INFLUENCE OF UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT) ON BEHAVIORAL INTENTIONS OF BOOKING FLIGHTS TICKET THROUGH SMARTPHONE APPLICATION IN BATAM CITY

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Abstract

This study determines factors which influence behavioral intentions of booking airplane tickets via smartphone applications on consumers in the city of Batam. The variables used as independent variables are Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions and Perceived Trust on Behavioral Intentions for airplane ticket reservations through smartphone applications in Batam City. Analysis of data from distributing questionnaires via Google form to users who book plane tickets in Batam through the smartphone application.

Data analysis using multiple linear regression analysis test methods that function to determine the level of influence of independent variables of the dependent variable. Some analytical tests were processed with SPSS that gets conclusions from this study. Results of the study are the all independent variables have positive significant effect on behavioral intentions for airplane ticket reservations through smartphone applications in Batam City.

Keywords: Behavioral Intentions, Flight Ticket Booking, Smartphone Application.