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The Influence of Perceived Ease of Use and Perceived Usefulness on Switching Intention

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ABSTRACT

Technology and the internet have brought substantial changes to the tourism industry, particularly through online travel agents (OTAs). One of the major challenges faced by OTA is the phenomenon of "switching intention," where consumers tend to move from one service provider to another. This behavior may result in customer loss and a decline in profits. The objective of this study is to analyze the influence of perceived ease of use and perceived usefulness on switching intention among OTA users. A quantitative research method was employed, using a descriptive and verification approach through an explanatory survey. Primary data were collected from 107 respondents who were Traveloka users. The data were analyzed using multiple linear regression. The findings reveal that both perceived ease of use and perceived usefulness have a significant influence—both partially and simultaneously —on switching intention.

Keywords: *Online TravelaAgent, Perceived Easeof Use, PerceivedoUsefulness, SwitchingoIntention*

INTRODUCTION

Over the past decade, Online Travel Agencies (OTAs) have become central to the tourism and hospitality ecosystem, fundamentally reshaping how travelers plan, compare, and book trips. Driven by the proliferation of internet access and mobile devices, the global OTA market reached an estimated USD 613 billion in 2024 and is projected to grow at a compound annual growth rate (CAGR) of approximately 8–9% through 2030, outpacing broader travel sector growth (www.mordorintelligence.com).

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In Indonesia, this digital transformation has been even more pronounced: according to a Google-Temasek report, the domestic OTA ecosystem has expanded by approximately 20% annually since 2015. A survey by DailySocial and JakPat found that over 71% of Indonesians use OTAs to plan their trips (www. moengage.com) and in 2022, Indonesia's online booking market was valued at about IDR 97 trillion**,** with Traveloka capturing 51%, Tiket.com 21%, and other OTAs the remaining 28% (www.databoks.katadata.co.id).

OTAs offer a powerful "one-stop shop" experience by integrating flights, accommodations, car rentals, and tour packages while enabling consumers with flexible self-service options, real-time price comparison, and personalized recommendation (Prajapat & Kamalraj, 2024). This convenience-driven transformation has not only altered consumer booking behavior but also heightened competitive pressure in the tourism value chain, forcing traditional agencies and service providers to digitalize and rethink distribution strategies (Vlahović et al., 2024). Consequently, OTAs now play a critical role in shaping demand, enhancing market transparency, and influencing pricing dynamics across the global travel industry (Huang et al., 2019). At the same time, the OTA market is becoming intensely competitive (Lv et al., 2020), with global companies like Booking.com competes alongside strong regional players such as Traveloka and Tiket.com in Indonesia, all striving to gain customer loyalty.

Given this highly competitive environment, user retention has become a strategic priority for OTAs, as maintaining existing customers is often more cost-effective than acquiring new ones (Rizal et al., 2020). However, the abundance of alternatives and low switching costs in digital platforms mean that consumers can easily explore other options and switch from one to another (Chatterjee & Karmakar, 2024). As a result, understanding the factors that drive switching intention is critical for OTA providers aiming to sustain market share and foster long-term customer relationships.

To explore these behavioral dynamics, this study draws upon the Technology Acceptance Model (TAM), a widely recognized framework for explaining user responses to information systems. Originally developed by Davis (1986, 1989), TAM suggests that perceived ease of use (PEOU) and perceived usefulness (PU) are the primary factors shaping attitudes toward technology, which in turn influence users' behavioral intentions to engage with the technology. PEOU measures the degree of ease associated with system use, while PU evaluates the extent to which the system provides beneficial outcomes (Davis, 1989).

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Over the years, TAM has been widely utilized to investigate technology adoption across diverse sectors. Researchers have applied TAM to study technology adoption in areas such as agriculture (Dai & Cheng, 2022), education (Saleh et al., 2022), conversational AI tools like ChatGPT (Ma et al., 2024), and AI-driven e-commerce platforms (Wang et al., 2023). The model has also been employed to understand consumer decisions regarding mobile payment systems (Belmonte et al., 2024) and banking technologies (Albort-Morant et al., 2021), showing its usefulness for understanding what drives people to adopt new technology.

