

Investigating the Determinants of Satisfaction with Mobile Hotel Reservation Systems: An Empirical Study of Agoda

Muhammad Jembar Jomantara, Ahmad Nurul Fajar

Information Systems Management Department, BINUS Graduate Program – Master of Information Systems Management, Bina Nusantara University, Jakarta, Indonesia 11480

muhammad.jomantara@binus.ac.id, afajar@binus.edu

Abstract. This study investigates the key factors influencing customer satisfaction with the Agoda hotel booking application. Drawing on information systems success theories such as TAM and UTAUT, we develop and test a research model proposing system quality, information quality, perceived ease of use, perceived usefulness, performance expectancy, and interactivity as predictors of intention to use the Agoda app, which in turn impacts user satisfaction. The model was tested using survey data from 402 Agoda users analyzed with PLS-SEM. Results showed that system quality, perceived ease of use, performance expectancy, and interactivity had significant effects on intention to use, which was the strongest predictor of satisfaction. Accessibility, credibility and value perceptions also shaped system quality. The findings provide insights for hotel booking app providers to optimize user experiences and satisfaction. Theoretical and practical implications are discussed.

Keywords: Information system, TAM, UTAUT, User Satisfaction

1. Introduction

The development of technology has provided a very wide source of information and communication from what humans already have (Ahmad, 2012). The evolving technology represents a significant transformation that can benefit numerous fields and activities, greatly impacting daily life. E-commerce, in particular, is a business endeavor involving consumers, manufacturers, service providers, and intermediary traders, all facilitated through internet connectivity (Barokah & Albari, 2022). Hotel reservations or bookings are commonly made to avoid room unavailability. This allows customers to secure accommodations in advance, reducing the risk of rooms being fully booked upon arrival.

One of the applications available for online hotel reservations is Agoda. The presence of this Agoda application has simplified the process of booking hotels online. With just a few clicks, customers can book hotels quickly and conveniently. This application offers a wide range of service features for both domestic and international bookings, making activities like traveling more enjoyable. According to AppGrooves, Agoda is ranked among the top three in the Best Hotel Booking Apps category, competing with Hotels.com and Booking.com.

Based on Populix's findings regarding the vacation habits of Indonesian people at the end of the year, 76% of respondents confirmed that they make hotel reservations for vacation activities online, either through applications or websites. The survey, which included 1,012 respondents, predominantly comprised Gen Z and millennials living in major cities. Among them, 48% chose the Traveloka application for hotel reservations, followed by Tiket.com with 15%. Agoda ranked third, with only 4% of users from the survey. It's worth noting that most individuals who plan to book hotels through online platforms tend to read reviews.

Based on figure regarding ratings and reviews of the Agoda application on the AppsStore, it can be concluded that the lack of satisfaction (Customer Satisfaction) on the Agoda application has several contributing factors. Most of the characteristics of the tourism industry, that the product is not the only determinant of consumer interest, but the service or service even tends to determine the existence of the product more (Бутвина et al., 2020). Most users are disappointed with the Agoda app and give it a 1-star rating on the AppsStore. Customer value that provides excellence (Banerjee & Bonfield, 2019).

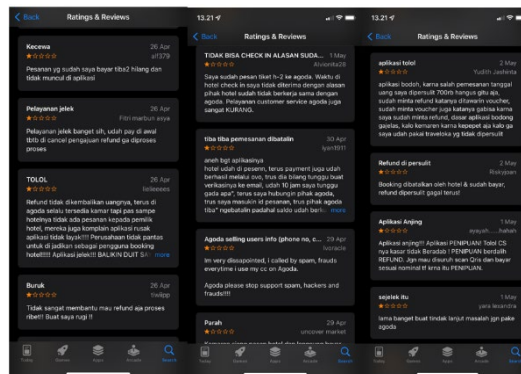


Fig.1: Review Agoda

can also be formed by Customer satisfaction (Firman, 2019). Most of the problems encountered involve unilateral cancellations made by hotels to customers through the Agoda application, as well as complex refund processes for customers affected by issues in the hotel room booking process through the Agoda application. This indicates that customers are highly dissatisfied with the services provided by the Agoda application. The literature's limitations that this research aims to address include a lack of focus on specific application user satisfaction. Currently, the literature has not adequately addressed the satisfaction of users of specific hotel booking applications like Agoda. This research aims to fill this gap by specifically studying the factors that influence Agoda user satisfaction and by addressing a lack of understanding of specific issues. Customer satisfaction can be explained as the overall attitude that

consumers exhibit toward goods or services after acquiring and using them (Chaln Chavez & Guevara Paredes, 2014) .

This research aims to address a specific gap in the existing literature regarding customer satisfaction with the Agoda application. While prior studies have explored technology adoption models such as TAM and UTAUT in the hospitality sector, there is a distinct lack of attention given to customer satisfaction with specific booking platforms like Agoda.

2. Literature Review

The main difference from previous research is that this study focuses specifically on user satisfaction with the Agoda application. While previous studies have explored technology adoption models such as TAM and UTAUT in the general context of the hospitality industry, this research identifies a specific gap in the literature regarding customer satisfaction with specific booking platforms like Agoda. Furthermore, this study also highlights specific issues faced by Agoda users, including unilateral cancellations by hotels and complex refund processes. Thus, this research makes a significant contribution by deepening understanding of the factors influencing user satisfaction with Agoda, an area that has not been thoroughly investigated in previous studies. Therefore, this study aims to fill the gap in the literature by specifically focusing on Agoda user satisfaction and addressing the limitations of previous research that have paid insufficient attention to specific booking platforms such as Agoda.

The relationship between the Technology Acceptance Model (TAM) and user satisfaction can be elucidated by focusing on how users' perceptions of the ease of use and usefulness of technology, as well as social, psychological, and contextual factors, influence users' intentions and behaviors in adopting and using technology (Ashsifa, 2020). Both frameworks highlight that user satisfaction is related to how well the technology meets their expectations, provides desired benefits, and how users' perceptions of these factors also affect their satisfaction with the use of the technology (Putra & Raharjo, 2021). While UTAUT has proven to be useful in depicting user behavior towards information technology. By integrating principles from the theory of technology user behavior and technology adoption models, UTAUT becomes a solution for understanding how the Shopee system influences user satisfaction, particularly in terms of whether the system meets users' needs and is accepted by them (Ashsifa, 2020).

