



What do Indonesian Gen Z look for when booking accommodation?

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ABSTRACT

Despite extensive research on factors influencing consumer decisions in booking accommodation, limited attention has been given to understanding Generation Z's specific behavior when using digital platforms for this purpose. Additionally, inconsistencies in previous findings regarding the determinants of Generation Z's purchase intentions highlight the need for a more focused and contextualized investigation. This study aims to identify the key factors that shape Generation Z's intention to purchase accommodations through the Traveloka platform in Indonesia. A quantitative research methodology was employed in this study, with data collected from a diverse group of 179 respondents representing various regions in Indonesia. The collected data were analyzed using SPSS software to assess the relationships between the variables. The findings reveal that perceived usefulness, perceived ease of use, and attitude significantly influence Generation Z's intention to purchase accommodation through Traveloka. These results offer practical insights for Traveloka and industry stakeholders in the tourism sector. To enhance perceived usefulness and perceived ease of use, Traveloka is encouraged to implement continuous improvements to its features and user interface. Furthermore, these findings provide a deeper understanding of Generation Z's preferences when booking accommodation online, enabling industry practitioners to develop more effective marketing strategies and refine their service offerings to align with the evolving expectations of this consumer segment.

Keywords: TPB, TAM, online travel agencies, tourism, gen z

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INTRODUCTION

The tourism and hospitality industry in Indonesia has been experiencing sustained growth (Waluyo et al., 2022). According to data from Indonesia's Central Statistics Agency (2024), as of June 3, 2024, there was a 24% increase in international visitors in April 2024 compared to the same period in 2023. Similarly, domestic tourism in Indonesia showed a positive growth trend in 2024, with a 22% increase compared to 2023 (Secretary of Indonesian Cabinet, 2025).

The rise in tourist numbers has driven a corresponding surge in demand for travel and accommodation services, particularly through digital platforms that facilitate trip planning for travelers (Abashidze, 2024). As technology advances and internet penetration increases across Indonesia, the tourism industry is experiencing a substantial digital transformation. Online Travel Agencies (OTAs), such as Traveloka, have emerged as primary platforms for booking travel tickets and accommodations (Damanik et al., 2023). Moreover, traveler preferences, particularly among Generation Z, are shifting toward technology-based services that offer convenience, speed, and various additional features (Koch et al., 2020). Generation Z, known as digital natives, seeks seamless travel experiences integrated with their digital lifestyles (Koenig-Lewis et al., 2015). Given their increasing dominance in both domestic and international travel activities (Hoang et al., 2024), understanding the determinants that motivate their willingness to purchase through OTAs has become highly relevant for the advancement of Indonesia's tourism industry.

One key factor accelerating the adoption of OTAs among young tourists in Indonesia is information accessibility (Talwar et al., 2020). According to Miliou & Angeli (2021), Generation Z, as digital natives, grew up in an era where nearly all aspects of life, including travel planning, are connected to the internet (Popşa, 2024). Wiastuti & Lestari (2020) found that Gen Z prefers to independently seek information from various digital sources before making purchasing decisions. Statista (2025) reports that Indonesia ranks among the top in e-commerce and digital payment adoption in Southeast Asia, contributing to the rapid growth of OTAs. Furthermore, Mohammad Shawal et al. (2023) state that a major contributor for Generation Z is their comfort in utilizing the application.

The Technology Acceptance Model (TAM), pioneered by Davis (1987), explains this inclination toward digital platforms and has been widely used to study online purchase intentions (Zhao et al., 2022). TAM highlights two primary determinants that affect the technology acceptance: Perceived Usefulness (PU) and Perceived Ease of Use (PEU) (Teguh & Tjhin, 2021). According to Lubis et al. (2022), PEU reflects the perception that using a technology entails a low level of effort or difficulty. In addition, PU represents the idea that technology enhances performance and efficiency in completing tasks, thereby encouraging engagement with OTAs (Pramudita et al., 2020; Yasa et al., 2022).

Moreover, Generation Z's purchase intentions when using OTAs can also be analyzed through the Theory of Planned Behavior (TPB) (Azhar et al., 2023). According to Le Van (2023), attitude reflects the extent to which Generation Z holds a positive perception of OTA platforms based on the benefits and convenience they experience. This positive attitude subsequently contributes to an increased motivation to purchase through OTAs (Anggraini & Sobari, 2023).

