

Determining Factors That Create User Interest When Using Online Travel Agent Services in Indonesia

Luthfi Iskandar¹✉, Arry Sabdo Ananto¹, and I Made Sukresna¹

Universitas Diponegoro, Semarang, Indonesia¹

ABSTRACT

The rapid development of digital technology has transformed the way consumers search, evaluate, and purchase travel services through Online Travel Agents (OTAs). This study aims to examine the factors influencing users' intention to purchase OTA services in Indonesia by extending the Unified Theory of Acceptance and Use of Technology (UTAUT) with perceived trust and user attitude. A quantitative causal research design was employed using data from 400 Indonesian OTA users. Data were collected through a structured questionnaire using a five-point Likert scale and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.2.9. The results indicate that perceived trust, performance expectancy, and effort expectancy positively influence user attitude. Perceived trust, performance expectancy, effort expectancy, social influence, facilitating conditions, and user attitude also positively influence intention to purchase OTA services. The structural model demonstrates substantial explanatory capability, with R^2 values of 0.792 for user attitude and 0.717 for purchase intention. The findings indicate that OTA purchase intention is shaped by the interaction of functional expectations, ease of use, trust, social influences, facilitating conditions, and user attitude.

Keywords: *Extended UTAUT, Online Travel Agent, Perceived Trust, User Attitude.*

CORRESPONDING AUTHOR:

Luthfi Iskandar

Universitas Diponegoro, Semarang, Indonesia

contact: luthfiiskandar@students.undip.ac.id

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1. | INTRODUCTION

The rapid development of digital technology has transformed how consumers search for information, communicate, and conduct commercial transactions, including the purchase of tourism and travel services. The expansion of digital platforms has encouraged travel businesses to move from conventional service models toward online systems that provide faster access, greater convenience, and broader choices for consumers. In this context, Online Travel Agents (OTAs) have become an important component of digital tourism by enabling consumers to search, compare, and purchase travel products through websites and mobile applications. The increasing use of online travel services has also created greater competition among OTA providers, making consumer acceptance and purchase intention important issues for digital tourism businesses (Sharma et al., 2021; Almunawar et al., 2022).

The development of online travel services is particularly relevant in Indonesia, where digital platforms have increasingly become part of consumers' purchasing activities. OTA platforms provide consumers with convenient access to travel information and booking services without requiring direct visits to conventional travel agencies. Previous research on Indonesia indicates that consumer acceptance of OTA services is influenced by technological and behavioral considerations, suggesting that understanding the factors underlying users' intentions is essential for OTA providers (Almunawar et al., 2022). Recent research also demonstrates that online travel sites are influenced by the interaction between technology readiness, trust, online purchase intention, and customer loyalty, indicating that consumers' responses to digital travel services involve multiple dimensions (Shariffuddin et al., 2023).

Understanding these factors requires an appropriate theoretical framework for explaining technology adoption. The Unified Theory of Acceptance and Use of Technology (UTAUT) provides a comprehensive framework for examining behavioral intention through constructs such as performance expectancy, effort expectancy, social influence, and facilitating conditions. Recent applications of UTAUT demonstrate its continuing relevance for explaining technology acceptance across different digital contexts (Jena, 2022; Venkatesh, 2022). In the tourism sector, studies have specifically applied extended UTAUT frameworks to explain consumers' intentions to purchase travel services online, confirming the relevance of performance expectations, ease of use, social influences, and contextual conditions in digital travel adoption (Sharma et al., 2021; Zhu & Liao, 2022).

However, technology acceptance cannot be understood solely through the conventional UTAUT constructs. Trust is particularly important in online transactions because consumers must be confident in the reliability, security, and credibility of digital service providers. Research on travel reservation applications and online travel services indicates that trust is associated with consumers' behavioral intentions and responses to digital travel platforms (Ahmad et al., 2021; Sharma et al., 2021; Shariffuddin et al., 2023). In addition, user attitude can influence how consumers

evaluate the usefulness and convenience of digital services and subsequently develop intentions to use or purchase through online platforms (Jena, 2022; Yan et al., 2024).

Recent developments in digital tourism further demonstrate that OTA services are evolving through increasingly sophisticated technologies, including artificial intelligence-based interactions. For example, research on AI chatbots in OTAs highlights the importance of consumer responses, trust, and perceived value in digital travel environments (Zhu et al., 2023). At the same time, recent studies continue to identify purchase intention as an important outcome in online travel research, including within the Indonesian context (Williady et al., 2025). Therefore, examining the factors that shape consumers' interest in using OTA services remains relevant for understanding digital tourism adoption in Indonesia.

