

HALAMAN PENGESAHAN

Pada hari Jumat tanggal 24 Bulan Januari tahun 2025, telah dilaksanakan ujian siding Publikasi dengan judul "*Traveloka Booking Technology and Customer Satisfaction at Hotel Sahid Using TAM Model* (Teknologi Pemesanan Traveloka dan Kepuasan Pelanggan di Hotel Sahid Menggunakan Model TAM) untuk memenuhi sebagai persyaratan akademik guna memperoleh gelar Magister Manajemen pada Program Studi Magister Manajemen Institut Informatika dan Bisnis Darmajaya, bagi mahasiswa:

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Bandar Lampung, 23 Januari 2025

Yang Menyatakan,



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Traveloka Booking Technology and Customer Satisfaction at Hotel Sahid Using TAM Model

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Abstract

Purpose: This study aims to test how factors in the Technology Acceptance Model (TAM) affect customer satisfaction at Sahid Hotel Bandar Lampung.

Methodology: The data source used was primary. Data were collected through a questionnaire randomly distributed to 100 respondents using probability sampling techniques. Data analysis was performed using structural equation Modelling (SEM) with the help of the Smart-PLS application.

Results: The results revealed that Perceived Usefulness (PU) had a positive effect on Traveloka's Attitude Toward Using (ATUs). Perceived Ease of Use (PEOU) has a positive effect on Traveloka's Attitude Toward Using (ATUs). Enjoyment has a positive effect on Traveloka's Attitude Toward Using (ATU). Perceived Ease of Use (PEOU) has a positive effect on Traveloka's Perceived Usefulness (PU).

Conclusion: Attitude Toward Using (ATU) has a positive effect on Traveloka's Behavioural Intention to Use (BI). Behavioural Intention to Use (BI) has a positive effect on customer satisfaction. Perceived Usefulness (PU) has a positive effect on customer satisfaction. Perceived Ease of Use (PEOU) has a positive effect on customer satisfaction.

Limitations: To use a larger sample and be able to cover all elements of the population in a balanced manner so that the results of the study can better reflect the actual circumstances and the results can be generalized more broadly.

Contribution: Hotel Sahid Bandar Lampung needs to optimize services to consumers. The service is optimized by ensuring security and comfort when transacting on Traveloka.

Keywords: Customer Satisfaction, Hotel Sahid Bandar Lampung, Technology Acceptance Model, Traveloka.

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1. Introduction

The rapid advancement of technology in recent years has had a significant influence on various industries, especially in the tourism and hospitality sectors. Online ordering systems have changed the way consumers interact with businesses, making the process more efficient and accessible. Among the many platforms available, Traveloka, Southeast Asia's leading online travel booking service, has gained popularity due to its ease of use as well as its wide range of services, including hotel bookings, flights, and other travel services. Several studies have explored the adoption of online booking technology in the hospitality industry (Lu et al., 2021).

Focuses on customer satisfaction with hotel bookings through Traveloka. They used TAM to assess customer perceptions and confirmed that Perceived Ease of Use and Perceived Usefulness are critical to successful adoption. Their study also emphasizes the role of customer service and booking platform

interface design in shaping user satisfaction(Aisha & Kurniawati, 2023). Similarly, (Utami et al., 2022) examine how online booking systems improve customer satisfaction in hotels, focusing on the usability and convenience provided by platforms such as Traveloka. They found that customers who found the system easy to use and valuable were more likely to be satisfied with their booking experience. In addition, their research highlights the importance of system trust and quality in determining customer acceptance of online ordering technology.

The focus of this research is to analyze the acceptance of online booking technology provided by Traveloka, especially in the context of Hotel Sahid Bandar Lampung. As one of the three-star hotels, Hotel Sahid strives to provide high-quality services and ensure customer satisfaction. With the introduction of online ordering systems, understanding the factors that affect customer acceptance of the technology has become crucial to maintaining and increasing satisfaction rates.