Multiple studies have explored the correlation between TAM and TPB in determining purchase intentions through OTAs. Various studies have demonstrated that purchase intention is significantly influenced by PEU. For instance, Wicaksono & Maharani (2020) discovered a strong positive correlation between PEU and purchase intention. Similarly, Mohamad et al. (2021) revealed a significant link between PEU and purchase intention (PI). However, other studies reported insignificant relationships between PEU and purchase intention (Fatmawati & Ali, 2021; Lubis et al., 2022).

Previous studies investigating the relationship between perceived usefulness (PU) and purchase intention (PI) in the context of Online Travel Agencies (OTAs) have produced inconsistent results. Multiple studies have found that perceived usefulness positively influences purchase intention. (Fatmawati & Ali, 2021; Lubis et al., 2022; Mulyaa & Mulyati, 2023). These findings suggest that when users perceive greater benefits from using OTAs such as improved information accessibility, efficient booking processes, and personalized user experiences, they are more likely to complete transactions through these platforms. However, other studies have reported conflicting findings, indicating that perceived usefulness (PU) does not always significantly influence a person's intention to make a purchase (AlBanani & Hapsari, 2022; Hidayat, 2023).

Similarly, study of the Theory of Planned Behaviour (TPB) has also yielded inconsistent findings. While some studies support the notion that attitude, a core component of TPB, exerts a strong influence on purchase intention (Anggraini & Sobari, 2023; McLean et al., 2020), other studies have produced contrasting results. For instance, Kumaradewi M & Darma (2024) and Puspitasari et al (2021) found no significant relationship between attitude and purchase intention, suggesting that the impact of attitude may vary depending on contextual factors or individual preferences.

Due to inconsistencies in previous research, this study aims to explore the factors influencing Generation Z's intentions to purchase accommodations through Traveloka. By utilizing both the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) frameworks, this research seeks to provide a comprehensive understanding of the key elements driving purchase intentions among Gen Z consumers. The expected findings

will offer actionable insights for the online travel agency (OTA) industry, allowing for the development of more targeted and effective marketing strategies to attract and retain this significant demographic in Indonesia.

LITERATURE REVIEWS

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), introduced by, is a theoretical framework that explains how users accept and utilize technology. According to Astari et al. (2022), TAM highlights that technology acceptance is influenced by two primary variables: perceived usefulness (PU) and perceived ease of use (PEU). For this study, TAM is employed to analyse the determinants affecting Generation Z in Indonesia when booking accommodations through Traveloka, one of the leading digital travel booking platforms in the country.

Perceived usefulness (PU) highlights the degree to which an individual believes in the advantages of using a certain technology (Wicaksono & Maharani, 2020). Several factors contribute to increasing the perceived usefulness of applications, particularly in the context of Online Travel Agencies (OTAs), including fast and accurate search features a wide variety of accommodation options (Reta Tata Pratiwi et al., 2023). These features enhance the efficiency of the booking process, thereby making the platform more attractive to users.

Conversely, perceived ease of use (PEU) describes how effortless users find it to engage with a technology (Oktania & Indarwati, 2022). Consumers tend to have high expectations regarding the interface of applications, seeking features that are intuitive, responsive, and easy to navigate (Runsewe et al., 2024). A user-friendly interface not only reduces cognitive effort but also encourages continued usage of the platform.

In the context of OTAs, Putra & Pangaribuan (2025) emphasize that ease of navigation, a seamless booking process, and a variety of payment methods significantly enhance users' perceptions of ease of use. Furthermore, the clarity of information provided, flexibility in modifying or canceling bookings, and responsive customer support are crucial factors in reinforcing this perception (Puspitasari et al., 2021). According to Pramudito et al. (2024), when users perceive that the booking process through a platform is smooth, hassle-free, and aligned with their expectations, they are more likely to adopt the technology without resistance.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Ajzen (1991) is a widely recognized social psychology model used to predict and explain individual behavior. TPB asserts that an individual's intention to perform a particular behavior is influenced by three primary factors: attitude toward behavior, subjective norms, and perceived behavioral control (Liu et al., 2020).