Based on this background, this study examines the factors that influence Indonesian consumers' intention to use and purchase through OTA services by extending the UTAUT framework with perceived trust and user attitude. Specifically, the study investigates the relationships among performance expectancy, effort expectancy, social influence, facilitating conditions, perceived trust, user attitude, and intention to purchase OTA services. By focusing on Indonesian OTA users, this study seeks to provide empirical evidence concerning the determinants of consumer interest in online travel services and contribute to a better understanding of technology adoption in Indonesia's evolving digital tourism environment.

2. | LITERATURE REVIEW

Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT) provides a theoretical foundation for explaining individuals' acceptance and use of technology. In the context of digital services, technology adoption is influenced by users' perceptions of the benefits provided by a system, the effort required to use it, social influences, and the availability of supporting conditions. Recent applications of UTAUT demonstrate that the framework remains relevant for explaining technology acceptance across different digital environments, including smart services, e-commerce, tourism, and other technology-mediated services (Jena, 2022; Haryanti & Subriadi, 2022; Venkatesh, 2022).

In tourism, UTAUT is particularly relevant because online travel services require consumers to interact with digital platforms when searching for information, comparing alternatives, and completing transactions. Sharma et al. (2021) applied an extended UTAUT framework to examine consumers' online travel purchasing behavior, demonstrating the relevance of technology-related and behavioral factors in travel service adoption. Similarly, Zhu et al. (2022), through a meta-analysis of online travel service adoption, identified technology acceptance factors as important determinants of consumers' willingness to use online travel services.

The applicability of UTAUT is also supported by studies in other digital service contexts. Shiferaw et al. (2021) demonstrated the usefulness of an extended UTAUT

model in explaining acceptance of telemedicine, while Bommer et al. (2024) applied UTAUT2 to understand consumers' intention to use Airbnb. These studies indicate that technology acceptance is contextual and that UTAUT can be adapted to different digital services. In this study, UTAUT is applied to explain Indonesian consumers' intention to purchase travel services through OTA platforms. The framework focuses on four principal determinants: performance expectancy, effort expectancy, social influence, and facilitating conditions. To provide a more comprehensive explanation of OTA purchase intention, perceived trust and user attitude are incorporated into the model.

Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions

Performance expectancy refers to the extent to which consumers believe that using an OTA platform will provide useful outcomes, such as saving time, simplifying travel arrangements, and improving access to travel information. In online travel services, consumers are more likely to consider a digital platform when they perceive that the service can provide meaningful benefits. Research on online travel purchasing supports the importance of performance-related perceptions in explaining technology adoption and purchase intention (Sharma et al., 2021; Zhu et al., 2022). Therefore, this study proposes that performance expectancy influences both user attitude and intention to purchase OTA services.

Effort expectancy represents the degree to which a technology is perceived as easy to understand and use. For OTA platforms, consumers interact with websites or applications to search for travel alternatives, compare prices, select services, and complete transactions. Ease of use can therefore shape consumers' evaluations of digital travel services. Studies applying UTAUT in different digital environments demonstrate that perceived simplicity and usability are relevant to technology acceptance (Haryanti & Subriadi, 2022; Jena, 2022). Accordingly, effort expectancy is expected to influence user attitude and purchase intention.

Social influence refers to the extent to which consumers perceive that important people or social groups support or expect them to use a particular technology. In digital consumption environments, recommendations and social experiences can contribute to users' willingness to adopt online services. UTAUT-based research has identified social influence as an important component of technology adoption (Jena, 2022; Bommer et al., 2024). Thus, social influence is expected to affect consumers' intention to purchase OTA services.

Facilitating conditions refer to the availability of technological resources, knowledge, assistance, and infrastructure that support technology use. OTA adoption requires consumers to have appropriate devices, internet access, and sufficient ability to operate digital platforms. Previous UTAUT research indicates that facilitating conditions can support technology use and adoption (Shiferaw et al., 2021; Venkatesh, 2022). Therefore, facilitating conditions are expected to influence consumers' intention to purchase OTA services.

Perceived Trust and User Attitude in Online Travel Services

Perceived trust is particularly important in OTA transactions because consumers provide personal information, make digital payments, and depend on online platforms to deliver travel-related services. Trust reflects consumers' confidence that the OTA platform is reliable, secure, and capable of fulfilling its service commitments. Ahmad et al. (2021) demonstrated the relevance of trust in understanding behavioral intention to use travel reservation applications, while Sharma et al. (2021) also identified trust as an important consideration in online travel purchasing.