There is a phenomenon that occurs between the idea of a three-star hotel service and the rating of customer reviews on the Traveloka application. Of all the three-star hotels in the city of Bandar Lampung, it was found that the Sahid Hotel Bandar Lampung has the lowest rating compared to other three-star hotels. Where the average three-star hotel rating is on a scale of 8 to 8.5, but Hotel Sahid Bandar Lampung has a rating of 6.6. This motivates researchers to find out how satisfied they are with the acceptance of Traveloka's technology to make online bookings at Hotel Sahid Bandar Lampung. To evaluate the acceptance of this technology, this study uses TAM, a model built to analyze and understand the factors that influence the acceptance of technology use Fred Davis, (1986). For this study, the TAM model will be applied to Traveloka's online booking system to analyze how factors in TAM affect customer satisfaction at Hotel Sahid Bandar Lampung. TAM is the best approach to see the intention to use technology. The Technology Acceptance Model is the most popular and influential model used to explain individual acceptance of the use of information technology systems(Ashsifa, 2020).

On the other hand, there is a research gap (Stefany et al., 2021). In a study on the adoption of OTA (Online Travel Agency) such as Traveloka using the Technology Acceptance Model (TAM), it was found that Perceived Usefulness has the most significant influence on customer intention to use an online booking platform. Customers are delighted when they find the valuable platform in terms of time savings and convenience (Hantono et al., 2023). Found that Perceived Ease of Use and Perceived Usefulness have a positive influence on customer satisfaction.

Additionally, factors such as system quality and trust also play a crucial role in the adoption of online ordering technology, ultimately contributing to high customer satisfaction rates. In contrast to (Hervilia et al., 2022), it was found that Perceived Trust is a significant problem for customers. While the platform is easy to use, some customers are concerned about security, especially when it comes to payment processing and data privacy. This leads to dissatisfaction, as trust issues reduce customers' desire to book through Traveloka. Found that some customers experience technical difficulties when using the Traveloka platform, such as errors in booking or system disruptions. These factors contribute to a decrease in Perceived Ease of Use, which has an impact on overall satisfaction levels(Muliawan & Rosyadi, 2023).

Based on the above background, diverse results are needed and can follow up on the Technology Acceptance Model (TAM) which is one of the techniques made to be able to see and analyze every factor that affects the acceptance of computer technology. The Technology Acceptance Model method is important to know because the assessment of technology will form an assessment of what kind of attitude a person has, what kind of influence will arise due to a person's assessment of technology and others related to attitudes towards computer technology. The concept of the TAM approach used in this study is perceived usefulness, perceived ease of use, attitude towards using, intention to use, enjoyment, behavior and customer satisfaction.

2. Theoretical Framework and Hypothesis

2.1 TAM Framework

This research refers to the Technology Acceptance Model (TAM) developed by Davis (1989). The TAM model is a model developed with the aim of making predictions about the acceptance and use of new technologies and information systems, by identifying the features that drive the success of a company's information systems and their adaptability to work-related needs. This TAM model is based on the benefits provided by information systems by eliminating the negative nature of their use. The TAM model states that system users are more likely to use the system if the system is easy to use and beneficial to them.

In this case, TAM uses two central constructs. Perceived Usefulness and Perceived Ease of Use. PU indicates the extent to which users believe that technology will improve their efficiency or productivity. Meanwhile, PEOU refers to how easy it is for users to organize to use technology (Stefany et al., 2021). Furthermore, PU and PEOU directly influence usage attitudes, which ultimately function as a variable between those that trigger the intention to use and the experience of the business aspect of use (Mulyono & C. Premananto, 2022).

The application of online booking technology can make it easier for customers to search, compare and book accommodation, which has an impact on customer satisfaction levels (Meileny, 2020). In addition, TAM has also been widely applied to digital technology in the tourism industry, proving that the perception of benefits and convenience can increase user intention and satisfaction levels (Widaningsih & Mustikasari, 2022). The following is a theoretical framework that can describe the flow of the variable and relationship in this study:

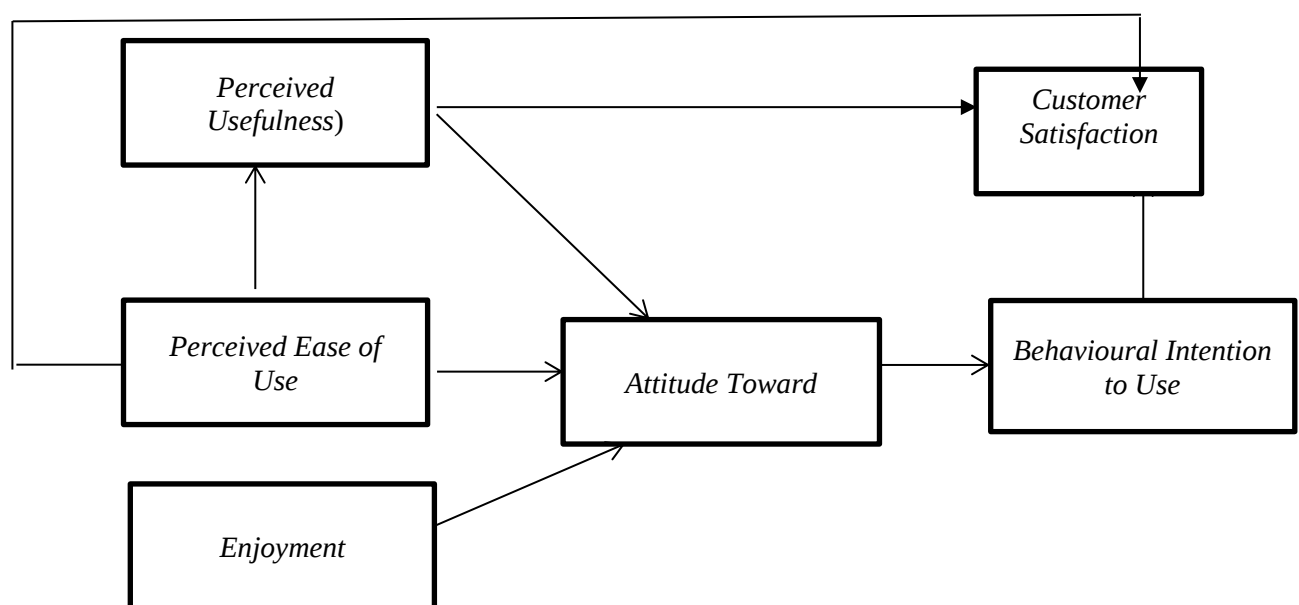


Figure 1. Research Outline

Based on the theoretical framework of TAM, this study proposes the following hypotheses:

- H1:** *Perceived Usefulness* (PU) has a positive effect on *Traveloka's Attitude Toward Using* (ATU) on customers of Hotel Sahid Bandar Lampung.
- H2:** *Perceived Ease of Use* (PEOU) has a positive effect on *Traveloka's Attitude Toward Using* (ATU) on customers of Hotel Sahid Bandar Lampung.
- H3:** *Enjoyment* has a positive effect on *Traveloka's Attitude Toward Using* (ATU) in Hotel Sahid Bandar Lampung customers.
- H4:** *Perceived Ease of Use* (PEOU) has a positive effect on *Traveloka's Perceived Usefulness* (PU) on Sahid Bandar Lampung Hotel customers.
- H5:** *Attitude Toward Using* (ATU) has a positive effect on *Traveloka's Behavioral Intention to Use* (BI) in Hotel Sahid Bandar Lampung customers.

H6: *Behavioral Intention to Use* (BI) has a positive effect on Customer Satisfaction at Hotel Sahid Bandar Lampung.

H7: *Perceived Usefulness* (PU) has a positive effect on Customer Satisfaction of Hotel Sahid Bandar Lampung.

H8: *Perceived Ease of Use* (PEOU) has a positive effect on Customer Satisfaction of Hotel Sahid Bandar Lampung

3. Research Methods

The type of research used is quantitative research, where the data is expressed in numbers and analyzed using statistical techniques. The associative research method is a study that seeks the influence of cause and effect between independent variables. The data source used is primary (Prasetia & Suwitho, 2022). The population used in this study is 1,508 Traveloka application users who have given reviews at Hotel Sahid Bandar Lampung (Source: Traveloka.com).

Nonprobability sampling is a sampling technique that does not provide an equal opportunity for each element or member of the population to be selected. By using *purposive sampling* is a technique to determine samples with specific considerations that aim to make the data obtained later more restrictive (Latifah et al., 2020) with the following criteria:

1. Consumers use the traveloka feature.
2. Consumers who have stayed at Hotel Sahid Bandar Lampung
3. Age > 17 years old.

