ABSTRACT

Wenda Wenika (00000002284)

UTAUT2 INFLUENCING THE BEHAVIORAL INTENTION AND THE EFFECT TO CUSTOMER SATISFACTION OF PURCHASING AIRLINES TICKET VIA INTER

(xiv + 62 pages: 9 figures, 19 tables, 7 appendices)

This study aims to examine the different drivers of online airline ticket purchasing behavior and to validate a new conceptual framework in this context. Based on the Extended Unified Theory of Acceptance and Use of Technology (UTAUT2), this research includes nine variables: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price-Saving Orientation, Habit, Behavioral Intention and Customer Satisfaction. Data from 175 valid questionnaires, collected in Pelita Harapan University, were tested against the research model. Our findings indicate that Habit, and Social Influence do have a positive relationship towards Behavioral Intention, and Behavioral Intention does have a positive relationship towards Customer Satisfaction.


Key Words: UTAUT2, Behavior Intention, Customer Satisfaction.