The importance of trust is further supported by research examining the broader digital tourism environment. Shariffuddin et al. (2023) examined the relationships among online travel site affordances, technology readiness, online purchase intentions, trust, and e-loyalty, highlighting the interconnected nature of these factors in digital travel services. Zhu et al. (2023) similarly demonstrated that consumer responses to AI chatbots in OTAs involve factors related to the evaluation and acceptance of digital interactions. These findings support the inclusion of perceived trust as an additional construct in the OTA technology acceptance model.

User attitude represents consumers' overall positive or negative evaluation of using an OTA platform. Attitude can develop from consumers' perceptions of usefulness, ease of use, reliability, and the overall experience provided by a digital service. Jena (2022) shows the relevance of individual perceptions in technology acceptance, while Yan et al. (2024) demonstrates the importance of acceptance-related perceptions in online tourism contexts. In addition, the role of attitude is consistent with research showing that consumers' evaluations of digital services can contribute to subsequent behavioral intentions (Sharma et al., 2021). Therefore, this study incorporates perceived trust and user attitude into the UTAUT framework. Perceived trust is expected to influence both user attitude and OTA purchase intention, while user attitude is expected to influence consumers' intention to purchase through OTA platforms.

Online Travel Agent Adoption and Research Framework

Online Travel Agents have become an important component of digital tourism because they provide consumers with integrated access to travel information, comparison, reservation, and purchasing services. The adoption of OTA platforms is therefore influenced by consumers' perceptions of technological benefits, usability, social environments, supporting conditions, trust, and overall attitudes toward online purchasing. Research specifically examining OTA adoption supports the relevance of these factors in explaining consumer behavior. Almunawar et al. (2022) examined customer acceptance of OTAs in Indonesia, while Sharma et al. (2021) investigated online travel purchasing using an extended UTAUT framework. More recent research also confirms the importance of purchase intention in the Indonesian OTA context (Williady et al., 2025).

The development of digital tourism has further increased the importance of service quality and technological experience. Afraah et al. (2025) emphasize the role of

electronic service quality in enhancing the customer experience of OTA services. Meanwhile, Shariffuddin et al. (2023) demonstrate that technology readiness, trust, online purchase intention, and e-loyalty are interconnected in online travel environments. These findings suggest that consumers' intention to use OTA services should be understood through a combination of technological, psychological, and contextual factors.

Based on the literature, this study proposes an extended UTAUT framework consisting of four core UTAUT determinants performance expectancy, effort expectancy, social influence, and facilitating conditions together with perceived trust and user attitude. These constructs are expected to explain Indonesian consumers' intention to purchase travel services through OTA platforms. The resulting framework provides the theoretical basis for examining the proposed relationships among the variables and for developing the hypotheses tested in this study.

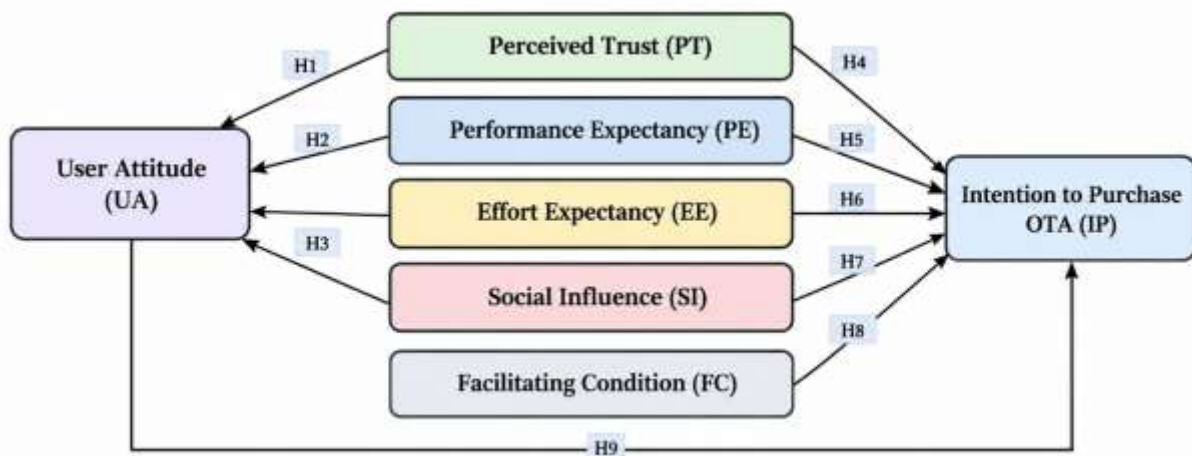


Figure 1. Research Framework

3. | RESEARCH METHOD

This study employed a quantitative causal research design to examine the relationships among the factors influencing users' intention to purchase services through Online Travel Agents (OTAs) in Indonesia. The research model was developed from the UTAUT framework and extended by incorporating perceived trust and user attitude. The constructs examined were perceived trust (PT), performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating conditions (FC), user attitude (UA), and intention to purchase OTA services (IP). The relationships among these constructs were tested empirically using quantitative statistical analysis.