Based on the results of the sample calculation using Slovin, the number of samples used was 100 respondents. The next step is to conduct statistical tests on research indicator items using Smart-PLS with the *Structural Equation Model* (SEM) approach (Alexander & Widjaja, 2024). Before testing the hypothesis, we performed validity and reliability tests on the item indicators to see which factors played a role in the study, which were viewed based on the following convergent validity criteria: > factor loading 0.50; The *Composite Reliability* (CR) > 0.50 (Prasetia & Suwitho, 2022).

4. Results And Discussion

4.1 Characteristics Responden

The description of the data is the description that will be used for the next process, namely testing the hypothesis. This is done to describe or describe the condition of the respondents who are the object of this study seen from the characteristics of the respondents, including gender, age and education level. This research is to prove the hypothesis proposed in this study, which has been carried out to all shopee consumers totaling 100 people.

Table 1. Characteristics Responden

Gender	Number (Person)	Percentage (%)
Man	42	42,0
Woman	58	58,0
Age (years)	Number (Person)	Percentage (%)
20-30	6	6,0
31-40	52	52,0
41-50	25	25,0
>50	17	17,0
Education	Number (Person)	Percentage (%)
SMP	2	2,0
SMA/MA/SMK	28	28,0
D3	5	5,0
S1/S2	65	65,0

Source: The data results are processed in 2024.

Based on table 1. The characteristics of respondents based on gender are known to be 42 men or 42.0%, women as many as 58 people or 58.0%. Respondent characteristics based on It is known that the age of 20-30 years is 6 people or 6.0%, the age of 31-40 years is 52 people or 52.0%, the age of 41-50 years is 25 people or 25.0%, and the age of >50 years is 17 people or 17.0%. The characteristics of respondents based on education are known that there are 2 people or 2.0% in junior high school, 28 people or 28.0% in SMA/MA/SMK, 5 people or 5.0% in D3, and 65 people or 65.0% in S1/S2.

4.2 Measurement Model (Outer Model)

The results of the outer model measurement or measurement model in this study were the *Perceived Usefulness* variable reflected by 8 indicators, the *Perceived Ease of Use* variable reflected by 9 indicators, the *Attitude Toward Using* reflected by 8 indicators, the *Perceived Enjoyment* reflected by 6 indicators, the *Behavioral Intention to Use* reflected by 6 indicators, *Customer Satisfaction* reflected by 5 indicators.

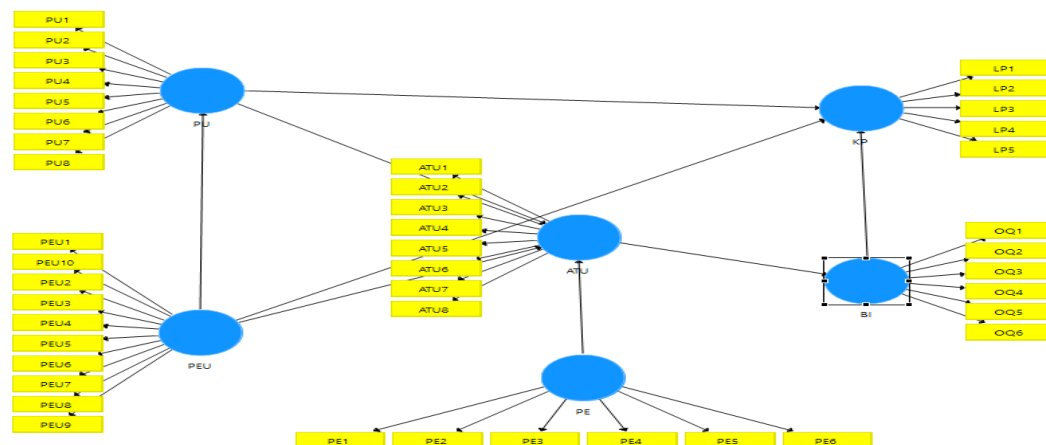


Figure 2. Research Concept

There are 3 stages of testing the validity and reality of the model, namely Convergent Validity, and Coposite Reliability, Convergent Validity of the measurement model with indicator reflection is assessed based on the correlation between *the score items/component scores* estimated with PLS software(Zanra & Sufnirayanti, 2024). The validity of the indicator is seen from the Loading Factor (LF) value based on the instructions. According to the rule of thumb, the LF value of the > indicator is said to be valid (Kheir & Abrian, 2024). In this study, a Loading Factor of 0.5 was used. The test results are as follows:

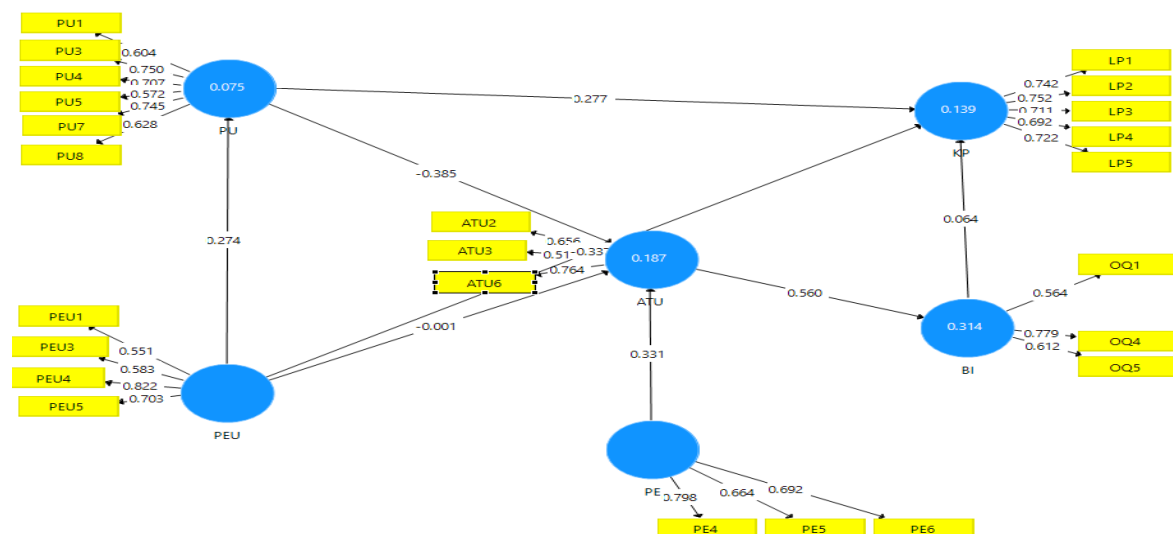


Figure 3. Outer Model

To test *convergent validity*, the outer loading or loading factor value is used. An indicator is declared to meet convergent validity in the good category if the outer loadings > 0.50(Lestari et al., 2024). The following is the outer loading value of each indicator on the research variable.

Table 2. Value Outer Loading/ Loading Factor

Variabel	Indikator	Outer Loading/ Loading factor	Keterangan
<i>Perceived Usefulness</i>	PU.1	0,604	Valid
	PU.3	0,750	Valid
	PU.4	0,707	Valid
	PU.5	0,572	Valid
	PU.7	0,745	Valid
	PU.8	0,628	Valid
<i>Attitude Toward Using</i>	ATU.2	0,656	Valid
	ATU.3	0,515	Valid
	ATU.6	0,764	Valid
<i>Perceived Ease of Use</i>	PEU.1	0,551	Valid
	PEU.3	0,583	Valid
	PEU.4	0,822	Valid
	PEU.5	0,703	Valid
<i>Perceived Enjoyment</i>	PE.4	0,798	Valid
	PE.5	0,664	Valid
	PE.6	0,692	Valid
<i>Customer Satisfaction</i>	LP.1	0,742	Valid
	LP.2	0,752	Valid
	LP.3	0,711	Valid
	LP.4	0,692	Valid
	LP.5	0,722	Valid
<i>Behavioral Intention to Use</i>	OQ.1	0,564	Valid
	OQ.4	0,779	Valid
	OQ.5	0,612	Valid

Source: The data results are processed in 2024.

Convergent Validity results from the Outer loading/ factor loading table Table 2. It can be seen that based on data processing, the measurement model can be from the correlation between the score of the item/instrument and its construction score (loading factor) with the criteria for the loading factor value of each instrument > 0.5. So it is hereby declared valid and nothing must be eliminated or removed from the model.

