

## Daftar Pustaka

- Abada, G., & Onibere, E. (2009). The effect of rehearsed computer use on icon recognition. *International Journal of Computers and Applications*, 31(1).  
<https://doi.org/10.2316/journal.202.2009.1.202-2121>
- Al-Adwan, A. S., Li, N., Al-Adwan, A., Abbasi, G. A., Albelbisi, N. A., & Habibi, A. (2023). “Extending the technology acceptance model (TAM) to predict university students’ intentions to use metaverse-based learning platforms”. *Education and Information Technologies*, 28(11), 15381–15413. <https://doi.org/10.1007/s10639-023-11816-3>
- Annur, C. M. (2022). Survei Populix: Traveloka aplikasi perjalanan online paling banyak disukai konsumen. *Katadata*. <https://databoks.katadata.co.id/layanan-konsumen-kesehatan/statistik/ecd230b22ea815d/survei-populix-traveloka-aplikasi-perjalanan-online-paling-banyak-disukai-konsumen>
- Arib, M. F., Rahayu, M. S., Sidorj, R. A., & Afgani, M. W. (2024). Experimental research dalam penelitian pendidikan. *Innovative: Journal Of Social Science Research*, 4(1), 5497–5511.
- Arief, I., Muluk, A., Indrapriyatna, A. S., & Falevy, M. (2021). Pengembangan antarmuka portal universitas untuk meningkatkan pengalaman pengguna. *Jurnal RESTI (Rekayasa Sistem Dan Teknologi Informasi)*, 5(6), 1052-1061.
- Arimbawa, I. G. N. P., Artanaya, I. M. D. D., Dewi, K. A. K., & Sudiatmika, I. P. G. A. (2024a). AI-Based tourist guide application in Bali using supervised

learning method. *ARRUS Journal of Engineering and Technology*, 4(2), 176–183. <https://doi.org/10.35877/jetech3262>

Arimbawa, I. G. N. P., Hendrayanti, N. N., & Heriawan, I. H. (2024b). Analisis penggunaan teknologi digital dalam berkomunikasi driver tour guide untuk meningkatkan pengalaman wisatawan. *Jurnal Syntax Admiration*, 5(11), 4515–4525. <https://doi.org/10.46799/jsa.v5i11.1535>

Babbie, E. (2020). *The practice of social research* (15th ed.). Cengage Learning.

Badan Pusat Statistik. (2025). Kunjungan wisatawan mancanegara (wisman) melalui pintu masuk utama pada Maret 2025 mencapai 841,03 ribu kunjungan, turun 2,18 persen (y-on-y). *Badan Pusat Statistik*. <https://www.bps.go.id/id/pressrelease/2025/05/02/2424/kunjungan-wisatawan-mancanegara--wisman--melalui-pintu-masuk-utama-pada-maret-2025--mencapai-841-03-ribu-kunjungan--turun-2-18-persen--y-on-y--.html>

Bhalla, R., Tiwari, P., & Chowdhary, N. (2021). *Digital Natives Leading the World: Paragons and Values of Generation Z*. Springer eBooks (pp. 3–23). [https://doi.org/10.1007/978-3-030-70695-1\\_1](https://doi.org/10.1007/978-3-030-70695-1_1)

Bouziane, K., & Bouziane, A. (2025). Facilitating cross-cultural translation with ChatGPT in Moroccan travel agencies: a user satisfaction study. *EDPACS*, 1–19. <https://doi.org/10.1080/07366981.2025.2454093>

Bryman, A. (2016). *Social Research Methods* (5th ed.). Oxford University Press.

Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the internet—the state of

etourism research. *Tourism Management*, 29(4), 609–623.

