondents from. From the 199 respondents, 56% of them are from FEB, 11% of them from FISIP, 9% are from FT, 8% are from FIA, 7% are from FILKOM, 3% of the respondents are from both FK and FH, the last 2% are from FIB and FTP.

4.1.2 Descriptive statistic

The descriptive statistics analysis is conducted on 199 useable respondents. The sample statistic measurement is useful in order to formulating the conclusions. The measurements are required to describe the termination of an observed values; it obtains the sample overview. The calculation will provide the sample overview, therefore, it can simplify the sample observations. Through the description statistics

a general picture of the sample will be obtained. The descriptive statistic measurement of the sample was done by using Microsoft Office Excel 2016.

Table 4.5 provides the information and results of descriptive statistics on the research. The previous Table shows the number of respondents (N) which are 199. The Minimum (Min) and Maximum (Max) columns indicates the respondents' statement in response to the item in the questionnaire. Number 1 on Min column indicates a minimum value that respondents gave on each statement on variables. While 7 on Max column describes the maximum value that provide for each statements on each variables in the questionnaires.

Table 4.5

Descriptive statistics of Variable

Variables	N	Min	Max	Mean	Std. Deviation
Performance Expectancy	199	1	5	4.626	0,134
Effort Expectancy	199	1	5	4.567	0,489
Social influence	199	1	5	3.772	0,362
Facilitating Conditions	199	1	5	4.484	0,146
Hedonic motivation	199	1	5	4.236	0,231
Price value	199	1	5	3,965	0,289
Habit	199	1	5	3.675	0,121
Behavioral intention	199	1	5	3.981	0,419
Actual usage	199	1	5	3,633	0,436

The Mean column used to determine the average opinion given by respondent on each statement for each variables on questionnaire. The data shows that 4 out of 9 variables are greater than 4.00. This shows that the average of

respondents is agreed to the statements of four variables which are performance expectancy, effort expectancy, social influence, and hedonic motivation variables. The Std. Deviation column indicates standard deviation. If standard deviation does not exceed the deviation standard of the average, therefore the results indicate that there are no outliers (Sujianto, 2009). Based on the Table 4.5, there is no number that exceeds the mean of each variable which indicates the absence of outliers.

4.1.3 Evaluation Model

The evaluation model was done using Partial Least Squares (PLS) in order to estimate the parameters and predict the relationship casually. Evaluation by PLS was done by evaluating the outer and inner model.

4.1.3.1 The Outer Model

The outer model is done by algorithmic iteration process, such convergent validity, discriminant validity, composite reliability and Cronbach's alpha as a predictor of the parameter model.

Convergent Validity.

The assessment in convergent validity testing is based on the AVE, communality and factor loading. The rule of thumb for both AVE and communality is more than 0.50 (> 0.50) while the factor loading is > 0.70 (Chin, 1995 in Abdillah and Hartono, 2015). The rule of thumb is typically used to make the initial examination of the matrix factor, where ± 0.30 is considered as having met as minimum level, for loading ± 0.40 is considered better and for loading > 0.50 is considered significantly practical (Hair *et al*., 2006 in Abdillah and Hartono, 2015).

The value can be determined based on the Table of algorithm on Table 4.6 and Table of factor loading.

Table 4.6

Table of Algorithm

	AVE	Communality
AGE	1	1
EE	0.719	0.719
EE * AGE	0.497	0.497
FC	0.771	0.771
FC * AGE	0.436	0.436
FC * AGE	0.558	0.558
HM	0.692	0.692
HM * AGE	0.587	0.587
HT	0.685	0.685
HT * AGE	0.429	0.429
HT * AGE	0.445	0.445
PE	0.689	0.689
PE * AGE	0.269	0.269
PV	0.921	0.921
PV * AGE	0.919	0.919
SI	0.843	0.843
SI * AGE	0.683	0.683
UB	0.937	0.937
BI	0.7466	0.7466

PU: Performance Expectancy, EE: Effort Expectancy, SI: Social Influence, FC: Facilitating Conditions, HM: Hedonic Motivation, PV: Price Value, HT: Habit, BI: Behavioral Intention, UB: Use Behavior.