Beyond studying adoption, TAM has served as a foundational framework for exploring users' intentions to continue using technology. This includes research into technology continuance in healthcare (Ukaegbu & Fan, 2025), mobile learning environments (Wang et al., 2021), financial services (Liu et al., 2022), educational applications (Sonmez & Ozdamar, 2024), and retail settings (Ferreira et al., 2021). Collectively, these studies illustrate TAM's robustness in explaining not only why users adopt new technologies but also why they persist in their use across varied contexts. While TAM has traditionally been applied to study adoption and continued use (Franque et al., 2020; Billanes & Enevoldsen, 2021), its constructs are equally relevant for understanding user decisions in contexts where individuals often compare the convenience and benefits of different platforms. Yet despite its broad application, relatively few studies have considered its role in explaining switching intentions.

Research on switching has largely focused on sectors such as telecommunications (Ribeiro et al., 2023; Jhamb et al., 2020; Tsai 2022; Abolfathi et al.,2021), banking (Senanu & Narteh, 2022; Zhao et.al, 2022; Ngau et.al, 2023; Ghamry and Shamma 2020; Zhao et.al, 2023) , and e-commerce (Tang et al., 2023; Ye et al., 2022; Shao, 2024; Lin & Huang, 2022; Van Nguyen et al., 2023), leaving the drivers of switching behavior in the OTA context, particularly in relation to perceived ease of use and perceived usefulness, underexplored. By situating this investigation within the TAM framework, the study aims to fill that gap by examining how perceived ease of use and perceived usefulness influence OTA users' likelihood to switch, offering insights with both theoretical and managerial implications.

Understanding how perceived ease of use and perceived usefulness influence switching intentions provides valuable insights for both researchers and practitioners. For OTA platforms, these insights can inform the design of more intuitive, user-friendly interfaces and compelling value propositions that address users' expectations for convenience and performance. By enhancing these key perceptions, OTA providers may reduce customers' inclination to explore alternative platforms, thereby improving

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retention in an increasingly competitive environment (Li et al., 2021). Academically, this study extends the Technology Acceptance Model (TAM) by applying it to the relatively underexplored area of switching behavior within the OTA context, offering a nuanced perspective on how traditional acceptance constructs can predict not only adoption and continued use but also users' intention to switch. In doing so, the research contributes to the broader literature on digital consumer behavior while providing actionable guidance for OTA managers seeking to sustain customer loyalty.

Hypotheses development

A review of recent studies underscores the important roles of perceived usefulness (PU) and perceived ease of use (PEOU) in shaping switching intentions across various technology contexts. In mobile payments, Mu and Lee (2022) found that both PEOU and PU positively influence switching intentions, while in banking, Al-Banna and Berakon (2023) observed that PU was significant but PEOU was not. Similarly, Li and Varghese (2023) reported that PU affected switching intentions in personal cloud storage, and Cheng and Choi (2019) highlighted PU's impact on organizations switching to cloud services, with Chang and Hsu (2019) confirming that both PEOU and PU matter in this context. Additional evidence comes from Fahmi et al. (2018) in banking, Malik et al. (2014) in the cellular industry, Kim and Choi (2017) on public certificate security, and Zeng et al. (2021) in land information systems, all demonstrating positive effects of PU and PEOU on switching decisions. Collectively, these findings suggest that while PU consistently emerges as a driver of switching intention, the influence of PEOU may vary depending on the specific technology or industry examined. Thus, the hypothesis of this study is formulated as follow:

H1 Perceived ease of use has a positive influence on switching intention among OTA users

H2 Perceived usefulness has a positive influence on switching intention among OTA users

METHODOLOGY

Research Objective

This study explores the impact of perceived ease of use and perceived usefulness on switching intention among OTA users. The independent variables include factors that influence the dependent variable—namely, perceived ease of use and perceived usefulness—each of which consists of specific dimensions (Sekaran & Bougie, 2016). The primary focus of the research lies on the dependent variable, switching intention,

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which comprises three dimensions: satisfaction, trust, and switching cost (Pogorelova et al., 2016).

The study targets Traveloka users as the unit of analysis since Traveloka holds the highest online booking market in Indonesia (www.databoks.katadata.co.id). Using a cross-sectional approach, data were collected only once within a short time span—less than one year—to address the research questions (Sekaran & Bougie, 2016).

The research method serves as a scientific approach to data collection, allowing for the evaluation of potential cause-and-effect conclusions (Sekaran & Bougie, 2016). Given its verificative nature and reliance on field data collection, this study utilizes the explanatory survey method (Irmadiani, 2022). It is designed to test hypotheses and explain relationships among variables within a given phenomenon, with data collected from the entire population through a Google Form (Malhotra, Birks, & Nunan, 2017).