<https://doi.org/10.1016/j.tourman.2008.01.005>

Cacheiro-Gonzalez, M. L., Medina-Rivilla, A., Dominguez-Garrido, M. C., & Medina-Dominguez, M. (2019). The learning platform in distance higher education: Student's perceptions. *Turkish online journal of distance education*, 20(1), 71–95. <https://doi.org/10.17718/tojde.522387>

Chernev, A., Böckenholt, U., & Goodman, J. (2014). Choice overload: A conceptual review and meta-analysis. *Journal of Consumer Psychology*, 25(2), 333–358. <https://doi.org/10.1016/j.jcps.2014.08.002>

Chi, O. H., Gursoy, D., & Chi, C. G. (2020). Tourists' attitudes toward the use of artificially intelligent (AI) devices in tourism service delivery: Moderating role of service value seeking. *Journal of Travel Research*, 61(1), 170–185. <https://doi.org/10.1177/0047287520971054>

Cohen, L., Manion, L., & Morrison, K. (2018). *Research Methods in Education* (8th ed.). Routledge.

Cohen, J., Cohen, P., West, S.G., & Aiken, L.S. (2003). *Applied Multiple Regression/Correlation Analysis for the Behavioral Sciences* (3rd ed.). Routledge. <https://doi.org/10.4324/9780203774441>

Creswell, J. W., & Clark, V. L. P. (2017). *Designing and conducting mixed methods research*. SAGE Publications, Incorporated.

Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches*. SAGE Publications.

- Crum, L. (2020). Laws of UX: Using psychology to design better products & services,. *Design and Culture*, 12(3), 357–359. <https://doi.org/10.1080/17547075.2020.1822074>
- Dang, T. D., & Nguyen, M. T. (2023). Systematic review and research agenda for the tourism and hospitality sector: Co-creation of customer value in the digital age. *Future Business Journal*, 9(1). <https://doi.org/10.1186/s43093-023-00274-5>
- Darwin, M., Mamondol, M. R., Sormi, S. A., Nurhayati, Y., Tambunan, H., Sylvia, D., Adnyana, I. M. D. M., Prasetyo, B., Vianitati, P., & Gebang, A. A. (2021). *Metode penelitian pendekatan kuantitatif*. CV. Media Sains Indonesia.
- Daud, M. R. I. B., Abdullah, N., & Jipiu, L. B. (2024). Determining the correlation among the users' satisfaction and familiarity with malay entrepreneurs food delivery mobile applications in Malaysia. *Annals of Data Science*, 12(5), 1431–1462. <https://doi.org/10.1007/s40745-024-00568-7>
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>
- Demir, Ö., & Birgili B. (2024). Optimal Video Length Effect on Flow Experience and Perceived Learning: A Repeated Measure Experimental Design with Randomization. *Participatory Educational Research*, 11(1), 142–157. <https://doi.org/10.17275/per.24.9.11.1>

- Diani, R., Fitria, R., & Nurfebruary, N. S. (2025). Evaluasi kualitas penggunaan aplikasi Traveloka menggunakan model FURPS. *JATI (Jurnal Mahasiswa Teknik Informatika)*, 9(5), 7659–7666. <https://doi.org/10.36040/jati.v9i5.14812>
- Dimock, M. (2019). *Defining generations: Where millennials end and generation z begins*. Pew Research Center. <https://www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins/>
- Echterhoff, J. M., Melkote, A., Kancherla, S., & McAuley, J. (2024). Avoiding decision fatigue with AI-assisted decision-making. *Association for Computing Machinery*, 1–11. <https://doi.org/10.1145/3627043.3659569>
- Eriana, E. S., & Zein, A. (2023). *Artificial intelligence (AI)*. Eureka Media Aksara. <https://repository.penerbiteurka.com/media/publications/567027-artificial-intelligence-ai-a351ede6.pdf>
- European Travel Commission. (2020). *Study on generation z travellers: A handbook produced for the European travel commission (ETC)*. TOPOSOPHY Ltd. [https://etc-corporate.org/uploads/2020/07/2020\\_ETC-Study-Generation-Z-Travellers.pdf](https://etc-corporate.org/uploads/2020/07/2020_ETC-Study-Generation-Z-Travellers.pdf)
- Farida, L. D. (2016). Pengukuran user experience dengan pendekatan usability (studi kasus: website pariwisata di Asia Tenggara). *Semnasteknomedia Online*, 4(1), 1-3.
- Fatmah, F., Razak, M., Kartika, T., Suharto, B., Pracintya, I. A. E., Nurhayati, A., Hidayat, T., Ohyver, D. A., Dewi, I. A. U., Setiawan, Z., Isnaini, S., Martalia, D., & Judijanto, L. (2024). *Bisnis pariwisata di Indonesia :*

