

# THE INFLUENCE OF WEB SERVICE QUALITY ON BEHAVIOURAL INTENTION WITH ATTITUDE TOWARDS THE WEBSITE AS A MEDIATING VARIABLE AMONG UNIVERSITY STUDENTS USING THE TRAVELOKA APPLICATION IN THE SPECIAL REGION OF YOGYAKARTA

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**Abstract.** *This study aims to analyze the effect of web service quality on behavioral intention, with attitude towards the website as a mediating variable, among university students who use the Traveloka application in the Special Region of Yogyakarta. This study employed a quantitative method by distributing questionnaires to 100 respondents, consisting of active university students who use the Traveloka application, selected through purposive sampling technique. The data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) method using Partial Least Square (PLS) through the SmartPLS 4.1 software and analyzed using convergent validity test, discriminant validity test, reliability test, R-Square, path coefficient test, and bootstrapping. The results show that web service quality has a positive and significant effect on behavioral intention, both directly and indirectly through attitude towards the website. In addition, attitude towards the website was also proven to be a mediating variable that strengthens the relationship between web service quality and behavioral intention. This finding indicates a strong influence of web service quality on behavioral intention, with attitude towards the website serving as a mediating variable, ultimately enhancing user's intention to continue using Traveloka among university students in the Special Region of Yogyakarta.*

**Keywords:** *Attitude Towards the Website, Behavioral Intention, Web Service Quality*

## 1. INTRODUCTION

Currently, almost all countries around the world have provided technology access to support various activities for their citizens, one of which is online shopping (Tania & Abror, 2019). One of the developments of the internet is the website. A website is a collection of pages grouped into a certain category and contains various information that can be accessed and viewed by internet users through search engines (Jefri, 2022). The main purpose of its creation was to help researchers in their workplaces obtain and exchange information more efficiently. Based on research by YouGov Indonesia, Traveloka is predicted to become the top online travel agent (OTA) brand in Indonesia in 2025, with the highest customer satisfaction score reaching 80.0 (Zahra, 2025). Behavioural intention is a person's willingness to take action in the future and is important in understanding consumer behavior. According to Purwianti and Tio (2017), perceived service quality, experience, and user satisfaction influence consumer behavioral intention. In the context of Traveloka, behavioral intention reflects the success of maintaining user loyalty. Therefore, understanding this factor is essential for effective marketing strategies.

In addition, Web Service Quality, especially in applications like Traveloka, greatly affects the experience and usage intentions of students in Yogyakarta. Aspects such as system stability, ease of access, data security, and app responsiveness create a positive user experience (Salsabilla et al., 2023). A stable system builds trust in online transactions, while a user-friendly design increases satisfaction and loyalty. Considering that students in Yogyakarta are known to be critical and frequent users of digital services, web service quality strongly determines their usage intention and loyalty towards

Traveloka (Choirisa, 2020). This positive potential becomes even more significant when other factors such as attitude towards the website are integrated as an intervening variable, making the influence between the two main variables stronger and more relevant to real-world conditions (Tania & Abror, 2019). Overall, web service quality has the potential to significantly impact the behavioral intention of students in Yogyakarta.

According to Pratama (2022), although many studies have discussed web service quality, few have specifically explored the influence of key aspects such as reliability, responsiveness, security, and empathy on the experience and loyalty of Traveloka app users, especially among students in Yogyakarta. Research that focuses on these aspects is important, as it can contribute to building a digital service model that better fits user needs (Tania & Abror, 2019). Students in Yogyakarta are considered a representative sample to study digital app usage behavior, especially related to web service quality and attitudes toward the platform (Prihatin et al., 2023). Based on the explanation above, this study is conducted under the title "The Influence of Web Service Quality on Behavioural Intention with Attitude towards the Website as a Mediating Variable among University Students Using the Traveloka Application in the Special Region of Yogyakarta."

