UNIVERSITAS INTERNASIONAL BATAM

ANALYSIS OF BATAM CITY RESIDENTS BEHAVIOR TOWARDS ONLINE TRAVEL AGENTS IN INDONESIA

Nama: Kelvin
NPM: 1641083

ABSTRACT

"Behavior Intention" is intentions influenced by attitudes, subjective norms and control of conscious behaviour. In other words, behavioural intention of consumers' is an appeal to behave in certain ways in order to own or use the product or service. Usually consumers can form the appeal to find information, tell others about their experiences about a product or service. This study intends to find out how the behavioural intentions of the residents of Batam on online travel agents in Indonesia. Online travel agents are much sought-after by Indonesian people when they want to book plane tickets, train tickets to hotel reservations. By using this service, it is believed that it will be easier for users to place an order through online. There are many online travel agents in Indonesia, such as Traveloka, Tiket.com, Pegi-Pegi and others.

This research is classified as a type of quantitative research confirming the principle of objectivity carefully, collecting data by distributing questionnaires to the residents of Batam utilizing online travel agent. IBM SPSS Statistics 25 software was used to analyse respondents' demographic data and also Smart PLS 3.0 as a tool in analysing general data of respondents. Some of these variables are believed to have a relationship with people's behavioural intentions when they want to use an online travel agent. This study adopted TAM and extended it with various other variables, namely perceived enjoyment, perceived credibility, and perceived risk to test user influence on behavioural intentions using online travel agents for travel planning and also perceived benefits and perceived perceptions ease of use as a mediating variable that directly influences the variable.

Keyword: behavioural intentions, online travel agents, social media, consumer-generated content, technology acceptance models