*Peluang bisnis destinasi pariwisata di Indonesia*. PT. Sonpedia Publishing  
Indonesia.

Feuerriegel, S., Hartmann, J., Janiesch, C., & Zschech, P. (2023). Generative AI.  
*Business & information systems engineering*, 66(1), 111–126.  
<https://doi.org/10.1007/s12599-023-00834-7>

Field, A. (2013). *Discovering Statistics Using IBM SPSS Statistics* (4th ed.). Sage  
Publications.

Fink, A., (2019). *Conducting research literature reviews*. SAGE Publications.

Firdaus, A. (2024). 40 persen pelaku usaha wisata di Indonesia sudah adopsi AI.  
*Medcom.id*. <https://www.medcom.id/gaya/wisata/yNLBe1qk-40-persen-pelaku-usaha-wisata-di-indonesia-sudah-adopsi-ai>

Fitriana, N. D. A., Iftadi, N. I., & Astuti, N. R. D. (2023). User experience  
evaluation and interface redesign using user experience questionnaire and  
google material design (Case study: SIAKAD UNS). *Jurnal Teknik  
Industri*, 13(2), 159–164. <https://doi.org/10.25105/jti.v13i2.17558>

Florido-Benítez, L. (2024). Generative artificial intelligence: A proactive and  
creative tool to achieve hyper-segmentation and hyper-personalization in  
the tourism industry. *International Journal of Tourism Cities*.  
<https://doi.org/10.1108/ijtc-05-2024-0111>

Furnell, S. (2009). The irreversible march of technology. *Information Security  
Technical Report*, 14(4), 176–180. <https://doi.org/10.1016/j.istr.2010.04.002>

- García-Madurga, M., & Grilló-Méndez, A. (2023). Artificial intelligence in the tourism industry: An overview of reviews. *Administrative Sciences*, 13(8), 172. <https://doi.org/10.3390/admsci13080172>
- García-Milon, A., Olarte-Pascual, C., Juaneda-Ayensa, E., & Pelegrín-Borondo, J. (2021). Tourist purchases in a destination: what leads them to seek information from digital sources? *European Journal of Management and Business Economics*, 30(2), 243–260. <https://doi.org/10.1108/ejmbe-09-2019-0153>
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program ibm spss 25*. Badan Penerbit Universitas Diponegoro.
- Govender, R. G., & Khoza, S. B. (2022). First-hand user experience: Can kultura video come to the rescue of moodle during/post COVID-19? *African Identities*, 22(3), 536–553. <https://doi.org/10.1080/14725843.2022.2082376>
- Gravetter, F. J., & Wallnau, L. B. (2017). *Statistics for the behavioral sciences* (10th ed.). Cengage Learning.
- Guzman, A. L., & Lewis, S. C. (2019). Artificial intelligence and communication: A Human–Machine Communication research agenda. *New Media & Society*, 22(1), 70–86. <https://doi.org/10.1177/1461444819858691>
- Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2010). *Multivariate data analysis* (7th ed). Pearson Prentice Hall.