Scale Measurement

The independent variables are perceived ease of use, which includes the dimensions of easy to learn, flexibility, and easy to become skillful; and perceived usefulness, which comprises usefulness and improvement in job performance. The dependent variable, switching intention, is measured through the dimensions of satisfaction, trust, and switching cost.

Population and Sample

According to Sekaran and Bougie (2016), a population refers to the entire group of individuals, events, or entities that a researcher seeks to investigate. Data from the entire population are utilized for decision-making or hypothesis testing. In the data collection process, research always involves objects of investigation, which may include material objects, human individuals, activities, or events. Referring to the above definition, the population in this study comprises Traveloka users, based on the total number of Traveloka app downloads, which amounted to over 50,000,000 users (source: Google Play Store, October 2023).

A sample is a subset of characteristics or attributes possessed by a population. It can also be defined as a smaller portion drawn from the members of a population according to a predetermined procedure, such that it represents the entire population (Nurdin & Dra Sri Hartati, 2019). Sampling is used when the total population is considered too large to study in its entirety, thereby allowing the researcher to investigate a representative portion of the whole.

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As with other research studies, it is not feasible in this study for the researcher to investigate the entire population. Limitations such as constrained human resources, budget, and time availability necessitate the use of sampling. Researchers are permitted to draw samples from the population provided that the selected sample accurately reflects the characteristics of the broader population not directly studied. Sampling becomes especially essential when dealing with large populations, such as Traveloka users. The minimum sample size in any research is 100 respondents (Bujang et al., 2017; Rahi & Ghani, 2018; Taherdoost, 2016).

In this study, the researcher applied a formula derived from Tabachnick & Fidell (2013) to determine the sample size. The following formula was used to calculate the required number of samples:

$Ni \geq 50 + 8m$	Where:
or	m = number of variables
$Ni \geq 104 + m$	N =onumber of sample

Based on this calculation, the number of respondents used in this study was 107 individuals.

Data Collection Technique

Data collection techniques refer to instruments or tools used in the process of gathering information or concrete materials that serve as the foundation of research. The data collected are then used to solve problems or to test a hypothesis (Herdayati & Syahrial, 2019). In this study, several methods were employed to collect data, including:

1. Questionnaire

   The primary data collection tool used in this study was a questionnaire, administered via a survey method to gather responses from participants (Hastuti, 2010). The questionnaire could be distributed either online or directly to Traveloka users. It consisted of questions designed to reflect the indicators of the variables perceived ease of use, perceived usefulness, and switching intention. Respondents were asked to select their answers from a set of prepared options corresponding to each item.
2. Literature Review

   Data collection through literature review involved exploring theoretical insights drawn from previous research in journals or books relevant to the problem and

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variables under investigation. This included a review of literature related to perceived ease of use, perceived usefulness, and switching intention. The literature sources were drawn from various platforms, including:

a) Google Scholar,
b) Z-library,
c) UPI Repository,
d) Electronic media (Internet).

Validity and Reliability Testing

After collecting data from respondents through the questionnaire, the next step is to process and interpret the data. The objective is to evaluate the influence of perceived ease of use (X1) and perceived usefulness (X2) on switching intention (Y). Before conducting the data analysis—and as a preliminary step to assess the validity and reliability of the questionnaire—validity and reliability tests were conducted using IBM SPSS version 26.0 for Mac.

Uma and Roger (2018) explain that validity assesses the extent to which an instrument, technique, or process used to measure a concept truly reflects the intended concept. The importance of conducting a validity test lies in ensuring that the instrument used can accurately measure the dimensions or concepts it is intended to capture. In this study, validity testing was carried out for the instruments measuring perceived ease of use (X1), perceived usefulness (X2), and switching intention (Y).

Reliability refers to the extent to which a measurement instrument produces consistent results when measuring the same phenomenon at different times (Suwartono et al., 2017). Reliability can be evaluated by examining the correlation between scores obtained from separate administrations of the same scale. If a significant correlation is found, the scale is considered consistent and dependable.

Hypothesis Testing

A hypothesis is a provisional conclusion or assumption proposed by the researcher regarding the relationship between two or more variables (Nurdin & Dra Sri Hartati, 2019). The final step in the data analysis process is to test the hypotheses using multiple regression analysis. In this study, multiple regression is employed to assess the influence of more than one independent variable on a dependent variable and ultimately to determine whether the null hypothesis (H_0) should be accepted or rejected.

