

**PENGARUH *TECHNOLOGY ACCEPTANCE MODEL* TERHADAP *EXPERIENCE* DAN
IMPLIKASINYA PADA *BEHAVIORAL INTENTIONS* (Survey Terhadap Tamu Bobobox
Hotel Indonesia)**

TESIS

Diajukan dalam memenuhi salah satu syarat dalam memperoleh gelar Master Pariwisata pada
Program Studi Magister Pariwisata
Sekolah Pascasarjana Universitas Pendidikan Indonesia



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**PROGRAM STUDI PARIWISATA
SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
2023**

LEMBAR HAK CIPTA
PENGARUH *TECHNOLOGY ACCEPTANCE MODEL* TERHADAP
EXPERIENCE* DAN IMPLIKASINYA PADA *BEHAVIORAL INTENTIONS
(Survey Terhadap Tamu Bobobox Hotel Indonesia)

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Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Magister Pariwisata (M.Par.) pada Sekolah Pascasarjana

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Juli 2023

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EXPERIENCE DAN IMPLIKASINYA TERHADAP *BEHAVIORAL*
INTENTIONS (Survey Terhadap Tamu Bobobox Hotel Indonesia)**

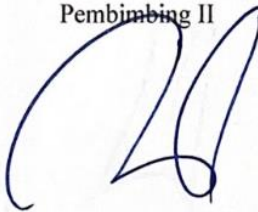
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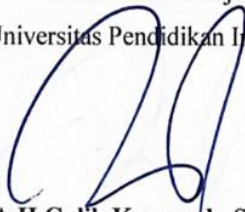
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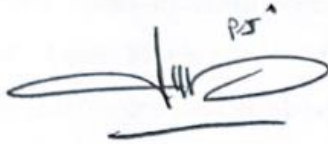


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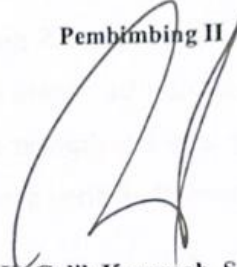
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HALAMAN PERNYATAAN

Dengan ini saya menyatakan bahwa tesis dengan judul — Pengaruh *Technology Acceptance Model* Terhadap *Experience* dan Implikasinya Pada *Behavioral Intentions* (Survey Terhadap Tamu Bobobox Hotel Indonesia) ini beserta seluruh isinya adalah benar- benar karya saya sendiri dan tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

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Penulis menyadari bahwa dalam penyusunan tesis ini masih terdapat kekurangan. Oleh karena itu dengan segala kerendahan hati, penulis menerima kritik dan masukan yang konstruktif dari pembaca untuk penyempurnaan penulisan selanjutnya.

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Bandung, 4 Juli 2023

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ABSTRAK

Okky Rizal Ridwan (2013129). “Pengaruh *Technology Acceptance Model* Terhadap *Experience* Dan Implikasinya Terhadap *Behavioral Intentions* (Survey Terhadap Tamu Bobobox Hotel Indonesia)”, dalam bimbingan Caria Ningsih, S.E.,M.Si.,Ph.D., dan Dr. A.H. Galih Kusumah, S.ST.,M.M.,CHE.,

Keberadaan hotel dengan kelengkapan teknologi sudah mulai bermunculan, salah satunya adalah Bobobox. Beberapa isu mengenai respon konsumen terhadap teknologi adalah penerimaannya, apa yang mereka rasakan ketika menggunakan teknologi tersebut, di Indonesia sudah muncul beberapa kali isu mengenai penerimaan teknologi terutama masalah keamanan. *Technology acceptance model* didalamnya selain keamanan yang dirasakan, terdapat kegunaan, kemudahan, kenikmatan dan juga kebaruan, yang akan dilihat pengaruhnya terhadap pengalaman (*experience*) dan niat berperilaku (*behavioral intentions*) para tamu Bobobox. Penelitian ini bertujuan untuk mengukur seberapa besar pengaruh *Technology acceptance model* terhadap *Experience* dan implikasinya terhadap *Behavioral intentions* tamu Bobobox Hotel Indonesia. Jenis penelitian ini adalah deskriptif dan survey dengan menggunakan metode penelitian kuantitatif yang memakai sampel sebanyak 400 orang responden tamu Bobobox. Teknik analisis menunjukkan bahwa terdapat pengaruh positif yang signifikan diantara *Technology Acceptance Model* terhadap *Behavioral Intentions* melalui *Experience* tamu Bobobox.

Kata kunci: *Technology Acceptance Model, Behavioral Intentions, Experience*

ABSTRACT

Okky Rizal Ridwan (2013129). “*The Effect of The Technology Acceptance Model on Experience And Its Implications on Behavioral Intentions (Survey Of Bobobox Hotel Indonesia Guests)*”, Under the Guidance of Caria Ningsih, S.E.,M.Si.,Ph.D., and Dr. A.H. Galih Kusumah, S.ST.,M.M.,CHE.,

The existence of hotels with complete technology has begun to emerge, one of which is Bobobox. Several issues regarding consumer response to technology are acceptance, what they feel when using the technology, in Indonesia several issues have emerged regarding technology acceptance, especially security issues. The technology acceptance model includes in addition to perceived security, there is usefulness, ease of use, enjoyment and also innovation, which will be seen in its influence on the experience and behavioral intentions of Bobobox guests. This study aims to measure how much influence the Technology acceptance model has on Experience and its implications for the Behavioral Intentions of Bobobox Hotel Indonesia guests. This type of research is descriptive and surveys using quantitative research methods using a sample of 400 Bobobox guest respondents. The analysis technique shows that there is a significant positive effect between the Technology Acceptance Model on Behavioral Intentions through the Experience of Bobobox guests.

Key Word: *Technology Acceptance Model, Behavioral Intentions, Experience*

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