- Hajar, S., & Syaesti, Y. P. (2024). Efektivitas strategi komunikasi dalam memengaruhi opini publik. *Jurnal Studi Interdisipliner Perspektif*, 24(1), 39–45. <https://www.ejournal-jayabaya.id/Perspektif/article/view/233>
- Hariyanto, H., Susanto, E., Aji, B., Goeltom, A. D. L., & Widyastuti, S. U. (2025). Strategic Roadmap for AI-Driven Sustainable Tourism Development in Indonesia: An Expert-Based MCDM Approach. *Jurnal Kepariwisataaan Indonesia Jurnal Penelitian Dan Pengembangan Kepariwisataaan Indonesia*, 19(1), 1–14. <https://doi.org/10.47608/jki.v19i12025.1-14>
- Hidayat, A., Supardin, L., Trisninawati., & Alhempri, R. (2024). *Metodologi penelitian kuantitatif*. Takaza Innovatix Labs.
- Hoang, D. T., Lu, X., Niyato, D., Wang, P., Kim, D. I., Han, Z., Hoang, D. T., Lu, X., Niyato, D., Wang, P., Kim, D. I., & Han, Z. (2015). Applications of repeated games in wireless networks: a survey. *IEEE Communications Surveys & Tutorials*, 17(4), 2102–2135. <https://doi.org/10.1109/comst.2015.2445789>
- Holden, R. J., & Karsh, B.-T. (2010). The technology acceptance model: its past and its future in health care. *Journal of Biomedical Informatics*, 43(1), 159–172.
- Hundhausen, C., Conrad, P., Adesope, O., & Tariq, A. (2023). Combining GitHub, Chat, and peer evaluation data to assess individual contributions to team software development projects. *ACM Transactions on Computing Education*, 23(3), 1–23. <https://doi.org/10.1145/3593592>

- Ikhsan, M. D., Huda, B., Hananto, A., & Nurapriani, F. (2025). Analisis sentimen ulasan pengguna aplikasi Traveloka pada Google Play Store menggunakan algoritma Naive Bayes. *Infotek Jurnal Informatika Dan Teknologi*, 8(2), 367–377. <https://doi.org/10.29408/jit.v8i2.30444>
- IMARC Group. (2024). Indonesia online travel market size, share, trends and forecast by service type, platform, mode of booking, age group, and region, 2025-2033. *IMARC Group*. <https://www.imarcgroup.com/indonesia-online-travel-market>
- Indrajaya, T., Agustin, D., Hammad, H., Bayu, R., Tafrizi, T., & Nuryanah, N. (2025). Masa depan industri travel agent di Indonesia: Peluang dan tantangan di era digital. *Jurnal Pelayanan Dan Pengabdian Masyarakat (Pamas)*, 9(1), 21–30. <https://doi.org/10.52643/pamas.v9i1.5351>
- Irawan, B. (2023). Impact of artificial intelligence on the tourism industry: A literature review. *Innovative: Journal Of Social Science Research*, 3(6), 4865–4878. <https://j-innovative.org/index.php/Innovative/article/view/4526>
- Juwana, R. (2015). Studi eksperimental dampak menonton reality show my trip my adventure terhadap destination image, destination knowledge, sikap wisatawan dan travel intention kota Makassar. *Calypra: Jurnal Ilmiah Mahasiswa Universitas Surabaya*. <https://journal.ubaya.ac.id/index.php/jimus/article/view/1001>
- Kandinata, G. C. (2022). *User-centred design approach to user experience (UX) analysis in Universitas Gadjah Mada's elok courses using attitudinal and*

*behavioural research* [Skripsi, Universitas Gadjah Mada].

<https://etd.repository.ugm.ac.id/penelitian/detail/219038>

Karunia H, H., Ashri, N., & Irwansyah, I. (2021). Fenomena Penggunaan Media

Sosial : Studi Pada Teori Uses and Gratification. *Jurnal Teknologi Dan*

*Sistem Informasi Bisnis*, 3(1), 92–104. [https://jurnal.unidha.ac.id/index.](https://jurnal.unidha.ac.id/index.php/jteksis/article/view/187)

[php/jteksis/article/view/187](https://jurnal.unidha.ac.id/index.php/jteksis/article/view/187)

Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and Gratifications

research. *Public Opinion Quarterly*, 37(4), 509. [https://doi.org/10.1086/](https://doi.org/10.1086/268109)