Based on the Table 4.6, it shows that there are five constructs that has a value less than 0.50, EE*AGE, FC*AGE, both constructs of HT*AGE and PE*AGE those are revealed to be invalid. After analyzing the amount of AVE and communality, we need to analyze the factor loading available, the factor loading is attached on the appendix, as it shows on table, it is concluded that there are three variables that are invalid, which are EE3*AGE -> EE*AGE, FC3*AGE -> FC*AGE and HT2*AGE -> HT*AGE. The rest are considered valid, even though

there are two variables that are considered significant on minimum level, which HT3*AGE -> HT*AGE and PE1*AGE -> PE*AGE.

Discriminant Validity.

After assessing the convergent validity test, the next step is to evaluate the discriminant validity. Discriminant validity of the assessment is based on the value of cross loading, which needs to be more than 0.70 in one variable or construct. However, the variables are also considered as valid if they have value more than 0.50. Therefore, based on cross loadings Table attached on appendix, it shows that there are six constructs that are invalid. EE3*AGE -> EE*AGE, FC3*AGE -> FC*AGE, HT2*AGE -> HT*AGE, HT3*AGE -> HT*AGE and PE1*AGE -> PE*AGE, and FC2*AGE -> FC*AGE those are the constructs that are below than 0,50. Both validity test revealed that most of facilitating constructs that are moderated by age are not highly correlated to each other.

Reliability Test.

After a test of construct validity is done and the valid data are obtained, reliability test need to be done. Reliability test can be done in two methods; Cronbach's Alpha and Composite reliability value. The rule of thumb of the value of Cronbach's alpha and composite reliability must be greater than 0.7 although the value of 0,6 is still acceptable (Hair et al., 2008). The reliability test result can be concluded by analyzing Table 4.7 below.

Table 4.7

Composite Reliability and Cronbach's Alpha

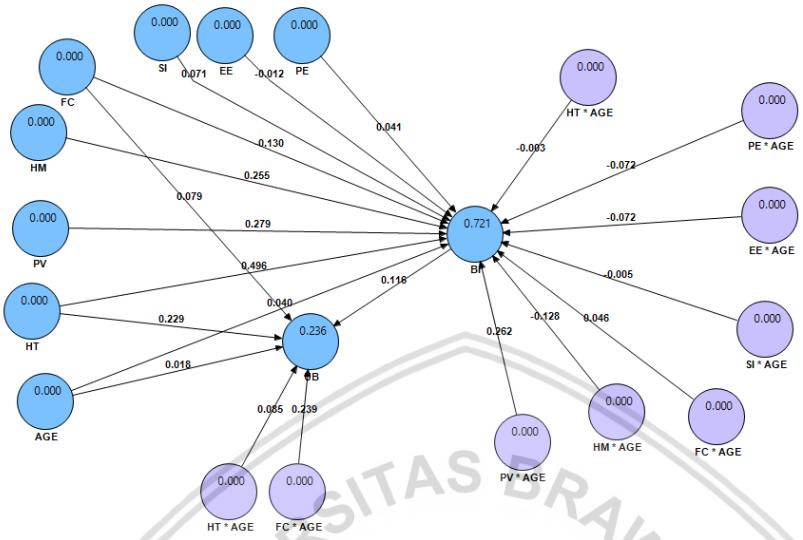
	Composite Reliability	Cronbach's Alpha
AGE	1	1
EE	0.915	0.878
EE * AGE	0.763	0.731
FC	0.997	0.853
FC * AGE	0.888	0.459
FC * AGE	0.676	0.459
HM	0.869	0.783
HM * AGE	0.225	0.129
HT	0.866	0.769
HT * AGE	0.199	0.516
HT * AGE	0.658	0.516
PE	0.868	0.779
PE * AGE	0.662	0.667
PV	0.958	0.914
PV * AGE	0.952	0.934
SI	0.941	0.977
SI * AGE	0.862	0.786
UB	0.967	0.933
BI	0.922	0.886

PU: Performance Expectancy, EE: Effort Expectancy, SI: Social Influence, FC: Facilitating Conditions, HM: Hedonic Motivation, PV: Price Value, HT: Habit, BI: Behavioral Intention, UB: Use Behavior.