4.3 Reliability Test Results

In addition to the construct validity test, a construct reliability test was also carried out which was measured by composite reliability. The following are the results of the composite reliability test of Smart PLS 3.0:

Table 3. Reliability Test Results

	Composite Reliability
<i>Perceived Usefulness</i>	0,830
<i>Attitude Toward Using</i>	0,658
<i>Perceived Ease of Use</i>	0,764
<i>Perceived Enjoyment</i>	0,762
<i>Customer Satisfaction</i>	0,847
<i>Behavioral Intention to Use</i>	0,692

Source: The data results are processed in 2024.

Based on the data processing in table 3. Regarding the reliability test above, it can be seen that the construct is declared reliable if it has a composite reliability value above 0.60. From the output of SmartPLS 3, above all constructions have a composite reliability value above 0.60. So it can be concluded that the construct has good reliability.

4.3 Model Structural (Inner Model)

4.3.1 Model Fit

Table 4. Model Fit

	Saturated Model	Estimated Model
NFI	0,333	0,313

Source: The data results are processed in 2024.

NFI values ranging from 0 – 1 are derived from the comparison between the hypothetical model and a particular independent model. The model has a high match if the value is close to 1. Based on the table above, the NFI value is at 0.333 which means that it has a model match that can be declared quite good.

4.4 Structural Model Testing (Inner Model)

4.4.1 R-Square (R^2)

According to (Mukaramah & Sholahuddin, 2025) if the R^2 value is 0.25, 0.50, or 0.75, then it is sequentially included in the weak, moderate, and strong model. After the estimated model meets the *Outer Model criteria*, the next thing is to test the structural model (*Inner model*). The structural model in PLS is evaluated using *Attitude toward* dependent constructs. Here is the R-Square value on the construct:

Table 5. R Square

	<i>R Square</i>
Attitude	0,187
Behaviour	0,314
Perceived Usefulness	0,075
Customer Satisfaction	0,139

Source: Data results processed in 2024

Table 5. gives an R Square value of 0.314 for the *Attitude toward* construct of 18.7% and is included in the category of moderate models. This indicates that the variables *perceived Usefulness* and *perceived Enjoyment* affect the *Attitude toward use* variable by 18.7%, and the remaining 81.3% are influenced by other variables that were not studied in this study.

Table 5. has an R Square value of 0.314 for the *behavior intention* construct of 31.4% and is included in the category of weak models. This indicates that the *Attitude toward* variable affects the *behaviour intention* variable by 31.4%, and the remaining 68.6% is influenced by other variables that were not studied in this study.

Table 5. has an R Square value of 0.075 for the constructed variable *perceived Usefulness* of 7.5% and is included in the moderate category. This indicates that the *perceived ease of use* variable affects the *perceived usefulness* variable by 7.5%, and for the remaining 92.5%, it is influenced by other variables that are not studied in this study.

Table 5. has an R Square value of 0.139 for the construct of the customer satisfaction variable of 88.2% and is included in the moderate category. This indicates that the *perceived ease of use* variable affects the customer satisfaction variable by 13.9%. The remaining 86.1% is influenced by other variables that are not studied in this study.

4.5 Hypothesis Testing

After all assumptions can be met, the hypothesis will be tested as proposed in the previous chapter. The test will be based on the *t-statistics* value of a causality relationship from the processing results, which is as follows.

Table 6. *Path Coefficients (Mean, STDEV, T-Values)*

	Original Sample	Sample Mean	STDEV	T Statistik	P Value
Perceived Ease of Use -> Perceived Usefulness	0,274	0,287	0,154	1,775	0,077
Perceived Usefulness -> Attitude Toward	-0.385	-0.357	0.113	3.411	0,001
Perceived Ease of Use -> Attitude Toward	-0,001	-0,008	0,158	0,009	0,993
Enjoyment -> Attitude Toward Using	0,331	0,322	0,158	2,094	0,037
Attitude Toward -> Behavior	0,560	0,591	0,122	0,4595	0,000
Perceived Usefulness -> Customer satisfaction	0,277	0,300	0,111	2,509	0,012
Perceived Ease of Use -> Customer satisfaction	-0,337	-0,349	0,143	2,356	0,019
Behavior -> Customer satisfaction	0,064	0,081	0,148	0,433	0,665