2.1. Technology Acceptance Model (TAM)

TAM is one of the research models that uses a type of theoretical approach with a focus on behavioral theory (behavioral theory) where the theory is used to examine the adoption process of various information technologies (Lattu et al., 2022). The purpose of making this TAM model is to provide an elaboration using several determining factors in terms of acceptance of the use of a product in general and also able to explain a lot of customer behavior for all given values and customer populations that use computer technology until then met theoretically (Suroso et al., 2017). The Technology Acceptance Model (TAM) serves as a framework for elucidating user behaviors regarding the acceptance and adoption of novel technologies (Ma & Liu, 2004). An integral facet of this model lies in customer satisfaction, which can be quantified and expounded upon through TAM principles.

2.2. Unified Theory of Acceptance and use of Tecnology (UTAUT)

UTAUT is one of the research models for predicting acceptance of a new technology developed by Venkatesh [7] (Sedana & Wijaya, 2012). The UTAUT 2 model evolved rapidly in 2012. The UTAUT model itself consists of seven independent variables, namely performance expectancy, price value, social influence, f hedonic motivation, effort expectancy, habit, acilitating conditions, then there are two dependent variables, namely use behavior and behavioral intention [15] (Hidayat et al., 2020). UTAUT can be used to model as a comprehensive synthesis when previously technological acceptance research was conducted (Wahyu & Anwar, 2020). In recent years, many of the researchers conducted

research on e-commerce in terms of Acceptance and behavioral intentions of consumers from different perspectives, consumer demands, and website quality .

UTAUT is certainly expected to be a useful tool for employees or managers who need to assess the likelihood of success for the introduction of new technologies and help them understand the acceptance drivers to proactively formulate some parts of the targeted interventions of the user population who may be less likely to adopt and use the new system.

2.3. Accesible

According to Black (1981) in (La Ode Muhamad Magribi; Aj Suhardjo, 2004) said that accessibility is a combination of the concept of a regulatory system with a network system. Accessibility can also be defined as a description of the ease with which to move from menu to menu in a system. This variable also explains how a person moves quickly and effectively.

2.4. Credible

Credibility is a trust that is considered reasonable to be trusted (Yuma Inggrawan, 2010). A system that has high credibility then the system can be trusted. While according to (Surbakti & Silalahi, 2008) Credibility is a means of communication perception of the qualities of the communicator. Broadly speaking, an information system must have high credibility in order to gain the trust of many users so that the system can be used in high numbers.

2.5. Valueable

According to Solomon (2007) in (Diaz, 2015) Values is a belief in certain conditions then the condition is considered better than the previous condition. This variable can also be defined as a belief of a thing or condition that is expected to reach a better level than before. In an information system, values are needed to increase user confidence in using an information system.

2.6. Perceived Ease of Use

This variable explains how the degree to which a person can trust that using a technology or an existing system will make his job easier (Ivan Naufaldi & Miharni Tjokrosaputro, 2020). The use of this variable is also intended to predict a person's acceptance or attitude based on the use of that person in using technology. According to Wang and Chou in (Laora et al., 2021) said that the variable Perceived Ease of Use is described as easy to understand, easy to learn, and becomes a solution by finding what is needed by the user.

2.7. Perceived Usefulness

The TAM model shows that the Perceived UseFulness variable is one of the most important variables or factors with the use to define the use of users of a system (Lee et al., 2018). The variable Perceived UseFulness broadly describes how a person can believe that using an existing technology can help the work being done (Afifah, 2013).

2.8. Performance Expectancy

Performance Expectancy is described as a level of benefit or benefit that has been achieved by customers by using technology to carry out users' daily routine activities (Achiriani & Hasbi, 2021). Performance Expectancy has 3 sub-variable parts. The first is usefulness, which means usefulness to be obtained by using technology in daily needs. The second is quickness which means the level of a technology can shorten the level of work being done. Then productivity is explained as an increase in the level of productivity, then related to the work done by users while using technology.

2.9. System Quality

In the Delone and Mc Lean model, variable System Quality will describe and describe a quality possessed by an application or technology (Wahyuni, 2017). System quality also describes the combination of software and hardware in an information system (Abu, 2018). This variable will focus on the quality of the system itself based on how much the ability of hardware and software to provide an information system.

2.10. Interactivity

According to Beer (2008) in (Natadirja, 2018) says that Interactivity is when two parties interact and have two-way communication. This variable can also be defined when two parties interact with something when information is not very clear and the other party provides less information so that all information obtained is clear.

2.11. Intention to Use

The Intention to Use variable is intended to predict whether users have a great intention to use an information system. (Kurnia & Tandijaya, 2023) Intention to use is a variable from the results of development carried out by researchers, previously this variable was called Purchase Intention. According to wang li in 2016 in (Sindarta & Santoso, 2022) Saying that intention to use is a tendency of users to use an information system.

2.12. User Satisfaction

The level of satisfaction is a feeling felt by users between happy and disappointed with a product or information system (Setifani et al., 2022). Based on several events that occur, user satisfaction will be the determining factor whether an information system can be accepted individually or in groups or not (Syams & Kuswanto, 2023).

2.13. Hypotesis Development Accessible and System Quality

Valid information regarding the relationship between accessibility and system quality can be found through several credible sources. This includes academic research, which often explores how system accessibility influences users' perceptions of its quality. According to research (Yakub, 2012) accessibility in system quality pertains to accessing information or the ease of generating information from a system. Meanwhile, in a study conducted by (Matuška, 2017) it was found that accessibility has an influence on system quality.

H1. Accesible has a positive impact on System Quality

Credible and System Quality

The relationship between credibility and system quality in information systems is essential to ensure reliable and effective systems. According to credible research (Meuthia et al., 2021) it influences the quality of a system, especially in terms of system security. Similar findings are demonstrated in a study conducted by (Surbakti & Silalahi, 2008), which found that credibility has an impact on system quality, particularly in terms of user data security.

H2. Credible has a positive impact on System Quality

Valueable and System Quality

Values are a belief in certain conditions, and then these conditions are considered better than before (Diaz, 2015). The correlation between "valuable" and system quality in the realm of information technology is paramount. This value stems from various features and functionalities, including user-friendliness, operational efficiency, productivity amplification, and data security. According to research

conducted by (Helgstrand & Jorgensen, 2016), it was found that valuable has an influence on system quality.