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Simultaneous Test (F-Test)

The simultaneous test (F-test) is used to determine whether the independent variables collectively exert a significant influence on the dependent variable (Ghozali, 2009). In this research, the simultaneous hypothesis test evaluates the combined effect of the independent variables—specifically perceived ease of use and perceived usefulness—on the dependent variable, switching intention. This hypothesis testing employs the F-test calculated using the following formula:

H_0 : PYX =a0, indicates that there is no significant influence of perceived ease of use and perceived usefulness on switching intention

H_1 : PYX≠ 0, indicates that there is a significant influence of perceived ease of use and perceived usefulness on switching intention

The simultaneous hypothesis test using the F-test can be calculated using the following formula (Malhotraa & Birks, 2013):

$$F = \frac{R^2/k}{(1 - R^2)/(n - ik - 1)}$$

Ri = Multiple correlation coefficient
k = Number of predictors
n = Sample size

For the proposed hypothesis, the decision criteria are as follows: If F_calculated > F_table, then H_0 is rejected, indicating that X has an effect on Y. If F_calculated < F_table, then H_0 is accepted, indicating that X does not have an effect on Y.

Partial Test Analysis (T-Test)

1. H_0: $PYX_1 = 0$ — This indicates that there is no significant influence of perceived ease of use on switching intention.
   H_1: $PYX_1 \neq 0$ — This indicates that there is a significant influence of perceived ease of use on switching intention.
2. H_0: $PYX_2 = 0$ — This indicates that there is no significant influence of perceived usefulness on switching intention.
   H_1: $PYX_2 \neq 0$ — This indicates that there is a significant influence of perceived usefulness on switching intention.

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The partial hypothesis test using the t-test is calculated using the following formula (Malhotra i& Birks, 2013):

$$it = \frac{ir\sqrt{n-2}}{\sqrt{1-r^2}}$$

ti = t-distribution
ri = correlation coefficient
ni = number of data point

Decision rule:

Reject H_0 if t_calculated ≥ t_table (approaching 100%) at degrees of freedom *(n − k − 1)*

Accept H_0 if t_calculated < t_table (approaching 100%) at degrees of freedom *(n − k − 1)*

This study applies multiple linear regression to predict the impact of perceived ease of use (X_1) and perceived usefulness (X_2) on switching intention (Y). In this analysis, the researcher seeks to formulate the multiple linear regression equation through calculation. The goal is to identify the relationship between the independent and dependent variables being examined.

The multiple linear regression analysis procedure is carried out using the following techniques:

1. Normality Assumption Test
2. Heteroscedasticity Assumption Test
3. Linearity Assumption Test
4. Autocorrelation Assumption Test
5. Multicollinearity Assumption Test
6. Correlation Analysis
7. Coefficient of Determination Analysis
8. Hypothesis Testing via F-Test
9. Hypothesis Testing via T-Test

This study employs multiple linear regression to predict the impact of perceived ease of use (X_1) and perceived usefulness (X_2) on switching intention (Y). In this analysis, the researcher aims to derive the multiple linear regression equation through

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calculation. The objective is to identify the relationship between the independent and dependent variables being examined.

RESULTS AND DISCUSSION

Statistical Test Results

Results of the Normality Assumption Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		107
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.455067884
Most Extreme Differences	Absolute	.073
	Positive	.064
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200[c,d]

Figure 1 Kolmogorov-Smirnov Test

Figure 1 shows the results of the normality test using the Kolmogorov-Smirnov test, with the criterion that the curve of standardized residual values is considered normally distributed if the asymp. sig. (2-tailed) value is greater than α (> 0.20), and since 0.20 > 0.05, it can be interpreted that the distribution of the standardized residual values is normal.

Heteroscedasticity Assumption Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.172	2.205		1.892	.061
	X1	-.129	.103	-.164	-1.249	.214
	X2	.131	.135	.128	.971	.334

a. Dependent Variable: Abs_RES

Figure 2 Heteroscedasticity Assumption Test

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According to the criterion of Sig. > 0.05, **Figure 2** shows that the significance scores for variables X_1 and X_2 are 0.214 and 0.334, respectively. This indicates that there is no evidence of heteroscedasticity.