Attitude toward behavior refers to the extent to which an individual evaluates a behavior positively or negatively. According to attitude plays a pivotal role in shaping behavioral intentions, as it reflects an individual's overall assessment of the expected outcomes of engaging in a particular behavior. Attitude is composed of three dimensions: cognitive, affective, and conative (Yaqin & Yasin, 2024). As explained by Shaputra et al. (2023), in the context of hotel bookings, the cognitive component refers to an individual's knowledge or trust regarding the hotel, the affective component represents the emotional response or feelings toward the hotel and its associated services, while the conative component pertains to the actual behavior or the intention to proceed with the hotel booking.

Consumer attitudes toward booking accommodations are influenced by various factors, including personal experiences, perceptions of the application's benefits, and the perceived ease of using the platform (Stivala, 2022). Positive experiences, such as seamless navigation, clear information display, and efficient booking processes, tend to foster positive attitudes and increase the likelihood of continued use. Conversely, negative experiences can generate unfavorable attitudes that deter consumers from adopting the platform. Emphasize that negative experiences, such as difficulties in navigating the application or encountering technical issues, can diminish trust and create resistance toward using the platform (Li et al., 2022).

Online Travel Agencies (OTA)

Online Travel Agencies (OTAs) are digital platforms that allow consumers to independently and efficiently book various travel services, such as accommodations, flights, and transportation (Setiawan & Widanta, 2021). According to Lv et al. (2020), OTAs have transformed consumer behavior in travel planning by providing access to an extensive variety of travel services through the use of digital devices. These digital platforms offer a high degree of flexibility, enabling users to compare prices, read reviews, and select the best options based on their preferences (Christin & Nugraha, 2023).

Zhu et al. (2022), emphasize that one of the key strengths of OTAs lies in their ease of access and the transparency of the information they provide. Through a single platform, OTAs aggregate detailed information on accommodation (TUDORICA, 2022). Similarly, Jesus & Bela (2024) highlight that the ability to easily compare

multiple accommodation options enhances consumer confidence in their decision-making process. Moreover, the ease of use of OTA platforms is a crucial factor contributing to their widespread adoption (Sharma & Sharma, 2022). According to Irwan et al. (2024), OTA platforms are designed with intuitive and user-friendly interfaces that facilitate seamless navigation, making it easier for consumers to search for and book accommodations. By minimizing complexity and streamlining the booking process, these platforms enhance user satisfaction and encourage continued use, thereby solidifying their role as an essential tool in modern travel planning.

Z Generations

Generation Z, also known as digital natives, refers to individuals born between the mid-1990s and early 2010s (Miliou & Angeli, 2021). According to Pradipta et al. (2024), Generation Z grew up in a highly connected digital era where access to the internet, social media, and mobile technology became an integral part of their daily lives. This generation is accustomed to the instantaneous availability of information (Szymkowiak et al., 2021), making them more adept at accessing, evaluating, and sharing information across various digital platforms.

One of the defining characteristics of Generation Z is their reliance on digital technology across multiple aspects of life, including purchasing decisions (Razak, 2022). assert that Generation Z demonstrates a strong preference for experiences that are fast, personalized, and efficient. They tend to utilize mobile applications and online platforms to meet their daily needs Indriyarti et al. (2022), including booking accommodations and planning travel. This reliance on technology in decision-making is primarily driven by the convenience, flexibility, and ease of access provided by digital platforms (Rahma et al., 2024). Moreover, Generation Z is recognized as a discerning and critical consumer group. As highlighted by Espejo et al. (2025), they tend to rely heavily on user reviews, recommendations from social media, and content from influencers before deciding to purchase or engage with a product or service. This generation's decision-making process is highly informed and influenced by peer-generated content and digital interactions. Additionally, Generation Z exhibits a strong preference for platforms that offer personalized experiences tailored to their individual preferences (Elrizal & Astuti, 2024).