Perceived Ease of Use, Perceived Usefulness, and Intention to Use

In TAM, the direct impact of Perceived Usefulness influences behavioral intention towards adoption, while Perceived Ease of Use directly and indirectly affects customers' intention to use. In some cases, the indirect effect of Perceived Usefulness on intention arises due to Perceived Ease of Use.(Widiar et al., 2023). As shown in the study conducted by (Veronica, 2020), Perceived Ease of Use acts as a supporting factor influencing Perceived Usefulness and Attitude Towards, and then Attitude Towards influences Behavioral Intention. The result of the study indicates that perceived ease of use significantly affects Perceived Usefulness. Similarly, research conducted by (Harb & Alhayajneh, 2019) confirms that Perceived Ease of Use has a significant influence on Perceived Usefulness and Perceived Usefulness has a significant influence on Intention to Use. In another study conducted by (Paramaeswari & Sarno, 2020) regarding the Analysis of an E-Commerce using the TAM model, it was found that Perceived Ease of Use and Perceived Usefulness significantly influence Intention to Use.

H4. Perceived Ease of Use has a positive impact on Intention to use.

H5. Perceived Usefulness has a positive impact on Intention to Use.

Performace Expetancy and Intention to Use

The relationship between these variables describes the extent to which users believe that using a certain technology or system will enhance their performance or capabilities in achieving specific goals, and how this belief influences their intention to use the technology or system. According to the research conducted (Augustin et al., 2021), it was found that Performance Expectancy influences Intention to Use. Similarly, research conducted by (Firmansyah et al., 2023) explains that Performance Expectancy positively influences Intention to Use.

H6. Performance Expetancy has a positive impact on Intention to Use

System Quality and Intention to Use

The influence of system quality on users' intention to use refers to how the perception of system quality affects users' desire or intention to use the system. In the research conducted by (Informasi et al., 2022), it was found that System Quality influences Intention to Use. The study's results (Priatna, 2023) also affirm that System Quality influences on Intention to Use.

H7. System Quality has a positive influence on Intention to Use

Interactivity and Intention to Use

Interactivity is defined as a communication technology enabling two-way exchanges that establish an environment allowing users to communicate both synchronously and asynchronously(Tanugraha, 2021). The relationship between interactivity and intention to use refers to how the level of interactivity in a system or technology influences users' intentions or willingness to use it. According to a study by (Izzani et al., 2016) explains that Interactivity influences Intention to Use.

H8. Interactivity has a Positive influence on Intention to Use

Intention to Use and User Satisfaction

The correlation between intention to use and user satisfaction reflects how users' readiness to utilize a system or technology affects their contentment with the system post-usage. If users express a favorable intention to use a system and subsequently engage with it, their satisfaction is likely to be higher when their initial expectations are met or surpassed (Alkent, 2019). The research conducted by (Putri, 2021) found that Intention to Use positively influences User Satisfaction.

H9. Intention to Use has a positive influence on User Satisfaction

3. Methodology

This research is a quantitative research that will use answers from respondents as data as much as at least 400 data

3.1. Research Model

The frame of mind is a conceptual model of theories that are interconnected with each other against various factors that have been identified as important problems. The following is the frame of mind that will be used in this study :

A. Research Models

The research model that will be used in this study is as follows:

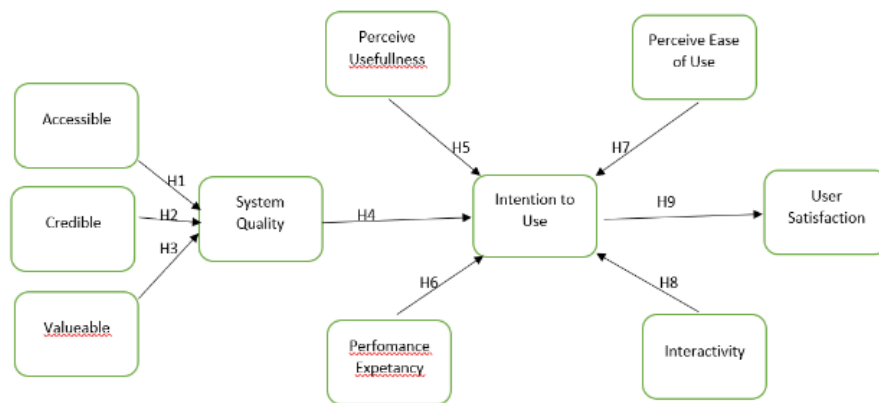


Fig.2: Research Model

Based on the picture above, it can be seen that there are 9 research models that will be used in this study and have the following hypotheses:

1. Accessible has a positive and significant influence on System Quality (Hypothesis 1).
2. Credible has a positive and significant influence on System Quality (Hypothesis 2).
3. Valuable has a positive and significant influence on System Quality (Hypothesis 3).
4. System Quality has a positive and significant influence on Intention to Use (Hypothesis 4)
5. Perceive Usefulness Quality has a positive and significant influence on Intention to Use (Hypothesis 5).
6. Perceived Ease of Use has a positive and significant influence on Intention to Use (Hypothesis 6).
7. Performance Expetancy has a positive and significant influence on User Satisfaction (Hypothesis 7).
8. Interactivity has a positive and significant influence on Intention to Use (Hypothesis 8).
9. Intention to Use has a positive and significant influence on User Satisfaction (Hypothesis 9).

Table 1. Operational Variable

Variable	Indicator	Source
Accesible	A1. Inclusive	(Kusuma et al., 2022)
	A2. Flexibility	(Kusuma et al., 2022)
Credible	C1. Fail-safe	(Mackiewicz et al., 2016)
	C2. Validated	(Mackiewicz et al., 2016)
Valuable	V1. Socially Proven	(Badran & Al-Haddad, 2018)

	V2. PurposeFull	(Badran & Al-Haddad, 2018)
	V3. Flexibility	(Badran & Al-Haddad, 2018)
Perceived Ease of Use	PEU1. Ease of Use	(Trihutama, 2020)
	PEU2. Useful	(Trihutama, 2020)
	PEU3. Flexibility	(Trihutama, 2020)
Perceived Usefulness	PUF1. Effective	(Riantini et al., 2018)
	PUF2. Useful	(Riantini et al., 2018)
	PUF3. Enjoyable	(Veronica, 2020)
System Quality	SQ1. Efficiency	(Pemasaran, 2013)
	SQ2. Ease of Use	(Iverson & Dervan, n.d.)
	SQ3. Flexibility	(Iverson & Dervan, n.d.)
Interactivity	I1. Post purchase interactions	(Tanugraha, 2021)
	I2. Coomunication	(Tanugraha, 2021)
Intention to Use	IU1. Daily Use	(Hantono et al., 2023)
	IU2. Actual Use	(Lestari et al., 2022)
	IU3. Intention to Reuse	(Lestari et al., 2022)
User Satisfaction	US1. Information Satisfaction	(Aryani et al., 2018)
	US2. System Satisfaction	(Aryani et al., 2018)
	US3. Overall Satisfaction	(Aryani et al., 2018)