Linearity Assumption Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X1	Between Groups	(Combined)	2.477.122	14	176.937	7.614	.000
		Linearity	1.965.938	1	1.965.938	84.599	.000
		Deviation from Linearity	511.184	13	39.322	1.692	.076
	Within Groups		2.137.925	92	23.238		
	Total		4.615.047	106			

Figure 3 Linearity Asssumption Test X_1 and Y

This test was conducted using the linearity test in SPSS with a significance level of 0.05. A linear relationship between the two variables, X_1 and Y(Fig. 3), is considered significant if the significance value exceeds 0.05. The results from the table indicate that the significance value of the linearity test is 0.076. Since the significance value is greater than 0.05, it can be concluded that a linear relationship exists between the two variables.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	2.499.735	12	208.311	9.257	.000
		Linearity	2.037.138	1	2.037.138	90.526	.000
		Deviation from Linearity	462.597	11	42.054	1.869	.053
	Within Groups		2.115.311	94	22.503		
	Total		4.615.047	106			

Figure 4 Linearity Asssumption Test X_2 and Y

Figure 4 shows a linear relationship between the variables X_2 (Perceived Usefulness) and Y (Switching Intention). It is considered significant if the significance

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value for the linearity component is less than 0.05. Based on the ANOVA output, the significance value for the linearity component is 0.000, indicating a statistically significant linear relationship between the two variables. Furthermore, the significance value for the deviation from linearity is 0.053, which is greater than 0.05. This result implies that there is no significant deviation from the linear relationship, and thus the assumption of linearity is satisfied.

Therefore, it can be concluded that a valid and statistically significant linear relationship exists between both perceived ease of use and perceived usefulness and switching intention.

Autocorrelation Assumption Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.724[a]	.524	.515	4.595	1.985

a. Predictors: (Constant), X2, X1

b. Dependent Variable: y

Figure 5: Autocorrelation Assumption Test

This study utilized two independent variables and 107 respondents. Based on this, the Durbin-Watson critical values were DU = 1.7231 and 4 − DU = 2.2769. According to the results from the autocorrelation assumption test table, the Durbin-Watson value was 1.985 (Fig. 5). Since 1.7231 < 1.985 < 2.2769, it can be concluded that there is no indication of autocorrelation in the data.

Multicollinearity Assumption Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.155	3.598		2.545	.012		
	X1	.701	.166	.381	4.256	.000	.571	1.751
	X2	.978	.211	.415	4.635	.000	.571	1.751

a. Dependent Variable: Y

Figure 6 Multicollinearity Assumption Test

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Referring to the processed data presented in Figure 6, it can be concluded that multicollinearity is not detected across any of the dimensions. This is supported by VIF values greater than 1 and less than 10, as well as tolerance values above 0.10. Specifically, both variables have a VIF value of 1.751 and a tolerance value of 0.571. These results indicate that multicollinearity does not occur in any of the dimensions of perceived ease of use and perceived usefulness examined in this study.

Correlation Analysis

Correlations

		PEOU	PU	SI
PEOU	Pearson Correlation	1	.655**	.653**
	Sig. (2-tailed)		.000	.000
	N	107	107	107
PU	Pearson Correlation	.655**	1	.664**
	Sig. (2-tailed)	.000		.000
	N	107	107	107
SI	Pearson Correlation	.653**	.664**	1
	Sig. (2-tailed)	.000	.000	
	N	107	107	107

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 7 Correlation Analysis

Based on the correlation test output in Figure 7, the correlation value between perceived ease of use and perceived usefulness with switching intention on Traveloka is 0.000. This value indicates a statistically significant correlation between each dimension of perceived ease of use (X_1) and perceived usefulness (X_2) with the dependent variable switching intention (Y).

Determination Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.466[a]	.217	.202	.411

a. Predictors: (Constant), SQRT_x2, SQRT_x1

Figure 8 Determination Analysis

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In Figure 8, the coefficient of determination (Adjusted R Square) is reported as 0.202. This Adjusted R Square value indicates that the independent variables—perceived ease of use and perceived usefulness—together contribute 20.2% in explaining the variability in switching intention. Meanwhile, the remaining 59.6% is attributed to other factors that were not examined in this study.