According to the Table 4.7 the composite reliability shows that there are two constructs that are not reliable, HM*AGE and HT*AGE. In the other hand, Cronbach's alpha shows that there are five construct that are below than 0.6, FC*AGE, FC*AGE, HM*AGE, HT*AGE and HT*AGE. Based on the test result of both validity test and reliability test was conclude by using algorithm models on figure 4.1

Figure 4.1

The Algorithm model



4.1.3.2 The Evaluation of Inner Model (Structural Model)

The structural model in the PLS is evaluated by using R^2 for the dependent variables, meanwhile the coefficient path value or t-value as the significance between independent variables in the structural model for a hypotheses testing.

R-Square (R^2).

R^2 was used to evaluate the structural model. The tables 4.8 shows that the R-square amount of UB is 0.243 which explains that UB variables was influenced by FC, HT, AGE, FC*AGE and HT*AGE for 24.3%. Another 72.1% shows that BI variables are influenced by PE, EE, SI, FC, HM, PV, HT, AGE, PE*AGE, EE*AGE, SI*AGE, FC*AGE, HM*AGE, PV*AGE, HT*AGE variabel.

Table 4.8

R-square

Variabel	**R Square**
UB	0.243
BI	0.721

UB: Use Behavior, BI: Behavioral intention

4.2 Hypotheses Testing

After a test of convergent validity, discriminant validity and reliability, next is hypothesis testing. Based on the data processing, the form of Total Effects is presented in Table 4.9. In hypothesis testing, if the coefficient path shown by the T-statistic is more than 1.64, then the alternative hypothesis can be stated as supported. Nevertheless, if the statistical value of T-statistic is less than 1.64, then the alternative hypothesis is not supported. Based on the processing the data in Total Effects Table 4.9, it can be seen that the T-statistic for each construct and determine whether or not the hypothesis is supported.

Table 4.9

Total Effects

Hypotheses		Coeficient	Standard Deviation	T-Value	Explanation
	AGE -> BI	0.040	0.221	0.181	Not Significant
	AGE -> UB	0.018	0.093	0.193	Not Significant
H1	PE -> BI	0.041	0.092	0.448	Not Significant
H2	EE -> BI	-0.012	0.077	0.155	Not Significant
H3	SI -> BI	0.071	0.076	0.927	Not Significant
H4a	FC -> BI	-0.130	0.078	1.666	Significant
H4b	FC -> UB	0.079	0.075	1.053	Not Significant
H5	HM -> BI	0.255	0.076	3.352	Significant
H6	PV -> BI	0.279	0.072	3.875	Significant
H7a	HT -> BI	0.496	0.075	6.613	Significant
H7b	HT -> UB	0.229	0.091	2.525	Significant
H8	BI -> UB	0.172	0.099	1.737	Significant
H9a	PE * AGE -> BI	-0.072	0.206	0.351	Not Significant
H9b	EE * AGE -> BI	-0.072	0.237	0.304	Not Significant
H9c	SI * AGE -> BI	-0.005	0.142	0.037	Not Significant
H9e	FC * AGE -> UB	0.046	0.208	0.221	Not Significant
H9d	FC * AGE -> BI	0.239	0.107	2.234	Significant
H9f	HM * AGE -> BI	-0.128	0.275	0.465	Not Significant
H9g	PV * AGE -> BI	0.262	0.229	1.144	Not Significant
H9h	HT * AGE -> BI	-0.003	0.255	0.012	Not Significant
H9i	HT * AGE -> UB	0.085	0.085	1.000	Not Significant

PU: Performance Expectancy, EE: Effort Expectancy, SI: Social Influence, FC: Facilitating Conditions, HM: Hedonic Motivation, PV: Price Value, HT: Habit, BI: Behavioral Intention, UB: Use Behavior.

4.3 Discussions

Based on the hypothesis testing result before, it indicates that some of hypotheses are supported. The results also show that age only strengthens the relationship between facilitating conditions toward the actual purchase of e-ticket.

Performance Expectancy has Positive Influence on Customers' Intention to Purchase Online Ticketing (H1).

Performance Expectancy is found to have negative influence on the user behavioral intention to purchase e-ticket on Traveloka, which is in contrast with (Venkatesh et al., 2012). However, this result is consistent with the study of (Juniwati, 2014), which concluded that there is no significant relationship between perceived usefulness on students' intention to shop online. This study result also supported by research from (Lin, Fang, & Tu, 2010) in Taiwan which stated that although usefulness is the primary factor that influence acceptance of particular technology but in this research it is found that usefulness factor is not a significant influence on purchase intention.