Source: Data results processed in 2024

Based on the results of hypothesis testing, a T-Statistics value of 1,775, a P-value of 0.077 and a path coefficients coefficient value of 0.274 were obtained. This shows that T-Statistics (1,775) < T-Table (1,660) and P-Value (0.077) > 0.05. It can be concluded that *Perceived Ease of Use* has no significant effect on Traveloka's *Perceived Usefulness* in Sahid Bandar Lampung Hotel customers. The results of the study show that *Perceived Ease of Use* has a significant effect on Traveloka's *Attitude Toward Use* in Sahid Bandar Lampung Hotel customers. According to (Aisha & Kurniawati, 2023), *perceived ease of use* is how much an individual believes that the use of technology will be free from effort. He continued that individuals will use technology (information systems) because the individual believes that the system is easy to use. In this case, it can be seen to what extent the ease of use of the system can affect the Usefulness of the existing system. In previous research, results showed that the *Perceived Ease of Use* variable had a positive and significant effect on *Perceived Usefulness*.

Based on the results of hypothesis testing, a T-Statistics value of 3,411, a P-Values of 0.001 and a path coefficient value of 0.385 were obtained. This shows that T-Statistics (3,411) > T-Table (1.660) and P-Value (0.001) < 0.05. It can be concluded that *Perceived Usefulness* has significant effect on Traveloka's *Attitude Toward* customers of Hotel Sahid Bandar Lampung. The results of the study showed that *Perceived Usefulness* did not have a significant effect on *the Attitude Toward Using* Traveloka in Sahid Bandar Lampung Hotel customers. According to Ghozali (2020), *perceived Usefulness* is defined as how much an individual believes that using technology will improve performance. In this case, the use felt by consumers when using a system will be able to affect the final Attitude of consumers when using the system. In a previous study by Fasha Dita (2022), results showed that the *variable perceived Usefulness* did not have a significant effect on *Attitude toward using*.

Based on the results of hypothesis testing, a T-Statistics value of 0,009, a P-Values of 0.993 and a path coefficient value of 0.001 were obtained. This shows that T-Statistics (0,009) < T-Table (1,660) and P-Value (0,993) > 0.05. *Perceived Ease of Use* has no significant effect on *Attitude toward using*. According to Ghozali (2020), *perceived ease of use* is how much an individual believes that the use of technology will be free from effort. He continued that individuals will use technology (information

systems) because the individual believes that the system is easy to use. So, in this case, it can be seen to what extent the ease of use of the system can affect the Usefulness of the existing system. In previous research (Prasetia & Suwitho, 2022), there were results where the *Perceived Ease of Use* variable had a positive and significant effect on *Perceived Usefulness*.

Based on the results of hypothesis testing, the T-Statistics value was obtained at 2.094 and P-Values at 0.037, and the path coefficients value at 0.331. This shows that T-Statistics (2,094) > T-Table (1,660) and P-Value (0.037) < 0.05. *Enjoyment* has a significant effect on the *Attitude* Of Sahid Bandar Lampung Hotel customers toward using Traveloka. The results of the study show that *Attitude Toward* has an effect on Traveloka Behavior in Sahid Bandar Lampung Hotel customers. According to Ghozali (2020), the perception of *Usefulness of Attitude toward use* is defined as how much an individual believes that using technology will improve performance. In this case, the use felt by consumers when using a system will be able to affect the final Attitude of consumers in using the system(Sudrajat et al., 2024).

Based on the results of hypothesis testing, the T-Statistics value was 4,595, the P-Values was 0.000, and the path coefficients value was 0.560. This shows that T-Statistics (4,595) > T-Table (1.660) and P-Value (0.000) < 0.05. It can be concluded that *Attitude Toward* does affect Traveloka's Behavior in Sahid Bandar Lampung Hotel customers. The results of the study show that *Attitude Toward* has no effect on Traveloka Behavior in Sahid Bandar Lampung Hotel customers. According to Davis, Bagozzi, and Warshaw in Saleem et al. (2021), perceived *Enjoyment* is defined as the level of pleasure felt when using a technology even though there are risks inherent in the technology. In this case, the pleasure that consumers feel when using a system cannot affect their final Attitude toward using the system.