## **2. LITERATURE REVIEW**

### ***2.1 Definition of Marketing***

According to Kotler et al. (2022), marketing is a series of activities focused on identifying and fulfilling the needs of individuals and society, while also aligning these efforts with the goals that an organization wants to achieve. Marketing plays a crucial role in every type of business, whether large or small. Without effective marketing, consumers may not be aware of a product's existence, which can lead to decreased sales

### ***2.2 Definition of Marketing Management***

Kotler et al. (2022) define marketing management as the art and science of choosing target markets and acquiring, retaining, and growing customers by creating, delivering, and communicating superior customer value. Furthermore, Kotler et al. (2018) state that a marketing strategy is a plan or approach used by a company to achieve marketing goals by fulfilling customer needs and wants efficiently, while also creating competitive advantage. Key components of marketing strategy include market segmentation, target market selection, and positioning.

### ***2.3 Marketing Mix***

According to Kotler et al. (2022), the marketing mix is an approach that involves selecting specific market segments as a company's target and determining the value to be offered to that market. The concept of the marketing mix was first introduced by Jerome McCarthy in the 1960s through the 4P framework. Later, Kotler et al. (2022) expanded this concept into the 7P framework, which includes product, service, brand, price, communication, and distribution.

### ***2.4 Consumer Behavior***

Consumer behavior refers to the processes and activities carried out by individuals in searching for, selecting, purchasing, using, and evaluating products and services to meet their needs and desires, which ultimately lead to purchase decisions (Irwansyah et al., 2021). According to Kotler and Keller (2016), consumer behavior is influenced by four main factors: cultural, social, personal, and psychological.

### ***2.5 Theory of Planned Behavior***

The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), explains that a person's attitude toward a behavior is the primary foundation of their actions. This theory

also considers positive social support and perceived behavioral control, which reflect how easy or difficult an individual believes the behavior is to perform. Therefore, if a person perceives no obstacles, their intention to perform the behavior will be stronger. Ajzen (1991) states that TPB consists of three independent variables: attitude, subjective norm, and perceived behavioral control.

### **2.6 Behavioral Intention**

Behavioral intention refers to an individual's willingness or likelihood to perform a certain action, especially when using information technology to achieve specific goals. According to Utami (2020), behavioral intention is influenced by several factors that reflect the quality of web interface services, including the inner urge factor, social motive factor, and emotional factor. Desvira and Aransyah (2023) further mention that behavioral intention can be measured through several indicators: repurchase intention, positive word-of-mouth communication, and service quality.

### **2.7 Web Service Quality**

Web service quality refers to the type of service delivered by online businesses to customers via the internet. It includes the ability of websites, apps, or platforms to deliver services quickly and facilitate transaction processes (Prasetyo et al., 2023). According to Purwianti and Tio (2017), web service quality is influenced by several factors that reflect the quality of the user interface, such as user quality, information quality, and interaction quality. Apriliani (2018) adds that web service quality can be measured through indicators like efficiency, reliability, fulfillment, and privacy.

### **2.8 Attitude Towards the Website**

Attitude toward the website is formed through users' experiences while interacting with a website, which influences their responses—such as their intention to revisit or recommend the site to others (Soedewa et al., 2021). This attitude includes both emotional reactions and cognitive evaluations of the website's technical and aesthetic aspects. According to Bahtiar (2021), attitude toward the website is influenced by indicators such as behavioral belief, outcome evaluation, and perceived risk.

## **3. RESEARCH METHODS**

This study was conducted in the Special Region of Yogyakarta, Indonesia, during June–July 2025. The research focused on university students in Yogyakarta and examined three main variables, they are Web Service Quality, Attitude Toward the Website, and Behavioral Intention. These variables were selected to understand how students perceive and respond to the services offered by the Traveloka platform.

The population of this research included all university students living in Yogyakarta, which according to BPS (2024) totaled around 410,789. Due to the large size, a sample of 100 respondents was selected using Slovin's formula with a 10% margin of error. The sampling technique used was purposive sampling, meaning respondents were chosen based on specific criteria: they had to be 17–25 years old, currently studying at a university in Yogyakarta, had used the Traveloka app at least once in the past six months, and had experience using its features. This sampling method was used to ensure the data collected was relevant and reflected actual user experience. Data was collected using a questionnaire distributed via Google Form. The questionnaire used a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree." This method was chosen because it is efficient, easy to distribute, and allows for straightforward analysis of user attitudes and behavior.