The population consisted of OTA users in Indonesia, for which the total population size was unknown. The study targeted respondents who had experience using OTA services and were at least 17 years old or possessed a valid government-issued identification document. Because the population size was unknown, the Lemeshow

formula was used to determine the minimum sample requirement, resulting in 384.16 respondents. The sample size was therefore rounded to 400 respondents to provide additional coverage and reduce the potential impact of incomplete or inaccurate questionnaire responses. The study applied non-probability sampling using accidental sampling, in which respondents were selected based on their accessibility and suitability as sources of research data.

Primary data were collected through a structured questionnaire using a five-point Likert scale. The questionnaire measured the indicators representing the seven constructs in the research model. A total of 28 statement items were evaluated. The measurement model was assessed to determine the validity and reliability of the research instruments before testing the structural relationships among the constructs. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 3.2.9. The analysis consisted of two main stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The outer model assessment examined indicator validity and construct reliability through factor loadings, Average Variance Extracted (AVE), Cronbach's alpha, Composite Reliability, and discriminant validity using the Fornell Larcker criterion and Heterotrait–Monotrait (HTMT) ratio. Indicators with appropriate loading values and constructs meeting the required validity and reliability criteria were retained for further analysis.

The inner model was subsequently evaluated to examine the hypothesized relationships among the constructs. Bootstrapping was applied to obtain the t-statistic and p-value for hypothesis testing. The explanatory capability of the structural model was assessed using R^2 , while its predictive relevance was evaluated using Q^2 . Hypotheses were assessed using a 5% significance level, with the resulting path coefficients, t-statistics, and p-values used to determine the relationships among perceived trust, UTAUT variables, user attitude, and intention to purchase OTA services.

4. | RESULTS

This study analyzed data from 400 respondents who had experience using Online Travel Agent (OTA) services in Indonesia. The analysis was conducted using SmartPLS 3.2.9 and consisted of two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The outer model was assessed through discriminant validity, convergent validity, and construct reliability, while the inner model was evaluated using the coefficient of determination (R^2), predictive relevance (Q^2), and hypothesis testing through bootstrapping.

Outer Model Results

The outer model evaluation was conducted to determine whether the indicators appropriately represented their respective latent constructs. The analysis examined the relationships between indicators and the seven constructs in the research model:

Perceived Trust (PT), Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Condition (FC), User Attitude (UA), and Intention to Purchase OTA (IP). The analysis was performed using SmartPLS 3.2.9. The resulting measurement model is presented in Figure 2.