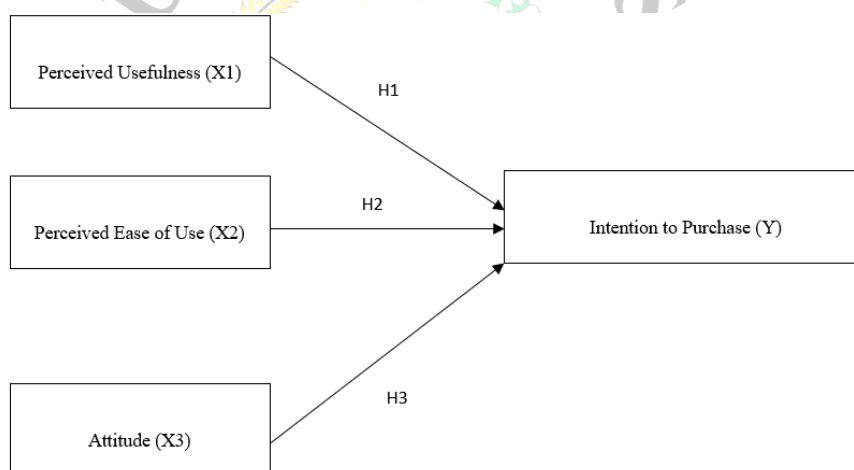


FIGURE 1. Research Framework

Based on the theoretical framework presented in Figure 1, the following hypotheses are proposed:

- H1: Perceived Usefulness (PU) positively affects Intention to Purchase Accommodations through Traveloka
- H2: Perceived Ease of Use (PEU) positively affects Intention to Purchase Accommodations through Traveloka
- H3: Attitude (ATT) positively affects Intention to Purchase Accommodations through Traveloka.

METHODS

The research intends to explore the connection between perceived usefulness (PU), perceived ease of use (PEU), and attitude (ATT) toward purchase intention in the context of using the Traveloka application. A quantitative research design was employed, utilizing an explanatory research approach to explore the causal relationships between these variables. The sampling technique used was probability sampling, with a focus on purposive sampling to ensure the inclusion of relevant respondents and to minimize potential bias in data interpretation. The target population consisted of young adults in Indonesia aged 21 to 39 years. Data were collected through an online survey distributed across various travel-related groups on Instagram, Facebook, and WhatsApp. A total of 210

individuals were invited to participate in the survey, and 179 completed it, leading to a response rate of 85.24%. A 10-point Likert scale, ranging from 1 (strongly disagree) to 10 (strongly agree), was utilized for measuring responses.

In this study, we employed a range of statistical methods to analyze data using SPSS to ensure the validity and reliability of the findings. Descriptive statistical analysis was used to summarize the characteristics of the respondents and the distribution of responses. Reliability testing was conducted to assess the internal consistency of the measurement scale, while classical assumption tests were performed to verify that the data met the necessary assumptions for regression analysis. Finally, multiple regression analysis was used to examine the relationships between the independent variables (perceived usefulness, perceived ease of use, and attitude) and the dependent variable (purchase intention), which offers a clearer understanding of the strength and direction of these relationships.

RESULTS AND DISCUSSION

Results

Based on the research conducted over a period of approximately one month, from January 1, 2025, to January 31, 2025, data were collected from 179 respondents who met the criteria of being aged between 21 and 39 years, residing in Indonesia, and having made at least one prior accommodation purchase through the Traveloka application. Table 1 below presents the respondents' characteristics.

TABLE 1. Respondents Characteristic

Category	Classification	Frequency	Percentage
Gender	Female	154	86
	Male	25	14
Total		179	100
Age	21 – 25	113	63
	26 – 35	59	33
	36 – 39	7	4
Total		179	100
Latest Education	Junior High School	1	1
	High School	32	18
	Diploma	19	10
	Undergraduate	127	71
Total		179	100
Monthly Income	≤ Rp 1million	37	21
	Rp 1 million - 2,5 million	42	24
	Rp 2,5 million– 5 million	67	37
	≥ Rp 5 million	33	18
Total		179	100
Intensity of using the App (Traveloka)	1-2 times	33	18
	3-5 times	64	36
	6 – 10 times	32	18
	≥ 10 times	50	28
Total		179	100

The characteristics of the respondents in this study were categorized based on gender, age range, educational attainment, monthly income, and frequency of using the Traveloka application for hotel bookings. In accordance with collected data, most of the respondents were female, comprising 154 individuals (86%), while male respondents accounted for 25 individuals (14%). These findings suggest that women are more dominant in using Traveloka to book hotels compared to men. The higher prevalence of female users in hotel bookings through Traveloka may be attributed to their tendency to be more meticulous in planning trips and selecting accommodations that align with their needs and preferences.

In terms of age distribution, a significant majority of the respondents were categorized within the 21–25 age group, accounting for 113 individuals (63%), followed by the 26–35 age group with 59 individuals (33%), and the 36–39 age group with 7 individuals (4%). These findings suggest that a significant proportion of active Traveloka users for hotel bookings belong to the younger age category, particularly those in their early adulthood (21–25

years old). As digital natives, this age group is highly adept at using digital technologies and mobile applications, making them more inclined to utilize online platforms such as Traveloka for planning their travel and booking accommodations.

