

**ADOPSI *TECHNOLOGY CONTINUANCE THEORY*, *EXTEND TECHNOLOGY PROFICIENCY*, DAN *SOCIAL INFLUENCE* UNTUK
MENGUJI NIAT PENGGUNAAN KEBERLANJUTAN 3 APLIKASI
TRAVEL DI INDONESIA**

SKRIPSI

Diajukan guna memenuhi salah satu persyaratan untuk memperoleh gelar Sarjana Komputer (S.Kom) pada program studi Sistem Informasi



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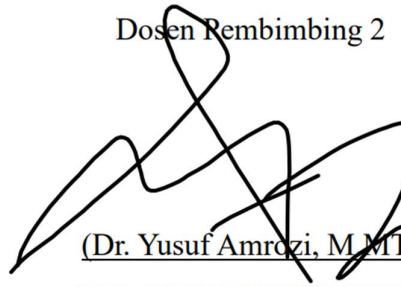
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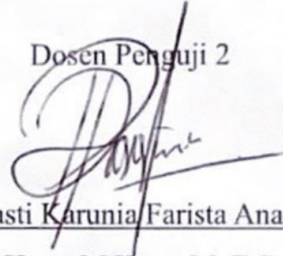
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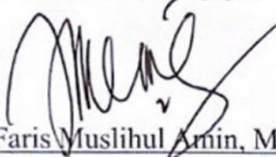


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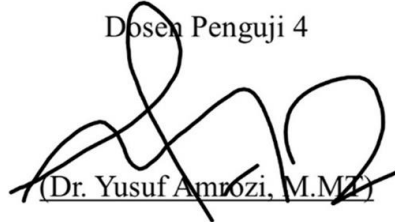
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ABSTRAK

ADOPSI *TECHNOLOGY CONTINUANCE THEORY, EXTEND TECHNOLOGY PROFICIENCY, DAN SOCIAL INFLUENCE* UNTUK MENGUJI NIAT PENGGUNAAN KEBERLANJUTAN PADA 3 APLIKASI TRAVEL DI INDONESIA

Oleh:

M Naufal Rizqullah Kesih S Putra

Aplikasi travel merupakan aplikasi yang memungkinkan wisatawan untuk mengelola berbagai aktivitas terkait perjalanan, seperti mencari penerbangan, akomodasi, aktivitas wisata, dan memesan penerbangan kapan saja hanya dengan menggunakan perangkat seluler. Penelitian ini menerapkan konsep *Technology Continuance Theory* (TCT) yang ditemukan oleh Liao et al., (2009), dan diperdalam dengan *Technology Proficiency* dan *Social Influence* untuk mengidentifikasi faktor apa saja yang mempengaruhi *Continuance Intention* pada penggunaan aplikasi travel. Penelitian ini menggunakan pendekatan kuantitatif dengan 120 responden pengguna Agoda, Tiket.com, dan Traveloka. Kuesioner disusun dengan skala likert yang diidentifikasi dengan 14 hipotesis. SEMP-PLS diterapkan untuk analisis data dengan memanfaatkan *software* SmartPLS v.3 dan memberikan hasil dari 14 hipotesis yang diajukan, diketahui 5 diantaranya tidak mendukung penelitian ini. *Satisfaction*, *Attitude*, dan *Social Influence* terbukti secara langsung berpengaruh terhadap *Continuance Intention*, sedangkan *Perceived Usefulness* ditemukan tidak signifikan memengaruhi. Penambahan *Technology Proficiency* berpengaruh kuat terhadap *Continuance Intention*, dan *Social Influence* ditemukan dapat berpengaruh terhadap *Continuance Intention* melalui variable mediator, yaitu *Satisfaction*.

Kata Kunci : *Technology Continuance Theory (TCT)*, *Continuance Intention*, *Smart-PLS*

ABSTRACT

ADOPTION OF TECHNOLOGY CONTINUANCE THEORY, EXTEND TECHNOLOGY PROFICIENCY, AND SOCIAL INFLUENCE TO TEST THE INTENTION TO USE SUSTAINABILITY IN 3 TRAVEL APPLICATIONS IN INDONESIA

Oleh:

M Naufal Rizqullah Kesih S Putra

A travel application is an application that allows tourists to manage various travel-related activities, such as searching for flights, accommodation, tourist activities, and booking flights at any time just by using a mobile device. This research applies the concept of Technology Continuance Theory (TCT) discovered by Liao et al., (2009), and deepens it with Technology Proficiency and Social Influence to identify what factors influence Continuance Intention in using travel applications. This research used a quantitative approach with 120 respondents using Agoda, Tiket.com, and Traveloka. The questionnaire was prepared using a Likert scale which identified 14 hypotheses. SEMP-PLS was applied for data analysis using SmartPLS v.3 software and provided results from 14 proposed hypotheses, it was discovered that 5 of them did not support this research. Satisfaction, Attitude, and Social Influence were proven to directly influence Continuance Intention, while Perceived Usefulness was found to have no significant influence. The addition of Technology Proficiency has a strong influence on Continuance Intention, and Social Influence was found to influence Continuance Intention through the mediator variable, is Satisfaction.

Keywords : *Technology Continuance Theory (TCT), Continuance Intention, Smart-PLS*

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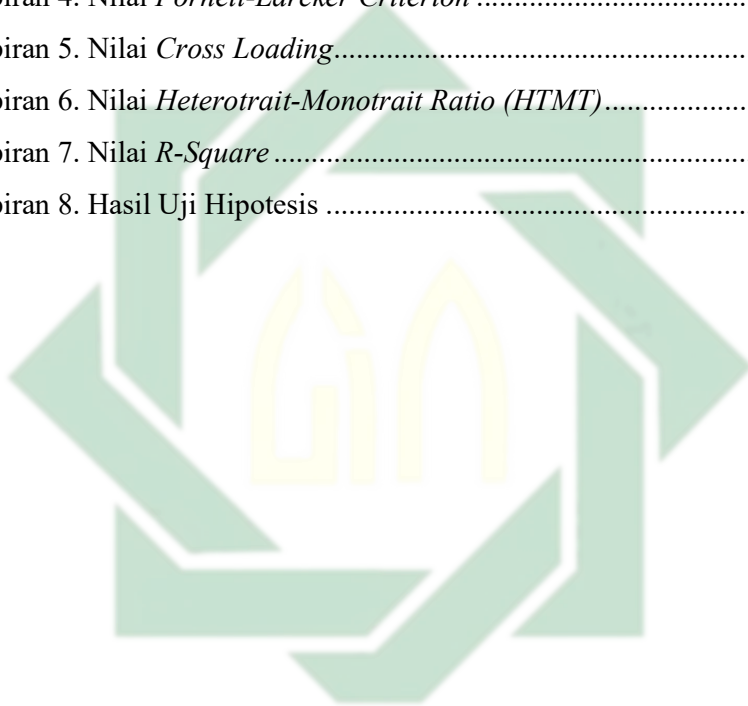
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