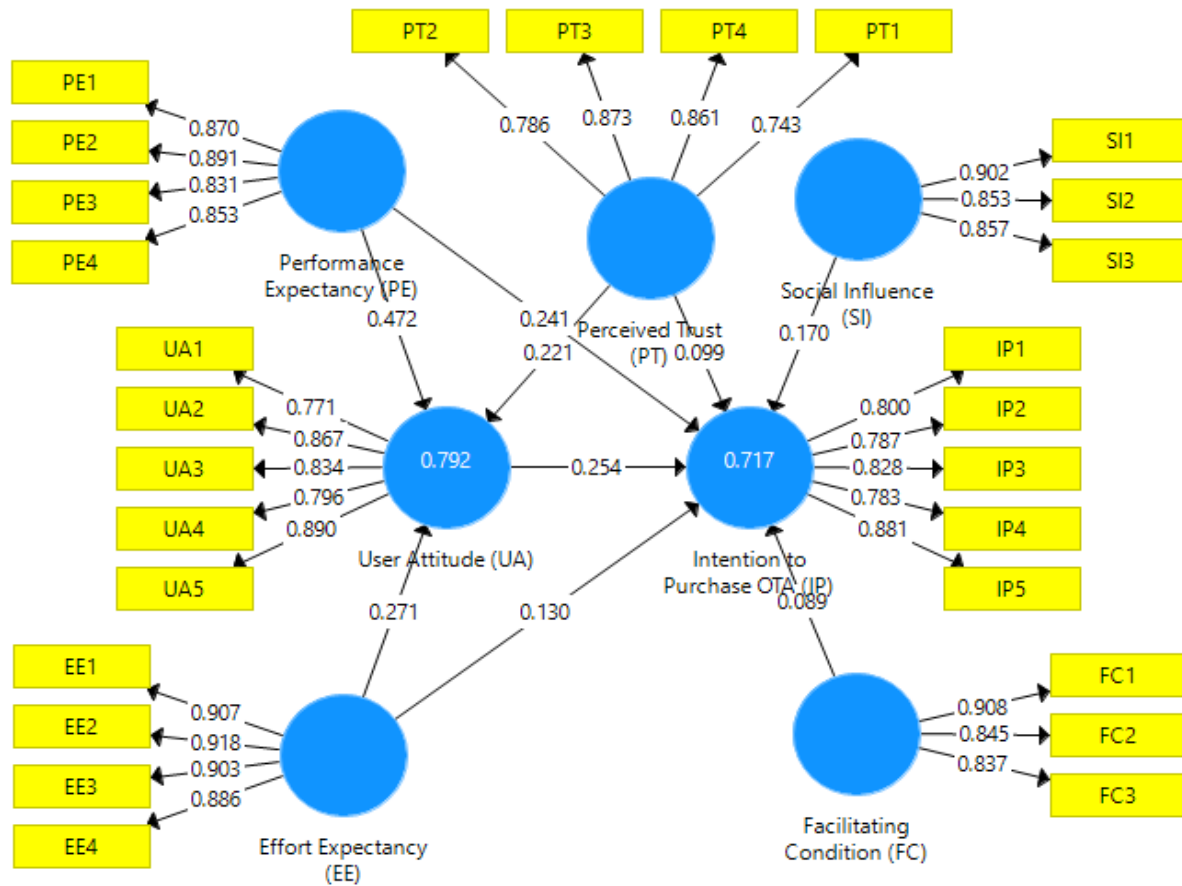


Figure 2. Outer Model SEM

The outer model shows the relationships between the indicators and their corresponding latent variables. The subsequent evaluation focused on discriminant validity using the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio. The Fornell–Larcker results are presented in Table 1.

Table 1. Fornell Lacker Criteria Test Results

	EE	FC	IP	PT	PE	SI	UA
Effort Expectancy (EE)	0.904						
Facilitating Condition (FC)	0.374	0.864					
Intention to Purchase OTA (IP)	0.732	0.416	0.817				
Perceived Trust (PT)	0.731	0.315	0.718	0.817			
Performance Expectancy (PE)	0.780	0.372	0.789	0.765	0.862		

	EE	FC	IP	PT	PE	SI	UA
Social Influence (SI)	0.621	0.461	0.721	0.669	0.718	0.871	
User Attitude (UA)	0.801	0.313	0.795	0.781	0.853	0.748	0.833

The results in Table 1 indicate that the square root of AVE for each construct is higher than its correlations with the other constructs. The values are 0.904 for EE, 0.864 for FC, 0.817 for IP, 0.817 for PT, 0.862 for PE, 0.871 for SI, and 0.833 for UA. Based on these results, the constructs satisfy the Fornell–Larcker criterion for discriminant validity.

Discriminant validity was further assessed using the HTMT ratio. The results are presented in Table 2.

Table 2. Heterotrait-Monotrait Ratio (HTMT) Correlation Test Results

	EE	FC	IP	PT	PE	SI	UA
Effort Expectancy (EE)							
Facilitating Condition (FC)	0.418						
Intention to Purchase OTA (IP)	0.810	0.476					
Perceived Trust (PT)	0.835	0.365	0.837				
Performance Expectancy (PE)	0.861	0.426	0.893	0.891			
Social Influence (SI)	0.700	0.548	0.835	0.791	0.831		
User Attitude (UA)	0.882	0.356	0.898	0.806	0.859	0.861	

The HTMT values in Table 2 are below 0.90. The highest observed value is 0.898 between User Attitude and Intention to Purchase OTA, followed by 0.893 between Performance Expectancy and Intention to Purchase OTA. These results remain below the criterion of 0.90 and therefore support discriminant validity among the constructs.

Following the assessment of discriminant validity, convergent validity and construct reliability were evaluated. The study used factor loading and Average Variance Extracted (AVE) to assess convergent validity, while Cronbach's Alpha and Composite Reliability were used to assess reliability. The results are presented in Table 3.