From the results, it can be concluded that some Universitas Brawijaya students do not feel the usefulness in purchasing an online airline ticket at Traveloka, many of them feel that Traveloka cannot help them to be faster in purchasing airline e-tickets, and most of them feel that using Traveloka when purchasing e-ticket planes does not increase their productivity. However, most of the students' answers are the Traveloka is very useful in purchasing online airline tickets. Thus we can have another conclusion that purchasing airline e-ticket in Traveloka has many benefits but do not have a significant effect on their intention

to purchase it. This finding also supported by looking at the average score of respondents' answers on price value which is high. A survey on the internet use of economics done by *Asosiasi Penyelenggara Jasa Internet Indonesia* (APJII) on 2017 stated that 45% respondent use internet to look for the most reasonable price on e-commerce. Therefore, students find it is useful to use Traveloka when they are looking for the suitable price, promo then later compare it to other OTA. So if they find Traveloka are not offering those students tend to refuse to purchase airline e-ticket on Traveloka.

Effort Expectancy has Positive Influence towards Customers' Intention to Purchase E-ticketing (H2).

Effort Expectancy is the degree of ease or effort associated with consumers' use of the technology (Venkatesh *et al*., 2012). The results of this study show that Effort Expectancy does not have a positive effect on the students' intention to purchase online airline tickets in Traveloka. It is in contrast with prior technology acceptance studies and models (Chong, 2013 and Venkatesh et al., 2012). However, this result is consistent with the study on m-commerce acceptance, which concluded that there is no significant relationship between the perceived ease of use of m-commerce and consumer intention to use m-commerce (Wei, Marthandan, Chong, Ooi, & Arumugam, 2009). Furthermore, the study of factors affecting the behavioral intention to use m-shopping fashion apps in Sweden concluded that there is insignificant relationship between effort expectancy on the user behavioral intention to use m-shopping apps in Sweden (Miladinovic & Xiang, 2016).

From the findings, it can be concluded that some of the Universitas Brawijaya students did not feels that e-ticketing purchase process in Traveloka is

easy for them to do, some of them feels that it is not clear and not understandable, many of them feels that it is not easy to became skillful when using e-ticket in Traveloka. The result shows that most of the students are strongly agree that purchasing process of e-ticket in Traveloka is easy for them to do. The researcher believes the reason why the students feels it is easy for them because they are the digital native, which is the reason why the researcher uses them as a population. Therefore, the researcher expected them to be familiar and capable to use the technology, even though some of still think it is hard for them to purchase e-ticket on Traveloka.

Additionally, the results also show that facilitating conditions have a positive influence to the behavioral intention to purchase e-ticket on Traveloka. This could be indicating that a provided facility is present, and people have an access to the necessary resources to use Traveloka, then the difficulty level of using the Traveloka is not a hitch for them to purchase e-ticket on Traveloka.

Social Influence has Positive Influence towards Customers' Intention to Purchase E-ticketing (H3).

In this study social influence refers to the degree to which significant others (friends and relatives) believe that the user should purchase e-ticket through Traveloka. The results of this study indicate that social influence have no positive influence on customers' intention to purchase e-ticketing by using Traveloka. Previous researchers investigating mobile application's acceptance found that social influence could did not affect the behavioral intention to use mobile applications, which is in alignment with the results of this study (Yang, 2013; Miladinovic and Xiang, 2016 and Hew, Lee, Ooi, and Wei., 2015).

The findings stated that people who important to students, influence their behavior, and whose opinion they valued like their families, friends and lecturer did not influence them in purchasing airline e-ticket on Traveloka. This may be because the students already been well informed about the Traveloka, students today also look for the app reviews and expert opinion that are available online rather than asking their families, friends and lecturer regarding the technology. The finding also supported by one of the research done on 2014 regarding m-shopping fashion apps, stated that many of the people that users find important, have no chance on using the technology therefore some of them cannot be influence by their family and friend around them (Kim et al., 2014).

Facilitating Condition has Positive Influence towards Customers' Intention to Purchase E-ticket (H4a) and Facilitating Condition have a Positive Influence towards the Purchase of Online Ticket (H4b).

