UTAUT DALAM PENCARIAN SUMBER INFORMASI PADA APLIKASI TRAVELOKA DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui Penggunaan Aplikasi Traveloka pada wisatawan terkait mencari sumber informasi saat berbelanja dalam *Performance Expectancy*, *Effort Expectancy*, *Social Influence*, *Facilitating Conditions*, *Hedonic Motivation*, *Price Value*, serta *Habit* di Surabaya. Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) melalui *software* AMOS 22. Penelitian ini menggunakan data primer dari penyebaran kuesioner dengan jumlah responden sebanyak 180 responden yang merupakan pengguna aplikasi Traveloka di Surabaya. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *non-probability sampling* dengan metode *purposive sampling*. Hasil penelitian ini menyatakan adanya pengaruh positif dan signifikan antara *Effort Expectancy, Facilitating Conditions, Price Value,* dan *Habit* terhadap Intention to Use Digital Information Sources di Surabaya. Sedangkan *Performance Expectancy, Social Influence, dan Hedonic Motivation* tidak berpengaruh terhadap *Intention to Use Digital Information Sources* di Surabaya.

Kata kunci : UTAUT2, penggunaan teknologi, perilaku pembelian

UTAUT IN THE SEARCH OF INFORMATION SOURCES ON THE
TRAVELOKA APPLICATION IN SURABAYA

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ABSTRACT

This study aims to determine the use of the Traveloka application for tourists related to finding sources of information in Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit in Surabaya. Data processing was carried out using Structural Equation Modeling (SEM) through AMOS 22 software. This study used primary data from questionnaires with a total of 180 respondents who were users of the Traveloka application in Surabaya. The sampling technique used in this study was non-probability sampling with purposive sampling method. The results of this study state that there is a positive and significant influence between Effort Expectancy, Facilitating Conditions, Price Value, and Habit on Intention to Use Digital Information Sources in Surabaya. Meanwhile Performance Expectancy, Social Influence, and Hedonic Motivation have no effect on Intention to Use Digital Information Sources in Surabaya

Keywords: UTAUT2, *Use Of Technology, Purchasing Behaviour*.