With regard to educational background, the majority of respondents were bachelor's degree holders, comprising 127 individuals (71%). This was followed by high school graduates at 18% (32 respondents), diploma holders at 10% (19 respondents), and a small minority of 1% (1 respondent) with only junior high school education. These findings suggest that users of Traveloka for hotel reservations are generally well-educated, with a strong foundation in digital literacy and critical thinking. This level of education likely enhances their ability to navigate digital platforms effectively and appreciate the practical benefits of online travel services.

In terms of monthly income, 37 respondents (21%) reported earnings of less than IDR 1 million, while 42 respondents (24%) earned between IDR 1 million and 2.5 million. The largest income group was in the IDR 2.5 million to 5 million range, comprising 67 individuals (37%), followed by 33 individuals (18%) who earned above IDR 5 million. These figures indicate that the majority of Traveloka users fall within the middle to upper-middle income bracket. This socioeconomic profile may influence their purchasing behavior, as users with greater spending capacity tend to favor digital convenience, service efficiency, and reliability—qualities that are typically associated with online booking platforms.

In terms of the frequency of using the Traveloka application for hotel bookings, 33 respondents (18%) reported using the platform only 1–2 times, while 64 respondents (36%) indicated making 3–5 bookings. Additionally, 32 respondents (18%) had used the application 6–10 times, whereas 50 respondents (28%) reported booking more than 10 times through the platform. These findings suggest that a significant majority of respondents (82%) have engaged with Traveloka multiple times for hotel reservations, reflecting a high level of trust and dependence on the platform. The high booking frequency among users may also indicate a high degree of satisfaction with the services provided by Traveloka, which fosters continued usage and loyalty. The convenience, efficiency, and reliability offered by the platform likely contribute to this positive perception, prompting users to repeatedly choose Traveloka for their accommodation needs. Furthermore, these results align with the overall profile of the respondents, who are predominantly young, well-educated women from middle-to-upper income groups, a demographic that values seamless digital experiences and prefers platforms that consistently meet their expectations.

TABLE 2. Validity Test

Variable	Indicators	Pearson Correlation	Description
Perceived Usefulness (X1)	Effective	0,722	Valid
	Convenient	0,765	Valid
	Increase Performance	0,723	Valid
	Increase Productivity	0,720	Valid
Perceived Ease of Use (X2)	Ease of Learning	0,698	Valid
	Understanding of Interaction	0,670	Valid
	Flexibility of Interaction	0,638	Valid
	Ease of Development	0,723	Valid
Attitude (X3)	Ease of Use	0,678	Valid
	Affective	0,678	Valid
	Behavioral	0,677	Valid
	Cognitive	0,671	Valid
Purchase Intention (Y)	Conative	0,661	Valid
	Purchase Intention	0,871	Valid
	Positive Word of Mouth	0,806	Valid
	Service Quality	0,808	Valid

Findings from the validity test demonstrate that each item in the Perceived Usefulness (PU) variable exhibits a significant correlation with the total variable score, with Pearson correlation values ranging from 0.720 to 0.765

and a significance level of $p < 0.01$. These findings indicate that all items within this variable are valid, as they exhibit a strong and significant correlation with the measured construct.

For the Perceived Ease of Use (PEU) variable, all items showed a statistically significant and positive correlation with the total variable score, with Pearson correlation values ranging between 0.638 and 0.723 and a significance level of $p < 0.01$. These findings validate that all items within this variable are valid, as they demonstrate strong and significant correlations with the construct being measured.

Similarly, the validity test results for the Attitude variable reveal that all items exhibit a positive and significant correlation with the total variable score, with Pearson correlation values ranging from 0.661 to 0.678 and a significance level of $p < 0.01$. These findings affirm the validity of all items within this variable, indicating strong and consistent correlations with the intended construct.

In the case of the Purchase Intention variable, each item demonstrated a very strong correlation with the total variable score, with Pearson correlation values ranging from 0.806 to 0.817, accompanied by a significance level of $p < 0.01$. These results validate all items in this variable, confirming their strong and significant correlation with the measured construct.