Facilitating conditions refers to which extent people believe that an organizational and technical infrastructure exists to support the system (Venkatesh *et al.,* 2003). The results of study show that facilitating condition has a positive influence towards the customers' intention to purchase e-ticket. However, the result also shows that facilitating condition did not influence the customers' actual purchase behavior. The positive effect of facilitating condition towards the customers' behavioral intention to purchase online ticket is consistent with some previous research (Chong, 2013; Venkatesh et al., 2012).

The acceptance of the hypotheses indicates that students are have the compatible facilities such laptop, smartphone, tablet and computer to access

Traveloka, and they also have a knowledge on how to use Traveloka. Therefore, the rejection of facilitating conditions' hypotheses was also mentions on the study of analyzing the factor on using e-health in Portuguese (Goulão & Oliveira, 2017). Those indicates that the availability of facilities is not a concerns for the respondents when purchasing the e-ticket, because before they doing the real purchase, they have already get the facilities and the help they needed. The researcher believes that students, who are a digital native are surrounded by technology. Therefore, the concern of not having the technology when purchasing online airline tickets is low.

Hedonic Motivation has Positive Influence towards Customers' Intention to Purchase Online Ticket (H5).

The result show that hedonic motivation has a positive influence towards customers' intention to purchase online ticket, which is supported by previous research (Venkatesh et al., 2012; Hew et al., 2015; Yang, 2010). On the customer context, hedonic motivation is a critical determinant and was found to be mor important driver than performance expectancy in a non-organizational context (Venkatesh et al., 2012). Hedonic motivation is defined as the fun or pleasure from using a technology, it also conceptualized as the perceived of enjoyment (Brown and Venkatesh, 2005).

The research findings indicate that Universitas Brawijaya students are having fun, enjoy and feel comforted when using Traveloka. The research believes that, students who are a digital native are not having a bad time when using a technology. Because they spent most of their time with technology, so it is easy for them to be happy, fun and comforted when purchasing e-ticket on Traveloka.

Therefore, it can be inferred that if the students find the various features and functions in Traveloka when they purchasing airline e-ticket fun and interesting that lead them to have an intention to purchase online airline ticket. Traveloka has several features available on their apps or website such TravelokaQuick, easy reschedule, price alert, best price finder. Hence, hedonic motivation plays an important role for customers when deciding to purchase e-ticket.

Price Value has Positive Influence towards Customers' Intention to Purchase E-ticket (H6).

The result of the sixth hypotheses shows that price value has a positive influence towards customers' intention to purchase e-ticket. Previous study that investigated about the acceptance of technology stated that price value affects the intention to use technology (Venkatesh et al., 2012 and Kim et al., 2007). The influence of price value on customers' intention indicates that the price offered on Traveloka apps or website are influence their decision. The students feel that Traveloka offered an affordable price of e-ticket, they provide a decent service that are compatible for the fees that students paid, and for the current price, purchasing e-ticket in Traveloka provides a good value.

Moreover, Traveloka have multiples features to allow customers to filters the price, that allow them to look for more reasonable prices available. Those also supported by the characteristics of most respondents are students between 20 to 25, who some of them have unstable income and others still received their money from their parents. That can be concluded why price value does have an important role in the students' decision making regarding technology use in this case, determining whether or not purchasing e-ticket by looking at the value of it price in Traveloka.

Habit has Positive Influence towards Customers' Intention to Purchase E-ticket (H7a) and Habit have a Positive Influence towards the Purchase of Online Ticket (H7b).

Among all the other factors that affect both customers' intention and customers' purchase, this study indicate that habit has the strongest influence on both customers' behavioral intention an its actual purchase of e-ticket on Traveloka. Habit has been defined differently by many author, habit is taken as comparable to prior behavior (Kim and Malhotra, 2005), habit is the extent to which individuals believe that their behavior is automatics. This result is similar to the studies conducted by Venkatesh et al. (2012), Miladinovic & Xing (2016), Goulao & Oliveira (2017), and Hew et al. (2015), which studied technology acceptance in the context of mobile applications and e-health, found that Habit is one of most important factor, which affects the intention to use technology. When the use of technology becomes frequent, habit emerges and becomes a force that increases the behavioral intention to continue using the technology (Hew et al., 2015).

