

ABSTRAK

Perkembangan teknologi digital telah mendorong masyarakat untuk memanfaatkan aplikasi perjalanan daring dalam memenuhi berbagai kebutuhan perjalanan. Traveloka merupakan salah satu aplikasi perjalanan digital yang banyak digunakan oleh masyarakat. Namun, berdasarkan hasil pra-survei yang dilakukan terhadap pengguna aplikasi Traveloka di Purwokerto, ditemukan beberapa kendala antara lain aplikasi kesulitan *refund* dan aplikasi memerlukan *loading* yang cukup lama. Sehingga penelitian ini dilakukan untuk menganalisis pengaruh *perceived ease of use* dan *trust* terhadap niat penggunaan aplikasi Traveloka. Penelitian ini menggunakan pendekatan kuantitatif. Data dikumpulkan melalui penyebaran kuesioner secara online kepada 100 responden pengguna aplikasi Traveloka di Purwokerto yang dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan menggunakan uji regresi linear berganda. Hasil penelitian menunjukkan bahwa *perceived ease of use* dan *trust* berpengaruh positif dan signifikan terhadap niat penggunaan aplikasi Traveloka, baik secara parsial maupun simultan. Hasil penelitian ini diharapkan dapat menjadi masukan bagi pengembang aplikasi Traveloka dalam meningkatkan kemudahan penggunaan dan kepercayaan pengguna, serta menjadi referensi bagi penelitian selanjutnya terkait niat penggunaan aplikasi perjalanan daring.

Kata kunci: *perceived ease of use*, *trust*, niat penggunaan, *Technology Acceptance Model* (TAM).

ABSTRACT

The development of digital technology has encouraged people to utilize online travel applications to fulfill various travel needs. Traveloka is one of the digital travel applications that is widely used by the public. However, based on the results of a preliminary survey conducted among Traveloka users in Purwokerto, several issues were identified, including difficulties with application refunds and relatively long loading times. Therefore, this study was conducted to analyze the effect of perceived ease of use and trust on the intention to use the Traveloka application. This study employed a quantitative approach. Data were collected through an online questionnaire distributed to 100 respondents who were Traveloka application users in Purwokerto and selected using a purposive sampling technique. Data analysis was conducted using multiple linear regression analysis. The results showed that perceived ease of use and trust had a positive and significant effect on the intention to use the Traveloka application, both partially and simultaneously. The results of this study are expected to provide input for Traveloka application developers in improving ease of use and user trust, as well as serve as a reference for future research on the intention to use online travel applications.

Keywords: perceived ease of use, trust, intention to use, Traveloka, Technology Acceptance Model (TAM).