Based on the results of hypothesis testing, the T-Statistics value of 2,509 and, P-Values of 0.012 and the path coefficients value of 0.277 were obtained. This shows that T-Statistics (2,509) > T-Table (1.660) and P-Value (0.012) < 0.05. It can be concluded that *Perceived Usefulness* does affect Traveloka customer satisfaction with Sahid Bandar Lampung Hotel customers. The results of the study show that *Perceived Usefulness* does not affect Traveloka customer satisfaction with Sahid Bandar Lampung Hotel customers. The results of the study (Prasetia & Suwitho, 2022) show that perceived Usefulness has no relationship with satisfaction. The faster and easier consumers are in online shopping, consumers turn out to be dissatisfied and will not intend to make another purchase(Rohim et al., 2025). (Utami et al., 2022) showed that perceived Usefulness did not affect satisfaction because users did not feel that work was completed faster and easier. In line with research conducted (Prawita et al., 2021), perceived Usefulness does not affect Lazada customer satisfaction.

Based on the results of hypothesis testing, a T-Statistics value of 2,356 and P-Values of 0.019 and a path coefficient value of 0.337 were obtained. This shows that T-Statistics (2,356) > T-Table (1,660) and P-Value (0.019) < 0.05. It can be concluded that *Perceived Ease of Use* has an effect on Traveloka customer satisfaction with Sahid Bandar Lampung Hotel customers. The results of the study show that *Perceived Ease of Use* has an effect on Traveloka customer satisfaction with Sahid Hotel Bandar Lampung. The results of this study support the research (Widaningsih & Mustikasari, 2022), which shows that the perception of convenience has a positive effect on customer satisfaction. The perception of ease of use will affect customer satisfaction and loyalty(Ashsifa, 2020). The convenience that is felt is considered important in creating a person's satisfaction because it helps them in purchasing freight forwarding services.

Based on the results of hypothesis testing, a T-Statistics value of 0,433, a P-Values of 0.665 and a path coefficient value of 0.064 were obtained. This shows that T-Statistics (0,433) < T-Table (1.660) and P-Value (0.665) > 0.05. It can be concluded that *Behavior* no affects Traveloka's customer satisfaction with Sahid Bandar Lampung Hotel customers. The results of the study show that *Behavior* has an effect on Traveloka customer satisfaction among Sahid Bandar Lampung Hotel customers. The positive relationship between *Behavior* and customer satisfaction has been supported by various research contexts (Wijaya et al., 2024). Behaviour is expected to affect customer

satisfaction and will increase the use of the Traveloka application in a sustainable manner (Nuraini et al., 2025). The application of *Behavioural* concepts such as profile and relationship customization and privacy settings allows flexibility for users, so this level of personalization can increase satisfaction and interest in using the application (Adjie et al., 2021).

5. Conclusion

Based on the results of data analysis and hypothesis testing that has been carried out, the conclusion in this study is that perceived Usefulness (PU) has no effect on Traveloka's Attitude Toward Using (ATU) in Sahid Bandar Lampung Hotel customers. Perceived Ease of Use (PEOU) has a positive effect on Traveloka's Attitude Toward Using (ATUs) in Sahid Bandar Lampung customers. Enjoyment has no effect on Traveloka's Attitude Toward Using (ATU) on Sahid Bandar Lampung Hotel customers. Perceived Ease of Use (PEOU) has a positive effect on Traveloka's Perceived Usefulness (PU) in Sahid Bandar Lampung customers. Attitude Toward Using (ATU) has a positive effect on Traveloka's Behavioral Intention to Use (BI) on Sahid Bandar Lampung Hotel customers. Behavioural Intention to Use (BI) no effect on customer satisfaction at Hotel Sahid Bandar Lampung. Perceived Usefulness (PU) has a positive effect on customer satisfaction at Hotel Sahid Bandar Lampung. Perceived Ease of Use (PEOU) has a positive effect on the customer satisfaction of Hotel Sahid Bandar Lampung.

Based on the discussion that has been carried out, the suggestions that can be given are as follows: Hotel Sahid Bandar Lampung needs to optimize service to consumers. Optimizing service is carried out by guaranteeing security and comfort when transacting on Traveloka. This is so that consumer interest in booking hotels using the Traveloka application can increase so that Hotel Sahid Bandar Lampung can get maximum profits. For future studies, a larger sample is recommended. It can cover all elements of the population in a balanced manner so that the results of the research obtained can better reflect the actual situation and the results can be generalized more widely.

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