The acceptance of the hypotheses indicates that purchasing online airline tickets in Traveloka have become a habit for students. Because technology has become an integral part of people's everyday life, which makes the users automatically reliant on website or applications too. Since our results indicate that price value is one of important factor in determining the customer's intention to purchase e-ticket, it can be inferred that, due to the value of the price of e-tickets available in Traveloka or apps, customer's will continue to use these apps. As people continue to purchase online ticket, this fosters unplanned to purchase e-ticket. Behavior evolves into Habit, and customers' find that they must use

Traveloka website or applications to purchase online tickets. Therefore, in the context of purchasing e-ticket through Traveloka website and apps, Habit plays a very important role in determining the customers' behavioral intentions and actual purchase of e-ticket.

Behavioral Intention has a Positive Influence towards the Purchase of Online Ticket (H8).

The results show that the behavioral intention has a positive influence towards the purchase of online tickets. Purchase intention defines as a possibility of consumers to purchase, consider and recommend products offered by companies, also the possibility for consumers to purchase many products (Dodds, Monroe and Grewal, 1991).

The acceptance of behavioral intention towards the actual purchase hypotheses is consistent to many previous study such (Venkatesh *et al., 2012;* Goulao & Oliveira, 2017; Rodriguez & Trujilo, 2014; Harsono and Suryana, 2014 and Suki and Suki, 2017). Before, we have discussed that facilitating conditions, hedonic motivations, price value and habit are influencing the customers' intention to purchase the e-ticket. Therefore, the study results point out that customers who already have the intention to purchase e-ticket will more likely to actually purchase the e-ticket.

Age as Moderating Effect to Strengthens the Relationships of Variables (H9a-H9i).

Age is used many times by previous researchers as one of their moderating variables. In this research, age is used to strengthens the relationships between dependent variables towards independent variables. The researcher used age as a

moderating variable to find out whether there are any difference reactions between younger and older students. However, the result shows that age only moderate the effects of facilitating conditions toward the actual e-ticket purchase. The previous study analyzing the individual factors on using e-health stated that age does not moderate the effect of the constructs on their dependent variables, which also performance expectancy, effort expectancy, social influence, hedonic motivation, price value and habit (Goulao & Oliveira, 2017).

However, the finding of age that does not positively moderate the variables towards behavior intention is inconsistent to the prior research undertaken by (Ventakatesh *et al.,* 2003; Kinanti & Baridwan, 2012; and Venkatesh and Zhang, 2010) which stated that age successfully works as a moderator variable in testing their variables toward intention to use technology. However, Venkatesh and Zhang (2010) found that there are different empirical results of research as what they did in China and USA. In USA, they found that the empirical result is consistent with the previous research by Venkatesh *et al.*, (2003), but the result of research in China found that age as a moderator to test the influence of the variables of interest is not significant, although, Venkatesh and Zhang (2010) used the same research model and measurement, they found a different empirical results between USA and China.

The inconsistency of empirical evidence obtained in research that conducted in various countries according to some researchers such as Venkatsh and Zhang (2010) and Kinanti and Baridwan (2012) is an indicator to be more concern about the different national culture in information system research. As what Venkatesh and Zhang (2010) stated that the cause of the difference results in USA and China is because the culture differences, especially about individualism or collectivism.

Individualist according to Hofstede (1991) is a dimension culture that focus on social levels to the level of society to emphasize the achievement of individuals or groups and emphasize interpersonal relationships. In conclusion, the author has the same argument with the previous research, which are Kinanti and Baridwan (2012) and Venkatesh and Zhang (2010) that assume the rejection of all variables moderated by age towards intention purchase e-ticket occurred due to culture differences between each county.

BAB V

CONCLUSION, LIMITATION, AND IMPLICATION

5.1 Conclusion

The study aims to investigate the influence of performance expectancy, effort expectancy, social influence, facilitating condition, hedonic motivation, price value and habit towards the behavioral intention to purchase online airline ticket through Traveloka, and the effect of behavioral intention, facilitating condition and habit to the actual purchase of online airline ticket through Traveloka. This study used Unified Theory of Acceptance and Usage of Technology (UTAUT2) to test the behavioral intention and the actual purchase of online airline ticket on Traveloka. The research model was tested in students in Universitas Brawijaya who have an experience in purchasing e-ticket on Traveloka.