3.2. Data Collection Method

To collect the necessary research data to analyze the research instrument, a minimum of 400 respondents from the Indonesian population is required. The research instrument will be created using the Indonesian language and will be filled out by respondents online using Google Forms. Subsequently, the data obtained from the respondents will be analyzed using the Smart PLS application to test the relationships between variables. Respondents will be randomly selected for the sample, and further analysis will be conducted on data from respondents who have used the Agoda application more than once. This is done to ensure more accurate results. The categories of respondents to be described in the table are as follows:

This research will use the Slovin formula in the sampling process that will be conducted. A 5% margin of error will be used. Here is the formula that will be used in this study.

$$n = \frac{N}{1 + Ne^2}$$

In this study, a confidence level of 5% is used with a population size of 1,000,000 people. Therefore, the calculation can be elaborated as follows: $n = 1.000.000 : (1 + 1.000.000(0.05)^2) = 399,84$. According to the slovin formula , the result of “n” will be rounded up. Therefore this research will required.

Table 2. Open Question

Question	Yes	No
Has the user used the Agoda app more than 1x?	402	21

Based on the table, the data to be taken is as many as 402 people where further analysis will be carried out. The table further describes the domicile data of each respondent who has used the Agoda app more than 1x. The gender and domicile of each respondent is as follows

Table 3. Gender

Gender	Frequency	Percent
Male	190	47.263%
Female	212	52.736%
Total	402	100%

Table 4. Domicile

Domicile	Frequency	Percent
Jakarta	123	30.597%
Karawang	186	46.268%
Bandung	18	4.477%
Bekasi	17	4.228%
Bogor	15	3.731%
Depok	21	5.223%
Jogja	1	0.248%
Kediri	5	1.243%
Tangerang	14	3.482%
Sukabumi	1	0.248%
Subang	1	0.248%
Total	402	100%

3.3. Analyzing methods

The analysis stages conducted in this study utilize the Partial Structural Model (SEM) approach, and the application used is Smart PLS. According to (Surya et al., 2020) This model is capable of analyzing the variables used, which are calculated using several indicators. As for the research conducted by (Suriana et al., 2022) It is explained that Partial Least Squares - Structural Equation Modeling (PLS-SEM) is one research model that can test variables depicting cause and effect, where SEM can test several variables based on the indicators used. The validity testing was carried out by testing the Average Variance Extracted (AVE). According to Sugiarto in (Sanaky, 2021) Explaining that validity is closely related to variables for measuring what should be measured. Based on (Suriana et al., 2022) Explaining that in the initial stages of development, significance values of 0.5 to 0.6 are considered sufficient. However, significance values can be considered high if they are above 0.7. Sugiharto and Situnjak in (Sanaky, 2021) stated that reliability refers to the reference of the instrument used in a study with the aim that the information used can be trusted and corresponds to the actual information.

4. RESULT

4.1. Validity and Reliability

This study will utilize a questionnaire for data collection, thus necessitating measurements to ensure validity and reliability. The questionnaire used must meet two essential requirements to be considered valid and reliable. Validity testing serves as a quality control check for the data used, aiming to validate the instrument's reliability. When a research instrument is deemed valid, it can be relied upon to measure

the research objective. There are two ways to assess validity: convergent validity testing, which can be performed in various ways, such as examining the factor loading values for each indicator, which should range between 0.4 and 0.7, or the Average Variance Extracted (AVE) values for each variable, which should exceed 0.5. A questionnaire is considered reliable if respondents' responses remain consistent or stable over time. Calculating Cronbach's Alpha value can be used to conduct reliability testing, with the requirement that if the value exceeds 0.7, the method is considered reliable. Additionally, Composite Reliability value can be utilized for reliability testing, with the condition that the test is considered reliable if the value exceeds 0.7. According to the Fornell-Larcker criterion, latent constructs in the structural model should correlate more with their assigned indicators than with other latent variables. Statistically, the AVE of each latent construct should be higher than its highest squared correlation with other latent constructs. According to Sugiarto in (Sanaky, 2021) explains that validity is closely related to variables to measure what should be measured. While according to (Plutzer, 2021) Validity tests are used to show how precise and appropriate a data to be analyzed. This study will use the Smart PLS 3 Application to calculate several statement items and the minimum value for significance applied is 0.5. According to Chin (1998) in (Suriana et al., 2022) explained that in the early stages of development a significance value of 0.5 to 0.6 was declared sufficient. But the significance value can be high if it has a value above 0.7.

Table 5. Validity and Reliability

Variabel	Indicator	Outer Loading	Cronbach alpha	Composite Reliability	Average Variance Extracted
<i>Accesible</i>	A1, A2	0.931 0.954	0.875	0.941	0.888
<i>Credible</i>	C1, C2	0.922 0.916	0.817	0.916	0.845
<i>Valuable</i>	V1, V2, V3	0.884 0.862 0.856	0.681	0.786	0.559
<i>Perceived Ease of Use</i>	PEU1, PEU2, PEU3	0.808 0.905 0.850	0.465	0.760	0.618
<i>Perceived UseFullness</i>	PUF1, PUF2, PUF3	0.839 0.835 0.732	0.827	0.891	0.731
<i>Performance Expetancy</i>	PE1, PE2, PE3	0.788 0.827 0.817	0.767	0.848	0.650
<i>Systm Quality</i>	SQ1, SQ2, SQ3	0.702, 0.846, 0.841	0.752	0.852	0.658
<i>Interactivity</i>	I1, I2	0.891 0.664	0.767	0.840	0.639
<i>Intention to Use</i>	IU1, IU2, IU3	0.549 0.807 0.850	0.832	0.896	0.741
<i>User Satisfaction</i>	US1, US2, US3	0.886 0.845 0.851	0.845	0.901	0.752

4.2. Hypotesis Result

In this hypothesis test stage, a score analysis will be carried out on T Statistic, P Values and Original

sample. The following are the results of the analysis obtained:

Table 6. Hypothesis Result

No	Variabel	Original Sample (O)	Sample Mean (M)	T-Statistic	P-Values
H1	<i>Accesible -> System Quality</i>	0.124	0.121	2.102	0.036
H2	<i>Credible -> System Quality</i>	0.173	0.178	2.570	0.010
H3	<i>Intention to Use -> User Satisfaction</i>	0.523	0.529	12.009	0.000
H4	<i>Interactivity -> Intention to Use</i>	0.158	0.160	2.575	0.010
H5	<i>Perceived Ease of Use-> Intention to Use</i>	0.200	0.203	4.510	0.000
H6	<i>Perceived UseFullness -> Intention to Use</i>	0.067	0.067	1.196	0.232
H7	<i>Performance Expetancy -> Intention to Use</i>	0.203	0.204	3.664	0.000
H8	<i>System Quality -> Intention to Use</i>	0.156	0.156	2.339	0.020
H9	<i>Valuable -> System Quality</i>	0.250	0.256	4.553	0.000

H1: It can be seen that the Statistical T Value in the relationship between Accesible variables and System Quality is 2.102 where the value is greater than 1.96 which indicates the Accesible variable affects System Quality, then for the P Values value is at 0.036 which means the number is smaller than 0.05 which indicates that the Accesible variable has a significant effect on System Quality. The Original Sample value is at a positive number of 0.124 which means that the Accesible variable has a positive influence on System Quality. Therefore for H1 is accepted and H0 is rejected.

H2: It can be seen that the Statistical T Value obtained for the relationship between these variables is 2.570 where the value is greater than 1.96 which indicates that the Credible variable affects System Quality. As for the value of P obtained is 0.010 where the value is below 0.05 which explains that the Credible Variable has a significant influence on System Quality. then the Original sample value obtained is a positive number of 0.173 which indicates that the Credible variable has a positive effect on System Quality. Therefore in this stage H2 is accepted and H0 is rejected.

H3: It can be seen that the data that for the relationship between these variables has a Statistical T value of 4.553 where the value is above 1.96 which indicates that the Valuable Variable affects System Quality. Then for the P Values value obtained is 0.000 where the value is <0.5 which means that the Valuable variable has a positive effect on System Quality. The original sample value obtained is at a positive number of 0.250 which indicates that Valuable has a positive effect on System Quality. Therefore for H3 is accepted and H0 is rejected.

H4: It can be seen that the data for the relationship between variables this time has a T Statistic score of 4.510 where the score is >1.96 which indicates that the Perceived Ease of Use Variable affects Intention to Use. Furthermore, the P Values score is at 0.000 where the number is <0.05 which indicates that the variable Perceived Ease of Use has a significant influence on Intention to Use. The Original

sample score is positive at 0.200 which indicates that Perceived Ease of Use has a positive effect on Intention to Use. Therefore H4 is accepted and H0 is rejected.

H5: It can be seen that for the relationship between these variables has a T Statistic score of 1.196 where the score is <1.96 which indicates that the variability of Perceived Usefulness has no effect on Intention to Use. Then for the P Values score of the relationship between these variables has a score of 0.232 where the score is >0.05 which indicates that the variable Perceived Usefulness does not have a significant effect on Intention to Use. The Original Sample value is positive at 0.067 which means that Perceived Usefulness has a positive effect on Intention to Use. Therefore the result is for H5 rejected and H0 accepted.

H6 : It can be seen that the relationship between the Performance Expetancy variable to Intention to Use has a Statistical T score of 3.664 which is certainly greater than 1.96, indicating that the Performance Expetancy variable affects Intention to Use. Then for the P Values obtained is 0.000 where the number is below 0.05 which means that Performance Expetancy has a significant effect on Intention to Use. Meanwhile, the Original Sample value is at a positive number of 0.203 which indicates that Performance Expetancy has a positive influence on Intention to Use. Based on these data, H6 is accepted and H0 is rejected.

H7 : It can be seen that the data for the relationship between these variables has a Statistical T score of 2.339 where the number is >1.96 which indicates that the System Quality variable has an effect on Intention to Use. For the P Values value itself is at 0.020 where the value is <0.05 which means the System Quality variable has a significant influence on Intention to Use. Then for the Original Sample value obtained is at a positive number of 0.156 which indicates that System Quality has a positive influence on Intention to Use. Therefore H4 is accepted and H0 is rejected.

H8 : It can be seen that for the stage of the relationship between the Interactivity variable to Intention to Use has a Statistical T score of 2.575 where the number is >1.96 which indicates that the Inteactivity variable affects Intention to Use. Then for the P Values obtained is 0.010 where the value has a number of <0.05 which indicates that the Interactivity variable has a significant influence on Intention to Use. The Original Sample value obtained is at a positive number of 0.158 which means that the Interactivity variable has a positive influence on Intention to Use. Therefore for H8 is accepted and H0 is rejected.

H9 : It can be seen that the Statistical T value obtained in the relationship of Intention to Use to User Satisfaction is 12,009 where the number is far above 1.96 which indicates that the Intention to Use variable affects User Satisfaction. Then for the P Values obtained is 0.000 where the value is <0.05 which illustrates that the Intention to Use variable has a significant influence on User Satisfaction. The original sample value obtained is at a positive number of 0.523 which indicates that the Intention to Use variable has a positive effect on User Satisfaction. From these data, it can be concluded that H9 is accepted and H0 is rejected.

Based on the results obtained in the previous hypothesis test, the Statistical T value with the largest score is Intention to Use. This indicates that Intention to Use is the most important variable or factor in influencing user satisfaction, especially in this Agoda application. It can be implicated that the biggest factor in user satisfaction of this Agoda application is the intensity or intention of users in using the Agoda application itself. Then there are several variables that are directly related to the Intention to Use variable including Perceived Ease of Use, Perceived UseFullness, Performance Expetancy, System Quality and Interactivity. Of the 6 directly bound variables, only 1 variable whose hypothesis was rejected was the Perceived UseFullness variable. This indicates that the Agoda application is designed to have ease of access by users, minimal occurrence of bugs in the application, has a good quality system, and the interaction between Agoda and Users is classified as good.

Table 7. Result of Hypotesis

NO	Relationships Between Variables	Result
H1	<i>Accesible -> System Quality</i>	Accepted
H2	<i>Credible -> System Quality</i>	Accepted
H3	<i>Valuable -> System Quality</i>	Accepted
H4	<i>Perceived Ease of Use -> Intention to Use</i>	Accepted
H5	<i>Perceived UseFullness -> Intention to Use</i>	Rejected
H6	<i>Performance Expetancy -> Intention to Use</i>	Accepted
H7	<i>System Quality -> Intention to Use</i>	Accepted
H8	<i>Interactivity -> Intention to Use</i>	Accepted
H9	<i>Intention to Use -> User Satisfaction</i>	Accepted

5. Conclusion

This study contributes to the literature on customer satisfaction with hotel booking applications by proposing and testing a comprehensive model of the key drivers of Agoda user satisfaction. The results highlight the critical role of system quality, perceived ease of use, performance expectancy, and interactivity in shaping user intentions and ultimate satisfaction. The findings extend IS success models and technology acceptance theories to the context of hotel booking apps and provide actionable insights for app providers to optimize the user experience.