Table 3. Heterotrait-Monotrait Ratio (HTMT) Correlation Test Results

Variable	Constructs Code	Validity Test			Reliability Test		
		Loading Factor	AVE	Result	Cronbach's Alpha	Composite Reliability	Result
Perceived Trust (PT)	PT1	0.743	0.668	Valid	0.833	0.889	Reliable
	PT2	0.786		Valid			
	PT3	0.873		Valid			
	PT4	0.861		Valid			
	PE1	0.870	0.742	Valid	0.884	0.920	Reliable

Variable	Constructs Code	Validity Test			Reliability Test		
		Loading Factor	AVE	Result	Cronbach's Alpha	Composite Reliability	Result
Performance Expectancy (PE)	PE2	0.891		Valid			
	PE3	0.831		Valid			
	PE4	0.853		Valid			
Effort Expectancy (EE)	EE1	0.907	0.816	Valid	0.925	0.947	Reliable
	EE2	0.918		Valid			
	EE3	0.903		Valid			
	EE4	0.886		Valid			
Social Influence (SI)	SI1	0.902	0.758	Valid	0.841	0.904	Reliable
	SI2	0.853		Valid			
	SI3	0.857		Valid			
Facilitating Condition (FC)	FC1	0.908	0.746	Valid	0.831	0.898	Reliable
	FC2	0.845		Valid			
	FC3	0.837		Valid			
User Attitude (UA)	UA1	0.771	0.694	Valid	0.889	0.919	Reliable
	UA2	0.867		Valid			
	UA3	0.834		Valid			
	UA4	0.796		Valid			
	UA5	0.890		Valid			
Intention to Purchase OTA (IP)	IP1	0.800	0.667	Valid	0.875	0.909	Reliable
	IP2	0.787		Valid			
	IP3	0.828		Valid			
	IP4	0.783		Valid			
	IP5	0.881		Valid			

All 28 statement items have factor loading values above 0.70. The AVE values for all constructs are also above 0.50, indicating adequate convergent validity. In addition, all Cronbach's Alpha values exceed 0.60 and all Composite Reliability values exceed 0.70. Thus, the measurement indicators demonstrate acceptable validity and reliability for subsequent structural model analysis.

Inner Model Results

After the measurement model fulfilled the required validity and reliability criteria, the structural model was evaluated. The inner model analysis was conducted using the bootstrapping procedure in SmartPLS 3.2.9 to examine the hypothesized relationships among PT, PE, EE, SI, FC, UA, and IP. The resulting structural model is presented in Figure 3.