TABLE 3. Reliability Test

Instruments	Cronbach's Alpha	Description
Perceived Usefulness (X1)	0.711	Reliable
Perceived Ease of Use (X2)	0.710	Reliable
Attitude (X3)	0.714	Reliable
Purchase Intention (Y)	0.736	Reliable

The results of the reliability analysis indicate that all variables in this study demonstrated acceptable internal consistency. The Perceived Usefulness (PU) variable recorded a Cronbach's Alpha value of 0.711, followed closely by the Perceived Ease of Use (PEU) variable, which had a Cronbach's Alpha value of 0.710. Additionally, the Attitude variable yielded a Cronbach's Alpha value of 0.714, while the Purchase Intention variable achieved the highest reliability with a Cronbach's Alpha value of 0.736.

Since all four variables produced Cronbach's Alpha values exceeding 0.70, the measurement instruments used in this study meet the generally accepted threshold for reliability, demonstrating that they are consistent and dependable for assessing the intended constructs. These results confirm that the items within each variable reliably measure their respective dimensions, ensuring that the instruments are appropriate for further analysis.

TABLE 4. Normality Test

	Unstandardized Residual
N	179
Kolmogorov-Smirnov	0,048
Asymp.Sig. (2-tailed)	0,002

The results of the normality test conducted using the One-Sample Kolmogorov-Smirnov Test indicate that the Asymp. Sig. (2-tailed) value is 0.200, which exceeds the significance threshold of 0.05. This finding suggests that the residuals in the regression model are normally distributed, thereby confirming that the normality assumption required for regression analysis has been satisfied.

TABLE 5. Multicollinearity Analysis

Variable	Tolerance	VIF
Perceived Usefulness	1,000	1,021
Perceived Ease of Use	1,000	1,043
Attitude	1,000	1,029

The results of the multicollinearity analysis indicate that the Tolerance values for all independent variables (Perceived Usefulness, Perceived Ease of Use, and Attitude) exceed 0.1, while the Variance Inflation Factor (VIF) values remain below 10. These findings confirm the absence of multicollinearity, suggesting that there is no strong linear relationship between the independent variables in the regression model.

Furthermore, the scatterplot of residuals displays a random distribution pattern without forming any

discernible shape, such as a funnel or a linear pattern. This indicates that heteroscedasticity is not present, implying that the variance of residuals remains constant across all levels of the independent variables. Consequently, the assumption of homoscedasticity required for regression analysis is satisfied.

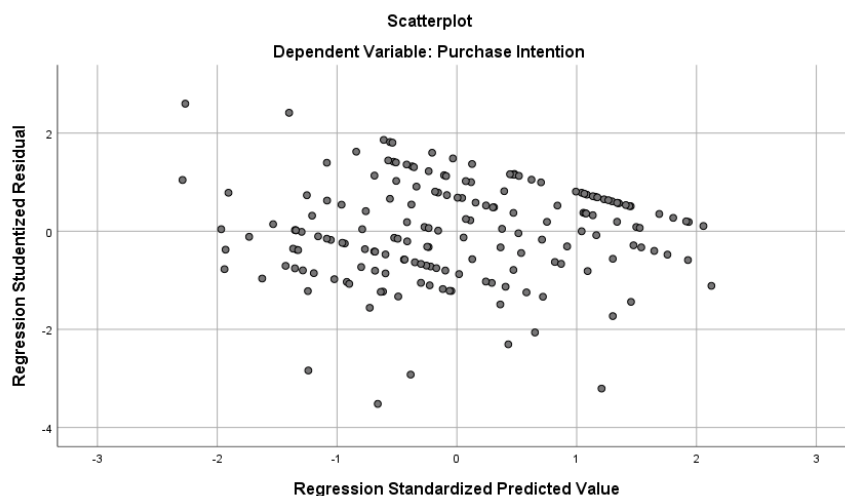


FIGURE 2. Heteroscedasticity Test

TABLE 6. Multiple Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Perceived Usefulness	0,184	0,066	0,177	2,778	0,006
Perceived Ease of Use	0,110	0,047	0,149	2,313	0,022
Attitude	0,502	0,070	0,456	7,126	0,000