Specifically, hotel booking app developers should prioritize system reliability, responsiveness, and user-friendly designs to encourage adoption and satisfaction. Enhancing the app's performance in terms of efficiency and productivity for booking tasks is also vital for meeting user expectations. Interactive features that allow users to engage with the app provider and other users can further promote satisfaction.

The study also underscores the importance of perceived accessibility, credibility, and value in shaping quality perceptions and downstream user behaviors. App providers should aim to create accessible, trustworthy, and valuable booking experiences to drive user acquisition and retention.

6. Limitation

This study has several limitations that need to be considered, similar to several previous studies. First, the scope of this study is limited to Indonesian society randomly selected for the survey using random sampling techniques. Therefore, it is important to exercise caution when generalizing these findings to other organizations and consumer populations. This study found differences in results compared to previous studies on the same platform, indicating various complaints from Agoda application users with diverse issues. This could occur for several reasons, including the use of random sampling techniques as the goal of data collection and the large population of Agoda users in Indonesia.

Therefore, I suggest that future research obtain data that truly originates from Agoda users who have used the application more than twice to avoid too much variation and generalization in the results. Secondly, system quality issues are certainly also influenced by the devices and operating systems used by customers, so I suggest that future research include the types of devices used by Agoda application users to facilitate understanding of the results obtained from the study.

References

Abu, N. (2018). Peran System Quality Dan Information Quality Dalam Mendukung Keberhasilan Implementasi Simda Desa (Studi Kasus Pada Desa-Desa Di Kabupaten Bangka). *Jurnal Riset Terapan*

Akuntansi, 2(1), 1–6.

Achiriani, M. P. A., & Hasbi, I. (2021). Pengaruh Performance Expectancy, Effort Expectancy, Social Influence, Perceived Risk, Perceived Cost Terhadap Behavioral Intention Pada Pengguna Dompet Digital Dana Di Indonesia. *E-Proceeding of Management*, 8(1), 376–388.

Afifah, A. N. (2013). 4445-ID-pengaruh-variabel-perceived-usefulness-perceived-ease-of-use-perceived-enjoyment. 4(1), 33–47.

Ahmad, A. (2012). 77415-ID-perkembangan-teknologi-komunikasi-dan-in. *Dakwah Tabligh*, 13, 137–149.

Alkent, rinabi tanamal. (2019). *PENGARUH VARIABEL PERCEIVED USEFULNESS , TRUST , CONSUMER SATISFACTION , DAN INTENTION TO USE PADA PENGGUNAAN APLIKASI INSTAGRAM SEBAGAI MEDIA*. 15(2), 117–133.

Aryani, D., Yusup, M., & Ilamsyah, I. (2018). Indikator User Satisfaction Dalam Aplikasi E-Lecture (Video Peer-Evaluation Pada Online Cbl). *CCIT Journal*, 11(2), 245–256. <https://doi.org/10.33050/ccit.v11i2.592>

Ashsifa, I. (2020). Pengaruh Technology Acceptance Model (Tam) Terhadap Kepuasan Pelanggan Dan Niat Penggunaan Mobile Banking Secara Berkelanjutan (Privasi Dan Personalisasi Sebagai Variabel Moderasi). *TECHNOBIZ : International Journal of Business*, 3(1), 25. <https://doi.org/10.33365/tb.v3i1.644>

Augustin, M., Amaral, L., Katolik, U., Mandira, W., & Expectancy, E. (2021). *PENGARUH PERFORMANCE EXPECTANCY , EFFORT EXPECTANCY , SOCIAL INFLUENCE DAN TRUST TERHADAP NIAT BERKELANJUTAN MENGGUNAKAN FDAS PADA MASA PANDEMI COVID-19*. 25(2), 562–570. <https://doi.org/10.46984/sebatik.v25i2.1510>

Badran, O., & Al-Haddad, S. (2018). The impact of software user experience on customer satisfaction. *Journal of Management Information and Decision Sciences*, 21(1).

Banerjee, S., & Bonfield, S. (2019). How Online Reviews in a Year Predict Online Sales in the Next on Expedia.com + Agoda.com + Hotels.com? A Panel Study of Hotels. *5th International Conference on Information Management, ICIM 2019*, 336–340. <https://doi.org/10.1109/INFOMAN.2019.8714708>

Barokah, S., & Albari, A. (2022). Faktor-Faktor yang Memengaruhi Loyalitas Pelanggan Agoda di Indonesia. *Jurnal Indonesia Sosial Sains*, 3(4), 578–586. <https://doi.org/10.36418/jiss.v3i4.576>

Chaln Chavez, A. M., & Guevara Paredes, K. E. (2014). *No 主観的健康感を中心とした在宅高齢者における 健康関連指標に関する共分散構造分析Title*.

Diaz, R. (2015). Peran Personal Value Terhadap Organizational Citizenship Behavior pada Abdi Dalam Karaton Ngayogyakarta. *Universitas Padjajaran*.

Firman, S. (2019). *BAB I Latar Belakang Instansi*. 2016, 1–5. [http://repository.stimart-amni.ac.id/613/1/BAB I.pdf](http://repository.stimart-amni.ac.id/613/1/BAB%20I.pdf)

Firmansyah, A. B., Lathif, T., Suryanto, M., & Pratama, A. (2023). *Analisis Penerimaan Teknologi Virtualisasi Museum Pada Platform SIMVONI Menggunakan UTAUT*. 10(2), 427–435. <https://doi.org/10.30865/jurikom.v10i2.5818>

Hantono, H., Tjong, W., & Jony, J. (2023). Pengaruh Technology Acceptance Model Terhadap Intention To Use Dengan Kinerja Sebagai Variabel Moderasi Dalam Menggunakan Sistem Informasi Akuntansi. *Owner*, 7(2), 1815–1830. <https://doi.org/10.33395/owner.v7i2.1583>

Harb, Y., & Alhayajneh, S. (2019). Intention to use BI tools: Integrating technology acceptance model

(TAM) and personality trait model. *2019 IEEE Jordan International Joint Conference on Electrical Engineering and Information Technology, JEEIT 2019 - Proceedings*, 494–497. <https://doi.org/10.1109/JEEIT.2019.8717407>

Helgstrand, F., & Jorgensen, L. N. (2016). The Danish ventral hernia database – A valuable tool for quality assessment and research. *Clinical Epidemiology*, 8, 719–723. <https://doi.org/10.2147/CLEP.S99501>

Hidayat, M. T., Aini, Q., & Fetrina, E. (2020). Penerimaan Pengguna E-Wallet Menggunakan UTAUT 2 (Studi Kasus) (User Acceptance of E-Wallet Using UTAUT 2-A Case Study). In *Jurnal Nasional Teknik Elektro dan Teknologi Informasi* | (Vol. 9, Issue 3).