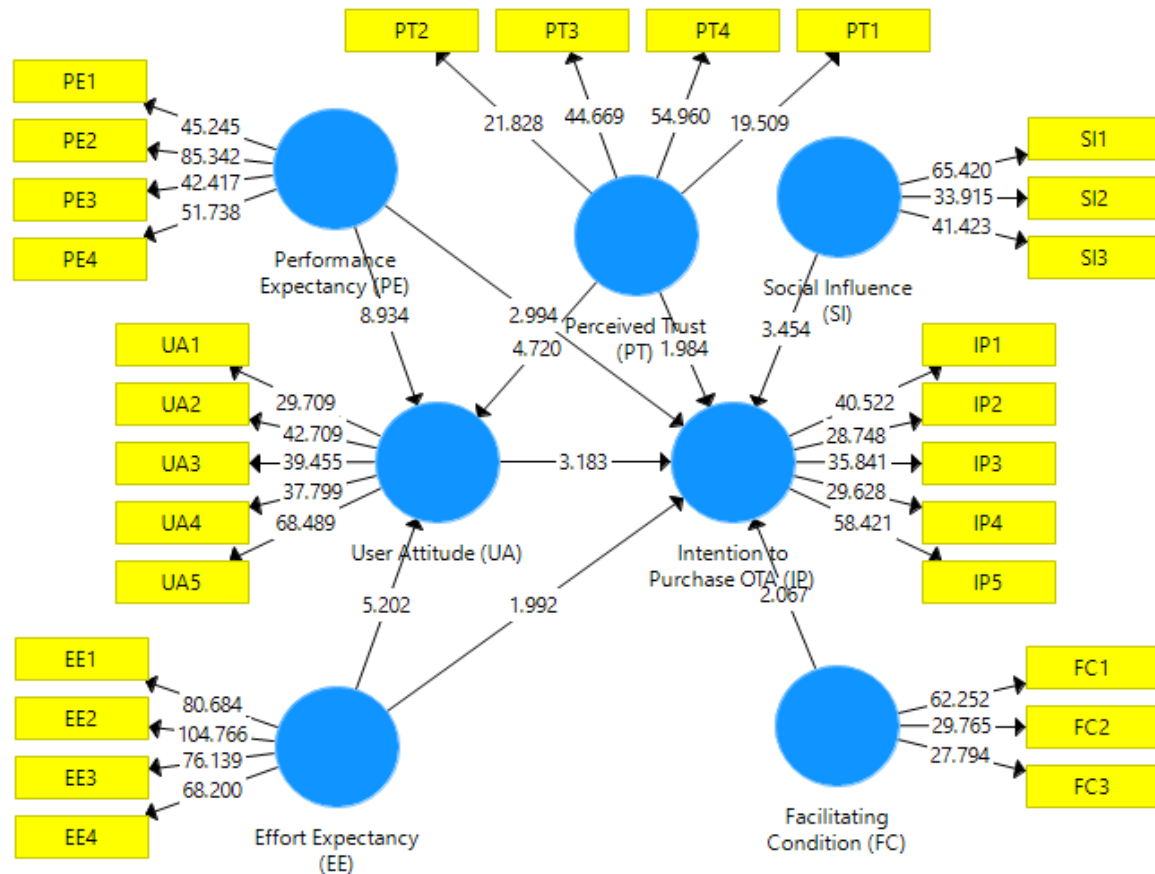


Figure 3. Inner Model SEM

The structural model indicates that User Attitude (UA) has an R^2 value of 0.792, meaning that the predictors included in the model explain a substantial proportion of the variance in User Attitude. Meanwhile, Intention to Purchase OTA (IP) has an R^2 value of 0.717, indicating that the model also explains a substantial proportion of the variance in users' intention to purchase OTA services.

The predictive relevance of the model was further assessed using Q^2 . The reported Q^2 values are 0.540 for User Attitude and 0.468 for Intention to Purchase OTA. Both values are above zero, indicating that the structural model has predictive relevance for the endogenous constructs.

Hypothesis testing was subsequently conducted using the bootstrapping procedure. The analysis used a 5% significance level and a critical t-value of approximately 1.65 for the one-tailed test. The complete structural model results are presented in Table 4.

Table 4. SEM's Inner Model Test Output

	Variable Relationship	Original Sample (O)	T Statistic (O/STDEV)	Critical Value	P Values	Conclusion
Perceived Trust → User Attitude	PT → UA	0.221	4.720	1.65	0.000	H1 accepted

	Variable Relationship	Original Sample (O)	T Statistic ((O/STDEV))	Critical Value	P Values	Conclusion
Performance Expectancy → User Attitude	PE → UA	0.472	8.934	1.65	0.000	H2 accepted
Effort Expectancy → User Attitude	EE → UA	0.271	5.202	1.65	0.000	H3 accepted
Perceived Trust → Intention to Purchase OTA	PT → IP	0.099	1.984	1.65	0.048	H4 accepted
Performance Expectancy → Intention to Purchase OTA	PE → IP	0.241	2.994	1.65	0.003	H5 accepted
Effort Expectancy → Intention to Purchase OTA	EE → IP	0.130	1.992	1.65	0.047	H6 accepted
Social Influence → Intention to Purchase OTA	SI → IP	0.170	3.454	1.65	0.001	H7 accepted
Facilitating Condition → Intention to Purchase OTA	FC → IP	0.089	2.067	1.65	0.039	H8 accepted
User Attitude → Intention to Purchase OTA	UA → IP	0.254	3.183	1.65	0.002	H9 accepted

The results in Table 4 show that all nine hypothesized relationships have positive path coefficients and t-statistic values exceeding the critical value of 1.65. The corresponding p-values are also below 0.05. Specifically, PT significantly relates to UA ($\beta = 0.221$; $t = 4.720$; $p < 0.001$), while PE ($\beta = 0.472$; $t = 8.934$; $p < 0.001$) and EE ($\beta = 0.271$; $t = 5.202$; $p < 0.001$) also show positive relationships with UA.

For the direct relationships with Intention to Purchase OTA, PT produces a path coefficient of 0.099 ($t = 1.984$; $p = 0.048$), PE produces 0.241 ($t = 2.994$; $p = 0.003$), and EE produces 0.130 ($t = 1.992$; $p = 0.047$). Social Influence has a path coefficient of 0.170 ($t = 3.454$; $p = 0.001$), while Facilitating Condition has a coefficient of 0.089 ($t = 2.067$; $p = 0.039$). User Attitude has a coefficient of 0.254 ($t = 3.183$; $p = 0.002$) toward Intention to Purchase OTA. Based on the statistical decision criteria applied in the study, H1–H9 are supported.

The measurement-model results demonstrate that the indicators meet the required validity and reliability criteria, while the structural-model results demonstrate

statistically significant relationships among the constructs specified in the research framework. The R^2 and Q^2 values further indicate that the model has explanatory and predictive relevance for User Attitude and Intention to Purchase OTA.