Through the results of the test, regression equations were obtained:

$$Y = -2.533 + 0.184X_1 + 0.110X_2 + 0.502X_3$$

The constant value of -2.533 indicates that if all independent variables, Perceived Usefulness (X_1), Perceived Ease of Use (X_2), and Attitude (X_3), are equal to zero, the value of Purchase Intention (Y) would be negative at -2.533. The regression coefficient for Perceived Usefulness (X_1) is 0.184, suggesting that a one-unit increase in perceived usefulness increases Purchase Intention (Y) by 0.184 units, assuming all other variables remain constant. Similarly, the regression coefficient for Perceived Ease of Use (X_2) is 0.110, indicating that a one-unit increase in perceived ease of use raises Purchase Intention (Y) by 0.110 units, with all other variables held constant. The regression coefficient for Attitude (X_3) is 0.502, reflecting that Attitude has the strongest influence on Purchase Intention (Y) compared to the other variables. An increase of one unit in attitude leads to a corresponding increase of 0.502 units in Purchase Intention (Y), establishing it as the most influential predictor in the model.

TABLE 7. The Coefficient of Determination Result

Evaluation Results	Coefficient of Determination	Description
R^2_m	0,302	The influence of independent variables on dependent variables in combination

With an R Square value of 0.302, the analysis suggests that Perceived Ease of Use, Attitude, and Perceived Usefulness contribute to explaining 30.2% of the variability in Purchase Intention.

TABLE 8. t-Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Perceived Usefulness	0,184	0,066	0,177	2,778	0,006
Perceived Ease of Use	0,110	0,047	0,149	2,313	0,022
Attitude	0,502	0,070	0,456	7,126	0,000

Perceived Usefulness recorded a t-value of 2.778 with a p-value of 0.006 ($p < 0.05$), indicating a significant influence on Purchase Intention. Perceived Ease of Use produced a t-value of 2.313 with a p-value of 0.022 ($p < 0.05$), confirming a statistically significant impact on Purchase Intention. Attitude demonstrated the strongest influence on Purchase Intention, with a t-value of 7.126 and a p-value of 0.000 ($p < 0.05$).

TABLE 9. F-Test Result

Variable	Sum of Squares	df	Mean Square	F	Sig.
Regression	512,918	3	170,973	25,244	0,000
Residual	1185,228	175	6,773		
Total	1698,145	178			

The findings generated by the F-test display an F-value of 25.244 with a p-value of 0.000 ($p < 0.05$), indicating that the regression model is statistically significant in explaining variations in Purchase Intention. This finding suggests that, when considered simultaneously, Attitude (ATT), Perceived Ease of Use (PEU), and Perceived Usefulness (PU) strongly influence intention to buy accommodation through Traveloka. The significance of the model implies that these three independent variables successfully explain a significant portion of the variability observed in respondents' purchase intentions.

Discussion

This study generated several findings that are consistent with the proposed hypotheses. The first finding demonstrates a significant positive relationship between perceived usefulness (PU) and intention to purchase accommodations through the Traveloka application (H1 accepted). This result aligns with the Technology Acceptance Model (TAM) developed by Davis (1987), which highlights the critical role of perceived usefulness in influencing users' intention to adopt technology (Astari et al., 2022). In the context of Traveloka, users who perceive that the application enhances the efficiency of searching and booking accommodations are more likely to develop a stronger intention to utilize the platform. This finding is further corroborated by previous studies conducted by Fatmawati & Ali (2021), Lubis et al. (2022), Mulyaa & Mulyati (2023), which demonstrated that perceived usefulness significantly impacts users' decisions to engage with technology-based services, particularly in the travel sector.

The examination of hypothesis 2 reveals that perceived ease of use (PEU) significantly influences intention to purchase accommodations via Traveloka, leading to the confirmation of Hypothesis 2 (H2 accepted). The result aligns with the theoretical foundations of TAM Davis (1987), which assert that perceived ease of use affects users' willingness to engage with a technology by minimizing the effort required to utilize the system effectively (Nguyen et al., 2023). This finding is backed by earlier studies carried out by Mohamad et al. (2021) and Wicaksono & Maharani (2020), which concluded that perceived ease of use enhances technology acceptance and promotes sustained engagement with digital platforms.