Informasi, K., Layanan, K., Pengguna, K., & Pemakai, M. (2022). *QUALITY INFLUENCE SYSTEM INFORMATION QUALITY SERVICE QUALITY*. 4(3), 260–265.

Ivan Naufaldi, & Miharni Tjokrosaputro. (2020). Pengaruh Perceived Ease of Use Dan Perceived Usefulness Terhadap Intention To Use Aplikasi M-Tix Di Surabaya. *Jurnal Manajerial Dan Kewirausahaan*, 2(3), 715–722. <http://repository.uph.edu/6760/>

Iverson, B. L., & Dervan, P. B. (n.d.). *No 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析Title*. 7823–7830.

Izzani, M., Marzuki, I., Rosly, A. N., & Roslan, N. S. (2016). *The Role of Perceived Interactivity , Perceived Ease of Use , Perceived Usefulness , and Perceived Enjoyment toward Intention to Use Online Mapping Service Applications The Role of Perceived Interactivity , Perceived Ease of Use , Perceived Usefulness , and Perceived Enjoyment toward Intention to Use Online Mapping Service Applications. December*.

Kurnia, R. A., & Tandijaya, T. N. B. (2023). Pengaruh Perceived Ease of Use, Perceived Usefulness, Security Dan Trust Terhadap Intention To Use Aplikasi Jago. *Jurnal Manajemen Pemasaran*, 17(1), 64–72. <https://doi.org/10.9744/jmp.17.1.64-72>

Kusuma, A. J., Sudarmaningtyas, P., & Supriyanto, A. (2022). Factors Affecting the PeduliLindungi User Experience Based on UX Honeycomb. *Jurnal RESTI (Rekayasa Sistem Dan Teknologi Informasi)*, 6(3), 491–498. <https://doi.org/10.29207/resti.v6i3.4131>

La Ode Muhamad Magribi; Aj Suhardjo. (2004). Aksesibilitas Dan Pengaruhnya Terhadap Pembangunan Di Perdesaan : Konsep Model Sustainable Accessibility Pada Kawasan Perdesaan Di Propinsi Sulawesi Tenggara. *Jurnal Transportasi*, 4(2), 149–160.

Laora, S. E., Hidayati, T., & Asnawati. (2021). Pengaruh Perceived Ease of Use dan Perceived Usefulness terhadap Repurchase Intention yang Dimediasi oleh Customer Trust. *Kinerja*, 18(2), 304–313.

Lattu, A., Sihabuddin, & Jatmika, W. (2022). a Analisis Kepuasan Pengguna Terhadap Penggunaan E-Learning Dengan Metode Tam Dan Eucs. *Jurnal Riset Sistem Informasi Dan Teknologi Informasi (JURSISTEKNI)*, 4(1), 39–50. <https://doi.org/10.52005/jursistekni.v4i1.115>

Lee, J., Suh, E., Park, H., & Lee, S. (2018). Determinants of users' intention to purchase probability-based items in mobile social network games: A case of South Korea. *IEEE Access*, 6(c), 12425–12437. <https://doi.org/10.1109/ACCESS.2018.2806078>

Lestari, D. M., Ella, Y., Chandra, N., Sofa, N., & Firdaus, R. Z. (2022). Pengaruh Perceived Usefulness dan Perceived Risk Terhadap Continuance Intention Dalam Penggunaan Aplikasi DANA di Jakarta. *Seminar Nasional RIset Terapan Administrasi Bisnis Dan MICE XI*, 11(1), 401–409.

Ma, Q., & Liu, L. (2004). The Technology Acceptance Model. *Journal of Organizational and End User Computing*, 16(1), 59–72. <https://doi.org/10.4018/joeuc.2004010104>