5. | DISCUSSION

The findings demonstrate that the extended UTAUT model provides a relevant framework for explaining users' intention to purchase services through Online Travel Agents (OTAs) in Indonesia. All nine hypotheses were supported, indicating that perceived trust, performance expectancy, effort expectancy, social influence, facilitating conditions, and user attitude are positively associated with users' intention to purchase OTA services or with the formation of user attitude. These findings reinforce the relevance of extending technology-acceptance models with constructs that reflect the characteristics of online travel services.

Perceived trust has a positive relationship with user attitude and intention to purchase OTA services. This finding indicates that users' confidence in the reliability, security, and credibility of an OTA contributes to favorable attitudes and strengthens purchase intention. The result is consistent with Ahmad et al. (2021), who demonstrated the relevance of trust-related perceptions when extending UTAUT in the context of travel reservation applications. It is also consistent with Shariffuddin et al. (2023), who identified trust as an important element within the relationships among online travel-site characteristics, online purchase intentions, and e-loyalty. More specifically, the finding is relevant to the Indonesian OTA context because Almunawar et al. (2022) examined customer acceptance of OTAs in Indonesia using an extended UTAUT2 framework.

Performance expectancy has the strongest relationship with user attitude among the predictors of UA and also has a positive relationship with intention to purchase OTA services. This suggests that users are more likely to develop favorable attitudes and purchase intentions when they perceive OTA services as useful for making travel transactions more effective, convenient, and beneficial. The finding supports the broader application of UTAUT-related constructs in online travel settings, where expected performance represents an important consideration in technology adoption (Sharma et al., 2021; Zhu et al., 2022). The result also complements the findings of Williady et al. (2025), which indicate that purchasing intention in OTA markets is associated with several consumer perceptions and differs across market contexts.

Effort expectancy also has positive relationships with both user attitude and purchase intention. This indicates that ease of learning and using OTA platforms contributes to favorable evaluations and encourages purchasing intention. The finding is consistent with studies applying UTAUT and its extensions to digital services, which emphasize that users' perceptions of ease and usability influence technology acceptance (Haryanti & Subriadi, 2022; Jena, 2022). In the OTA context, an uncomplicated booking process, accessible information, and easy navigation can therefore support users' willingness to complete transactions.

Social influence and facilitating conditions both have significant positive relationships with intention to purchase OTA services. Social influence suggests that recommendations or expectations from relevant social groups can contribute to users' willingness to transact through OTA platforms. Facilitating conditions, meanwhile, indicate that the availability of technological resources and supporting conditions can facilitate users' intention to use OTA services. These findings are consistent with the continued relevance of UTAUT determinants in technology-adoption research (Sharma et al., 2021; Bommer et al., 2024).

Finally, user attitude has a positive relationship with intention to purchase OTA services. This finding indicates that favorable evaluations of OTA services are translated into stronger behavioral intention. The result complements the OTA literature emphasizing the importance of consumer perceptions and attitudes in explaining online travel purchase behavior (Ahmad et al., 2021; Williady et al., 2025). The findings indicate that OTA purchase intention in Indonesia is not determined by a single factor but emerges from the interaction of functional expectations, ease of use, social context, facilitating resources, trust, and users' overall attitudes toward OTA services.

6. | CONCLUSION

This study examined the factors that determine users' intention to purchase services through Online Travel Agents (OTAs) in Indonesia by extending the UTAUT framework with perceived trust and user attitude. Based on data from 400 OTA users and analysis using PLS-SEM, the findings demonstrate that the proposed model provides a structured explanation of users' OTA purchase intention. The results show that perceived trust, performance expectancy, and effort expectancy are positively associated with user attitude. In addition, perceived trust, performance expectancy, effort expectancy, social influence, facilitating conditions, and user attitude all have positive relationships with intention to purchase OTA services. The findings indicate that users' intention is shaped not only by the expected benefits and ease of using OTA platforms, but also by trust, social influences, supporting conditions, and users' overall evaluation of the service.

The structural model also demonstrates substantial explanatory capability for user attitude and intention to purchase OTA services, while the predictive relevance assessment indicates that the model has predictive relevance for the endogenous constructs. These findings emphasize that OTA providers need to consider both technological and user-centered dimensions when developing digital travel services. The study contributes to the understanding of technology acceptance in the Indonesian OTA context by integrating functional, social, trust-related, and attitudinal factors into a single research framework. The findings provide a basis for understanding user behavior and can support the development of OTA services that are easier to use, useful, trustworthy, and supported by adequate digital conditions.

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Conflict of Interest Statement

The authors declare that there is no conflict of interest.

Ethical Approval and Originality Statement

Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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