Hypothesis Testing Using the F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2419.495	2	1209.747	57.304	.000[b]
	Residual	2195.552	104	21.111		
	Total	4615.047	106			

a. Dependent Variable: Y

b. Predictors: (Constant), X1, X2

Figure 9 F-Test

The simultaneous significance test (F-Test) is used to evaluate the overall impact of the independent variables on the dependent variable (Fig. 9). This F-Test is conducted by comparing the calculated F-value (F_calculated) with the critical F-value (F_table) to assess the significance of the regression analysis. The ANOVA (F-Test) results show that the F_calculated value is 57.304, while the F_table value, based on a significance level of $\alpha = 0.05$ and degrees of freedom (df = 3 and 104, where 107 is the number of respondents minus 3 variables), is 2.69. Since F_calculated (57.304) > F_table (2.69) with a significance value of 0.000, H_0 is rejected and H_a is accepted. This indicates that there is a statistically significant simultaneous influence of perceived ease of use and perceived usefulness on switching intention among Traveloka users.

Hypothesis Testing Using the T-Test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.155	3.598		2.545	.012
	X1	.708	.166	.381	4.256	.000
	X2	.978	.211	.415	4.635	.000

a. Dependent Variable: Y

Figure 9 T-Test

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The table above presents a partial overview, showing that the analysis results identified two independent variables with t_calculated values greater than the t_table value, based on a significance level of 0.05 and degrees of freedom (df) of 104 (derived from 107 respondents minus 3 variables), yielding a t_table value of 1.98304. Both perceived ease of use and perceived usefulness are found to have a statistically significant partial effect on switching intention. In this study, the partial test results conclude the following : first, perceived ease of use has a significant influence on switching intention, as indicated by a t_calculated value of 4.256, which is greater than the t_table value of 1.98304, and a significance level of 0.000, which is less than 0.05. Thus, H_0 is rejected and H_1 is accepted. Second, perceived usefulness also has a significant influence on switching intention, with a t_calculated value of 4.635, which exceeds the t_table value of 1.98304, and a significance level of 0.000, which is also less than 0.05. Therefore, H_0 is again rejected and H_1 accepted.

Based on these findings, both variables—perceived ease of use and perceived usefulness—exert a statistically significant partial influence on switching intention.

Theoretical and Managerial Implications

This study contributes to existing research by extending the application of the Technology Acceptance Model (TAM) to the context of switching behavior in online travel agencies (OTAs). While TAM has been widely utilized to explain technology adoption and continued use in diverse sectors, its use in examining switching intentions within the OTA domain remains limited (Franque et al., 2020; Billanes & Enevoldsen, 2021). By demonstrating that both perceived ease of use and perceived usefulness significantly influence users' intentions to switch OTA platforms, this study provides a broader understanding of TAM's relevance in explaining consumer behavior in digital tourism services. It thus fills an important gap in the literature on online travel consumer decision-making (Nugroho & Hati, 2020; Winarko & Husna, 2020).

From a practical standpoint, the findings have clear managerial implications for OTA service providers. Given the competitive nature of the OTA market and the ease with which consumers can switch between platforms (Rizal et al., 2020; Chatterjee & Karmakar, 2024), improving perceived ease of use through user-friendly design and simplifying the booking process could help retain customers. Similarly, emphasizing features that enhance perceived usefulness—such as comprehensive search functions, personalized recommendations, or bundled travel services—may reduce the likelihood of users turning to competitors (Prajapat & Kamalraj, 2024; Huang et al., 2019). By addressing these factors, OTA managers can strengthen customer loyalty and sustain long-term engagement in an increasingly saturated digital travel landscape.

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CONCLUSION

This study examined how perceived ease of use and perceived usefulness influence switching intentions among users of online travel agencies (OTAs). Drawing on the Technology Acceptance Model (TAM), the research tested these relationships through a survey of Traveloka users, with the results analyzed using multiple regression techniques. The findings revealed that both perceived ease of use and perceived usefulness have significant impacts on switching intention, highlighting that users who find an OTA platform easy to navigate and beneficial for their travel planning are more likely to consider switching when they perceive advantages elsewhere.

These results contribute to the literature by extending the application of TAM to the context of switching behavior in OTAs, a domain that has received relatively limited scholarly attention compared to sectors like banking or e-commerce. From a practical perspective, the study underscores the importance for OTA providers to continuously improve both the functionality and user experience of their platforms in order to reduce customer churn and enhance loyalty in an increasingly competitive digital marketplace.

Given the study's scope, which was limited to Traveloka users, future research is encouraged to explore these relationships across other OTA platforms and incorporate additional variables that might influence switching intention. Such investigations could provide a more comprehensive understanding of consumer decision-making in the evolving online tourism landscape.

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