The study used quantitative data, which was analyzed using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach. SEM-PLS was chosen because it allows researchers to test the relationships between multiple variables at the same time. The analysis process included two main stages; they are the measurement model (outer model) and the structural model (inner model). The outer model was used

to test the validity and reliability of each indicator through convergent validity (loading factor > 0,7 and AVE > 0,5), discriminant validity (Fornell-Larcker criteria and cross-loading), and reliability (Composite Reliability and Cronbach's Alpha > 0,7). The inner model was used to assess the relationships between variables using R-square values, path coefficients, and hypothesis testing. Significance was determined through bootstrapping; relationships were considered significant if the p-value was less than 0.05 and the t-statistic was greater than 1,96.

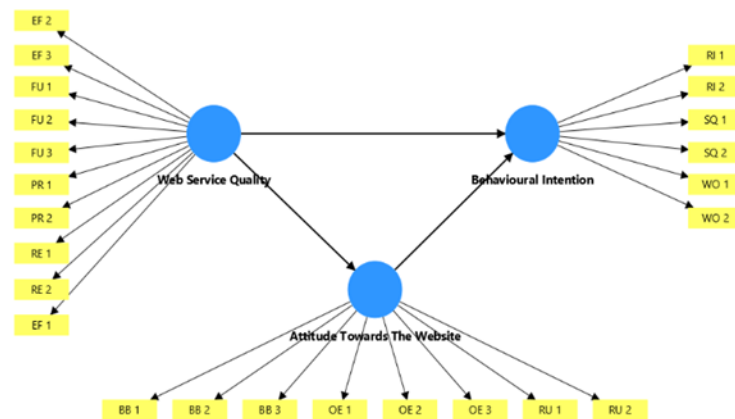
## 4. RESULTS AND DISCUSSION

### 4.1 Evaluation of Outer Model

This stage is the initial step in analyzing the data using the SEM-PLS method with the assistance of SmartPLS version 4.1. The outer model is evaluated to assess the reliability and validity of the measurement model through two main tests: convergent validity and discriminant validity.

#### a. Convergent Validity Test

Convergent validity is used to ensure that all indicators within a construct are highly correlated with each other, meaning the indicators are valid and suitable for measurement. According to Savitri et al. (2021), an indicator is considered valid if it has a loading factor value greater than 0,7.



**Figure 4.1.** Initial Model Before Outer Loading Value Analysis  
(Source: SmartPLS 4.1 Analysis)

#### 1. Web Service Quality

The convergent validity test results for the Web Service Quality variable show that all items have loading factor values above 0,7. Therefore, all 10 indicators are valid and suitable for further data analysis.

**Table 4.1.** Convergent Validity Test of Web Service Quality

Indicators	Code	Outer Loading	AVE	Statement
Efficiency	EF1	0,782	0,576	Valid
	EF2	0,760		Valid
	EF3	0,735		Valid
Reliability	RE1	0,773	0,571	Valid
	RE2	0,739		Valid
Fulfillment	FU1	0,784	0,590	Valid
	FU2	0,753		Valid
	FU3	0,727		Valid
Privacy	PR1	0,764	0,550	Valid
	PR2	0,734		Valid

(Source: SmartPLS 4.1 Analysis)

## 2. Behavioral

The test results for the Behavioral Intention variable also indicate that all statement items meet the validity criteria, as their loading factor values exceed 0,7.

**Table 4.1.** Convergent Validity Test of Behavioural Intention

Indicators	Code	Outer Loading	AVE	Statement
Repurchase Intention	RI1	0,749	0,536	Valid
	RI2	0,715		Valid
Positive Word of Mouth	WO1	0,741	0,589	Valid
	WO2	0,793		Valid
Service Quality	SQ1	0,799	0,629	Valid
	SQ2	0,787		Valid

(Source: SmartPLS 4.1 Analysis)

## 3. Attitude Towards the Website

Similarly, for the Attitude Towards the Website variable, all indicators demonstrate loading factor values above 0,7, indicating that the variable passes the convergent validity test and can be used in subsequent analysis.