- Mackiewicz, J., Yeats, D., & Thornton, T. (2016). The Impact of Review Environment on Review Credibility. *IEEE Transactions on Professional Communication*, 59(2), 71–88. <https://doi.org/10.1109/TPC.2016.2527249>
- Matuška, J. (2017). Railway system accessibility evaluation for wheelchair users: case study in the Czech Republic. *Transport*, 32(1), 32–43. <https://doi.org/10.3846/16484142.2014.941396>
- Meuthia, R. F., Ferdawati, F., & Gustati, G. (2021). Analisis User Experience Pada Aplikasi E-Kelurahan Menggunakan Model UX Honeycomb. *Jurnal Akuntansi Keuangan Dan Bisnis*, 14(Vol. 14 No. 2 (2021)), 342–351. <https://doi.org/10.35143/jakb.v14i2.5167>
- Natadirja, M. (2018). Analisis Pengaruh Interactivity Dan Sincerity Pada Social Mediaaccount Musisi Terhadap Sense Of Closeness Dan Reciprocity Antara Musisi Dengan Fans dan Implikasinya Terhadap Legal Purchase Intent Telaah Pada Social Media Account Instagram @Duadrum. *Jurnal Manajemen*, 9(2), 49–61. <https://doi.org/10.31937/manajemen.v9i2.720>
- Paramaeswari, R. P. I., & Sarno, R. (2020). Analysis of E-Commerce (Bukalapak, Shopee, and Tokopedia) acceptance models using TAM2 Method. *Proceedings - 2020 International Seminar on Application for Technology of Information and Communication: IT Challenges for Sustainability, Scalability, and Security in the Age of Digital Disruption, ISemantic 2020*, 2000, 505–510. <https://doi.org/10.1109/iSemantic50169.2020.9234271>
- Pemasaran, J. M. (2013). 132491-ID-none. 1–15.
- Plutzer, M. B. B. and E. (2021). No 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析Title. 1(3), 6.
- Priatna, A. (2023). *Dirgamaya*. 02(03), 20–29.
- Putra, D. N. G., & Raharjo, S. T. (2021). Analisis Pengaruh Kemudahan Penggunaan, Kualitas Layanan, dan Persepsi Manfaat Terhadap Loyalitas Pengguna dengan Kepuasan Pengguna Sebagai Variabel Intervening. *Diponegoro Journal of Management*, 10(1), 1–11. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Putri, S. W. (2021). ANALISIS PENGARUH PERCEIVED USEFULNESS DAN PLAYFULNESS TERHADAP INTENTION TO USE DAN USER SATISFACTION PENGGUNA APLIKASI TIKTOK DI INDONESIA RINGKASAN. *Jurnal Ekonomi Bisnis Dan Kewirausahaan*.
- Riantini, R. E., Vional, & Aries. (2018). Adoption of E-Commerce Online to Offline with Technology Acceptance Model (TAM) Approach. *2018 4th International Conference on Computer and Information Sciences: Revolutionising Digital Landscape for Sustainable Smart Society, ICCOINS 2018 - Proceedings*, 1–6. <https://doi.org/10.1109/ICCOINS.2018.8510613>
- Sanaky, M. M. (2021). Analisis Faktor-Faktor Keterlambatan Pada Proyek Pembangunan Gedung Asrama Man 1 Tulehu Maluku Tengah. *Jurnal Simetrik*, 11(1), 432–439. <https://doi.org/10.31959/js.v11i1.615>
- Sedana, I. G. N., & Wijaya, S. W. (2012). Penerapan Model Utaut Untuk Memahami Penerimaan Dan Penggunaan Learning Management System Studi Kasus: Experiential E-Learning of Sanata Dharma University. *Jurnal Sistem Informasi*, 5(2), 114. <https://doi.org/10.21609/jsi.v5i2.271>
- Setifani, N. A., Rolliawati, D., & Wahyudi, N. (2022). Analisis Pengaruh Digital Divide Terhadap User Satisfaction dan Individual Performance pada Pengguna Sistem Informasi Akademik. *Jurnal Sistem Informasi Bisnis*, 12(1), 45–56. <https://doi.org/10.21456/vol12iss1pp45-56>
- Sindarta, F., & Santoso, T. (2022). Pengaruh Perceived Ease of Use Terhadap Intention To Use Melalui Perceived Usefulness Aplikasi Pemutar Musik Spotify Di Kalangan Pengguna Smartphone Berbasis Android. *Agora*, 10(1), 1–9.

- Surbakti, N., & Silalahi, S. (2008). Pengaruh Kredibilitas Pegawai Dalam Komunikasi Interpersonal Terhadap Sikap Nasabah Pada Perusahaan. *Jurnal Administrasi Bisnis Unpar*, 4(1), 1–13.
- Suriana, S., Rahmawati, R., & Ekawati, D. (2022). Partial Least Square-Structural Equation Modeling pada Tingkat Kepuasan dan Persepsi Mahasiswa terhadap Perkuliahan Online. *Saintifik*, 8(1), 10–19. <https://doi.org/10.31605/saintifik.v8i1.362>
- Suroso, J. S., Retnowardhani, A., & Fernando, A. (2017). Evaluation of knowledge management system using technology acceptance model. *International Conference on Electrical Engineering, Computer Science and Informatics (EECSI)*, 2017-Decem(September), 19–21. <https://doi.org/10.1109/EECSI.2017.8239158>
- Surya, S., Gusriani, N., & Irianingsih, I. (2020). Analisis Faktor-Faktor yang Memengaruhi Brand Loyalty Gojek Indonesia dengan Efek Mediator Menggunakan Partial Least Square Structural Equation Modeling (PLS-SEM). *Jurnal Matematika Integratif*, 16(2), 127. <https://doi.org/10.24198/jmi.v16.n2.29248.127-137>
- Syams, K. S., & Kuswanto, A. (2023). Pengaruh Website Quality Terhadap User Satisfaction Yang Dimediasi Oleh Service Quality Pada Blibli. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*, 10(1), 462–480. <https://doi.org/10.35794/jmbi.v10i1.46418>
- Tanugraha, G. N. (2021). Pengaruh Perceived Interactivity, dan Perceived Usefulness Terhadap Behavioral Intention Dengan User Satisfaction Sebagai Variabel Intervening: Aplikasi GMS Church Surabaya. *Jurnal Strategi Pemasaran*, 8(1), 13.
- Trihutama, R. P. (2020). Pengaruh Perceived Ease of Use , Perceived Usefulness , dan Trust Terhadap Behavioral Intention to USE (Studi Pada Pengguna Go-Pay Layanan Go-Jek). *Jurnal Kajian Manajemen Dan Wirausaha*, 2(2), 1–15.
- Veronica. (2020). An Evaluation of the Employee Self-Service Feature of SAP System with Technology Acceptance Model (TAM): A Case Study. *Proceedings of 2020 International Conference on Information Management and Technology, ICIMTech 2020, August*, 761–766. <https://doi.org/10.1109/ICIMTech50083.2020.9211291>
- Wahyu, A. R. M., & Anwar, W. A. (2020). Management of Zakat at BAZNAS Regency Sidrap During COVID-19's Pandemic. *Jurnal Iqtisaduna*, 1(1), 1. <https://doi.org/10.24252/iqtisaduna.v1i1.15807>
- Wahyuni, T. (2017). Uji Empiris Model DeLone Dan McLean Terhadap Kesuksesan Sistem Informasi Manajemen Daerah (SIMDA). *Jurnal BPPK: Badan Pendidikan Dan Pelatihan Keuangan*, 2(5), 3–24.
- Widiar, G., Yuniarinto, A., & Yulianti, I. (2023). Perceived Ease of Use's Effects on Behavioral Intention Mediated by Perceived Usefulness and Trust. *Interdisciplinary Social Studies*, 2(4), 1829–1844. <https://doi.org/10.55324/iss.v2i4.397>
- Yakub. (2012). Pengaruh Kualitas Sistem dan Kualitas Informasi terhadap Kepuasan Pengguna di PT. PLN (Persero) Area Malang. *Jurnal Bisnis Dan Ekonomi*, 6(1), 9.
- Yuma Inggrawan, A. (2010). Studi Tentang Citra Perusahaan Melalui Kredibilitas Perusahaan Pada Pt Bni (Persero) Tbk Di Semarang. *Jurnal Sains Pemasaran Indonesia*, IX(1), 32–44.
- Бутвина, А. Л., Бутвина, Л. Н., & Охримчук, А. Г. (2020). Одномодовые Экструзионные Поликристаллические Световоды Галогенидов Серебра С Потерями Меньше 1Дб/М Для Со2 Лазера. *Прикладная Фотоника*, 7(4), 61–75.