The third finding supports hypothesis 3, establishing a significant positive relationship between attitude (ATT) and intention to purchase. This result is aligned with the Theory of Planned Behavior (TPB) developed by Ajzen (1991), which posits that an individual's positive attitude toward a behavior increases their intention to engage in that behavior. In the context of Traveloka, a positive attitude among Generation Z users toward the platform encourages them to continue using the application for their accommodation needs (Kumaradewi M & Darma, 2024). This finding is consistent with the results of prior studies by Anggraini & Sobari (2023) and McLean et al. (2020), which demonstrated that positive attitudes toward digital platforms significantly contribute

to users' intention to engage with such services over the long term. Moreover, in the context of Traveloka, the formation of positive attitudes is not solely influenced by the functional benefits provided by the platform but also by emotional factors, such as trust and a sense of security experienced by users while interacting with the application. These emotional factors reinforce positive perceptions of the platform and increase users' confidence, ultimately encouraging continued usage and enhancing purchase intentions.

CONCLUSIONS AND SUGGESTION

Conclusions

The findings of this study provide a clear understanding of the key factors influencing Generation Z in Indonesia when booking accommodations through the Traveloka application. The study successfully confirmed all the proposed hypotheses, demonstrating that perceived usefulness (PU), perceived ease of use (PEU), and attitude (ATT) exhibit a strong positive correlation with intention to purchase accommodations through the platform. These findings reinforce the relevance of the Technology Acceptance Model (TAM) proposed by where PU and PEU play a crucial role in driving users' acceptance of technology. In the context of accommodation booking by Generation Z in Indonesia, the higher the perceived usefulness (PU) of using Traveloka, the greater the likelihood that users will proceed with a booking.

Moreover, perceived ease of use (PEU) was also shown to influence intention to purchase, where the ease of using the Traveloka application enhances user convenience and encourages continued use of the platform for accommodation bookings. As digital natives, Generation Z tends to have high expectations for applications that offer an intuitive interface, seamless navigation, and efficient booking processes. Additionally, users' positive attitudes (ATT) toward Traveloka were found to have a significant impact on their intention to book accommodation through the application. This positive attitude is influenced not only by the functional benefits of the platform but also by emotional factors, such as the trust and comfort users experience while using the application. These findings align with the Theory of Planned Behavior (TPB) developed by Ajzen (1991), which posits that positive attitudes toward a behavior significantly increase the likelihood of engaging in that behavior.

In addition to validating the hypothesized relationships, this study makes valuable contributions to both empirical knowledge and practical applications. From an empirical standpoint, it addresses a gap in the literature, where prior studies have reported inconsistent findings regarding the effects of perceived usefulness, perceived ease of use, and attitude on users' intentions to engage with online accommodation platforms, particularly among Generation Z in Indonesia. By providing consistent and context-specific findings, this study enriches the existing body of knowledge on technology adoption among Generation Z, offering deeper insights into their behavior and preferences when using digital travel applications.

From a practical perspective, the results of this study offer actionable insights for Traveloka to refine its product development and marketing strategies. To enhance perceived usefulness, Traveloka is encouraged to introduce innovative features that deliver tangible benefits to users, thereby increasing the likelihood of continued platform engagement. Additionally, the study highlights that Generation Z, as a consumer group that grew up in the digital era, places a high value on efficiency, convenience, and personalization in the booking process. Consequently, stakeholders in the tourism and hospitality industry should align their marketing strategies and service offerings with the evolving expectations of this demographic segment. Adapting to these preferences is essential for maintaining competitiveness and ensuring long-term engagement with this tech-savvy and discerning consumer base.

Suggestion

This study acknowledges several limitations. One notable limitation is that the dataset utilized in this study was confined to Generation Z. Although Generation Z currently represents a dominant segment of consumers engaging with digital platforms, future generations, such as Generation Alpha, are likely to exhibit distinct behavior, preferences, and expectations regarding the use of technology. As these emerging cohorts enter the digital marketplace, their unique characteristics may necessitate further investigation into the evolving factors influencing their purchase intentions, which may differ considerably from those observed among Generation Z.

Another limitation lies in the study's focus on only a few key factors affecting intention to purchase accommodations through Traveloka, specifically perceived ease of use, perceived usefulness, and attitude. While these factors have been shown to significantly influence purchase decisions, there are numerous other variables that may also play an important role in shaping users' intentions to engage with accommodation booking platforms.

Thus, future studies should explore the inclusion of more variables, such as perceived trust, perceived risk, social influence, price sensitivity, and customer satisfaction, to provide a more comprehensive analysis of the determinants that affect users' adoption of digital platforms. Exploring these variables could offer deeper insights

into enhancing user engagement and satisfaction, thereby contributing to the continuous improvement of digital accommodation services.

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