**Table 4.3.** Convergent Validity Test of Attitude Towards the Website

Indicators	Code	Outer Loading	AVE	Statement
Behavioural Belief	BB1	0,705	0,568	Valid
	BB2	0,774		Valid
	BB3	0,779		Valid
Outcome Evaluation	OE1	0,754	0,570	Valid
	OE2	0,748		
	OE3	0,762		Valid
Perceived Risk	RU1	0,775	0,605	Valid
	RU2	0,781		Valid

(Source: SmartPLS 4.1 Analysis)

### b. Discriminant Validity Test

Discriminant validity ensures that each construct in the model is truly distinct from other constructs. A good construct should not be too highly correlated with others.

#### 1. Average Variance Extracted (AVE)

A construct is considered to have good discriminant validity if its AVE value is greater than 0,5. Based on the AVE results, each variable in this study exceeds the 0,5 threshold. This means that each construct explains more than half of the variance of its indicators, indicating satisfactory discriminant validity.

**Table 4.3.** AVE

Variable	AVE
Web Service Quality	0,571
Behavioural Intention	0,584
Attitude Towards the Website	0,578

(Source: SmartPLS 4.1 Analysis)

#### 2. Cross Loading

Cross-loading analysis is conducted to determine whether each indicator is more strongly associated with its intended construct than with other constructs. The cross-loading results, as shown in the table, confirm that all indicators have values above 0,7. This satisfies the Fornell-Larcker criterion and supports good discriminant validity.

**Table 4.4** Cross Loading Analysis

	<b>Web Service Quality</b>	<b>Behavioural Intention</b>	<b>Attitude Towards The Website</b>
EF1	0,782	636	626
EF2	0,760	614	619
EF3	0,735	653	701
RE1	0,773	630	617
RE2	739	645	675
FU1	784	632	614
FU2	753	626	586
FU3	727	649	603
PR1	764	646	599
PR2	734	694	642
RI1	695	749	635
RI2	663	715	666
WO1	681	741	597
WO2	625	793	656
SQ1	595	799	661
SQ2	640	787	625
BB1	617	681	705
BB2	630	623	774
BB3	613	642	779
OE1	662	636	754
OE2	645	655	748
OE3	665	634	762
RU1	617	598	775
RU2	614	621	781

(Source: SmartPLS 4.1 Analysis)

### 3. Reliability Test

The next step is to assess the reliability of each construct using Composite Reliability and Cronbach's Alpha. Composite reliability measures the internal consistency of the indicators within a construct, while Cronbach's Alpha serves as a supporting test. A construct is considered reliable if both values exceed 0,70.

**Table 4.5** Reliability Test

<b>Variable</b>	<b>Cronbach's alpha</b>	<b>Composite Reliability</b>
Web Service Quality	0,916	0,916
Behavioural Intention	0,857	0,857
Attitude Towards the Website	0,895	0,895

(Source: SmartPLS 4.1 Analysis)

According to the results presented in the reliability table, all variables in this study have composite reliability and Cronbach's Alpha values greater than 0.70. Therefore, it can be concluded that all constructs in the model are reliable, and the analysis can proceed to the next stage, namely inner model evaluation.

#### 4.2 Evaluation of Inner Model

The structural model evaluation was conducted to assess the relationships between latent variables. This stage involved analyzing the R-Square values, path coefficients, and the significance of relationships between variables using the PLS-SEM method.

##### a. R-Square

The R-Square value represents the extent to which the exogenous variables explain the variance of the endogenous variables. A higher R Square value indicates stronger predictive power. According to Chin (1998), R Square values of 0,67 are considered strong, 0,33 moderate, and 0,19 weak. In this study, the R Square value for the variable Attitude Towards the Website is 0,695, and for Behavioral Intention is 0,780. These results indicate that the model has a high predictive power and is considered strong.

**Table 4.6 R Square**

<b>Variabel</b>	<b>R-Square</b>	<b>R-Square Adjusted</b>
<i>Attitude Towards the Website</i>	695	692
<i>Behavioral Intention</i>	780	775

(Source: SmartPLS 4.1 Analysis)

##### b. Path Coefficient Analysis

The direction of the relationship between variables is determined by the value of the path coefficient. A coefficient ranging from 0 to 1 indicates a positive relationship, while a coefficient ranging from -1 to 0 indicates a negative relationship. In this study, the results show that the path coefficient from Web Service Quality to Behavioral Intention is 0.501 (positive), from Web Service Quality to Attitude Towards the Website is 0.834 (positive), from Attitude Towards the Website to Behavioral Intention is 0.420 (positive). These values demonstrate that all relationships between the constructs are in a positive direction.