The important findings of the study are, of all the constructs tested, facilitating condition, hedonic motivation, price value, and habit had the most significant effect over behavioral intention. Age as a moderating variable did not have any positive relationships to most constructs on both dependent and independent variables. However, age did strengthen the influence of facilitating conditions toward customers' intention to purchase e-ticket. Habit and behavioral intention also had the most significant influence towards the actual purchase. Therefore, facilitating condition had no significant impact on the purchase of e-ticket.

From the explanation before we can conclude that Traveloka is an application that is easy to access, fun to use, have a good price, and comfortable to

use when customers' purchasing e-ticket. However, the usability and ease in purchasing online tickets at Traveloka has not been felt by consumers who have an experienced.

5.2 Limitation of The Research

There are some obstacles in this study. First is researcher used a very basic technique sampling, which are very inferior towards other techniques. This method however was perceived as necessary for the authors due to the population of the study being unknown, and a limited time frame that the primary data collection had to be gathered. This method enabled the authors to conduct the study on e-ticketing and collect the necessary sample size. The collection of the questionnaire was extremely challenging because author had to contacted her friends who are an active students in Universitas Brawijaya by online messaging applications,.

Furthermore, the results of the study are limited due to the differences in the demographic variables (eg. age, gender…etc.) of the respondents. Moreover the predictability of the research model could have been increased if more independent factors have been proposed in our research model to affect the behavioral intention to purchase e-ticket and its actual purchase. However, more factors would make the questionnaire longer and made the respondents less willing to answer the questionnaire making the primary data collection less manageable.

1.3 Implication of the Research Result

The results of the study are expected to provide input for the management of companies, especially Online Travel Agent to be more attention to customers' performance expectancy, effort expectancy, social influence, facilitating condition,

hedonic motivation, habit, price value and intention in purchasing the e-tickets and use it in Traveloka. The result shows that habit, price value, hedonic motivation, facilitating condition and facilitating condition that moderated by age has the most significant influence towards the customers' intention in purchasing e-ticket, while habit and behavioral intention has the most significant influence towards the customers' actual purchase of e-tickets on Traveloka.

Therefore, based on previous explanation we can concluded that purchasing e-tickets on Traveloka is became a habit to them, because the value of both service and price are good, they also enjoy using Traveloka because Traveloka has a several good features to help them purchasing e-tickets and because Traveloka is available on website and apps, therefore Traveloka can be access by using Tablet, Computer, Smartphone and Laptop. With the development of technology, those are easy to find, everyone who have an access to it are able to access Traveloka.

Also, it its recommended to make an effortless feature in order to increase the customers' effort expectancy on Traveloka. They may make their marketplace effortless to learn for older customers in order to became skillful at purchasing e-ticket on Traveloka. After that, it is recommended for Traveloka to make a "recommendation" features so that customers' can make a recommendation to their families, friends, teachers and students to use Traveloka, therefore people who have no experience on using Traveloka can have an intention to. Also it would lead the customers' social influence when purchasing e-tickets on Traveloka.

5.4 Implication for Future Research

Apart from the managerial implications, this study provides some implications for scholars too. This study proposed a model for measuring the behavioral intention and actual behavior to purchase e-ticket based on the UTAUT2. By conducing reliability analysis, testing the proposed research model empirically, it has been proved that the model is valid and reliable for m-shopping fashion apps. Therefore the research model of this study could be applied to investigate the factors that affect the behavioral intention to use other e-ticket related and for future studies on e-ticket.

This study shed light upon the factors that affect the behavioral intention to purchase e-ticket through Traveloka on students of Universitas Brawijaya in Malang, hence it is recommended to explore the proposed research model and results in other cultural contexts. Furthermore, researchers could study the acceptance of same technology in different countries to explain the role that the factor of national culture plays in the acceptance of technology. Likewise it would be interesting to address the investigation of how the acceptance of technology differs among users and non-users of a certain technology. Likewise, future studies should strive to optimize the UTAUT 2 model by expanding it with additional variables that either directly or indirectly impact the behavioral intention to use a technology or other moderating variables. More factors that affect the purchase of e-ticket should be developed, and tested. It would be useful that future studies would interview the customers' of e-ticket on Traveloka, to develop additional factors that affect their acceptance.

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