**Table 4.7 Path Coefficient**

<b>Variabel</b>	<b>Attitude Towards the Website</b>	<b>Behavioural Intention</b>
<i>Web Service Quality</i>	834	501
<i>Attitude Towards the Website</i>		420

(Source: SmartPLS 4.1 Analysis)

##### c. Hypothesis Testing

Hypothesis testing in this model includes analyzing the R-Square values, path coefficients, and T-statistics. According to statistical criteria, the relationship is considered significant when the T-statistic is greater than 1.96 and the p-value is less than 0.05. Additionally, a positive parameter coefficient ( $> 0$ ) indicates a positive relationship, while a negative coefficient ( $< 0$ ) indicates a negative one. Based on the analysis, all the relationships in the model—both direct and indirect—are positive and statistically significant. This confirms the strength and validity of the structural model in explaining the relationships between Web Service Quality, Attitude Towards the Website, and Behavioural Intention.

**Table 4.8 Hypothesis Testing**

<b>Variable</b>	<b>Original sample</b>	<b>T statistics</b>	<b>P Values</b>
Web Service Quality -> Behavioural Intention	0,852	23,237	0,000
Web Service Quality -> Attitude Towards The Website	0,834	16,974	0,000
Attitude Towards The Website -> Behavioural Intention	0,420	3,382	0,001

Web Service Quality -> Attitude Towards the Website -> Behavioural Intention	0,351	3,130	0,002
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(Source: SmartPLS 4.1 Analysis)

## CONCLUSION

Based on the research results, data management and discussion can be concluded that web service quality has a positive and significant effect on behavioral intention; this is supported by a T-statistic value of 23.237 and a path coefficient of 0.501 (positive), with a p-value of 0.000 ( $< 0.05$ ), which indicates that the better the quality of the web service, the stronger the users' intention to continue using the application. Web service quality also has a positive and significant effect on attitude towards the website; the analysis shows a T-statistic value of 16.974, a path coefficient of 0.834 (positive), and a p-value of 0.000 ( $< 0.05$ ), meaning that improved web service quality leads to a more positive user attitude toward the website. Attitude towards the website significantly and positively influences behavioral intention; this is evidenced by a T-statistic value of 3.382, a path coefficient of 0.420 (positive), and a p-value of 0.001 ( $< 0.05$ ), thus the more favorable the users' attitudes towards the website, the stronger their behavioral intention to continue using the application. In addition, web service quality also indirectly influences behavioral intention through attitude towards the website as a mediating variable; the mediation effect is proven by a T-statistic value of 3.310, a path coefficient of 0.351 (positive), and a p-value of 0.002 ( $< 0.05$ ), which suggests that better web service quality enhances users' attitudes, which in turn increases their behavioral intention to keep using the Traveloka application.

Based on these conclusions, the author suggests the following: a) Practical; 1) enhancing the quality of digital services, where Traveloka should continuously improve the quality of its digital services, particularly in terms of system efficiency, platform reliability, timely service fulfillment, and the security and privacy of user data; 2) improving application interface design, since good service quality contributes to a positive user attitude toward the application, it is important for Traveloka to refine the interface design, enhance the responsiveness of features, and ensure a smooth and enjoyable user experience; 3) building a positive brand image through communication strategies, where Traveloka is encouraged to build a positive brand image through effective communication strategies, such as marketing campaigns that highlight customer satisfaction, positive testimonials, and features that align with users' needs; 4) optimizing web service quality aspects, by continuing to improve various aspects of web service quality, including access speed, ease of use, and system reliability, supported by regular monitoring of user experience to ensure consistent improvement. b) Theoretical; for future research, it is recommended that subsequent studies expand the scope of variables by including other potential external factors that may influence behavioral intention, such as customer satisfaction or brand image, to provide a more comprehensive understanding of user behavior.

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