[268109](https://doi.org/10.1086/268109)

Kholik, N. A., Soegiarto, N. A., & Sari, N. W. P. (2024). Strategi Komunikasi

Visual dalam User Interface (UI) dan User Experience (UX) Untuk

Membangun Kepuasan Pengguna. *TUTURAN Jurnal Ilmu Komunikasi*

*Sosial Dan Humaniora*, 2(4), 335–344. [https://doi.org/10.47861/](https://doi.org/10.47861/tuturan.v2i4.1358)

[tuturan.v2i4.1358](https://doi.org/10.47861/tuturan.v2i4.1358)

Knapp, T. R. (2016). Why is the one-group pretest–posttest design still used?

*Clinical Nursing Research*, 25(5), 467–472. [https://doi.org/10.1177/](https://doi.org/10.1177/1054773816666280)

[1054773816666280](https://doi.org/10.1177/1054773816666280)

Kumar, K., & Thakur, G. S. M. (2012). Advanced applications of neural networks

and artificial intelligence: A review. *International Journal of Information*

*Technology and Computer Science*, 4(6), 57–68. [https://doi.org/10.5815/](https://doi.org/10.5815/ijitcs.2012.06.08)

[ijitcs.2012.06.08](https://doi.org/10.5815/ijitcs.2012.06.08)

Kurniawati, E., & Ratnasari, C. I. (2023). Pengujian pengalaman pengguna (user

experience) menggunakan metode user experience questionnaire (UEQ):

Studi kasus pada website fakultas teknologi industri Universitas Islam Indonesia. *AUTOMATA*, 4(2).

Larsen, S. (2007). Aspects of a psychology of the tourist experience. *Scandinavian Journal of Hospitality and Tourism*, 7(1), 7–18.

<https://doi.org/10.1080/15022250701226014>

Lazar, J., Feng, J. H., & Hochheiser, H. (2017). *Research Methods in Human Computer Interaction*. Morgan Kaufmann. [https://doi.org/10.1016/](https://doi.org/10.1016/B978-0-12-805390-4.00003-0)

[B978-0-12-805390-4.00003-0](https://doi.org/10.1016/B978-0-12-805390-4.00003-0)

Li, H., Xi, J., Hsu, C. H., Yu, B. X., & Zheng, X. (2025). Generative artificial intelligence in tourism management: An integrative review and roadmap for future research. *Tourism Management*, 110, 105179.

<https://doi.org/10.1016/j.tourman.2025.105179>

Lubis, M. S. Y. (2021). Implementasi artificial intelligence pada system manufaktur terpadu. *Seminar Nasional Teknik (SEMNASTEK) UISU* (Vol. 4, No. 1, pp. 1-7).

Luger, E., & Sellen, A. (2016). “Like having a really bad PA”: the gulf between user expectation and experience of conversational agents. *ACM Digital Library*, 5286–5297.

<https://doi.org/10.1145/2858036.2858288>

Manideep, K. V., Atuliya, R., Viswan, V., Ganesh, D. A., Reddy, S. B., & Shetty, S. (2024). Trip planner (using Generative AI). *International Journal for Multidisciplinary Research*, 6(3).

[https://doi.org/10.36948/ijfmr.2024.](https://doi.org/10.36948/ijfmr.2024.v06i03.20089)

[v06i03.20089](https://doi.org/10.36948/ijfmr.2024.v06i03.20089)

- Manik, A. A., & Aristio, A. P. (2023). Analisis faktor intensi berlangganan dan keberlanjutan pengguna over-the-top (ott) berdasarkan teori uses and gratification dengan structural equation modelling. *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 22(3), 187–227. <https://doi.org/10.14710/jspi.v22i3.187-227>
- Maze. (2025). 11 UX research Methods and when to use them. *Maze*. <https://maze.co/guides/ux-research/methods/>
- McFarland, A. (2025). 5 alat AI terbaik untuk perencanaan perjalanan (April 2025). Unite.AI. <https://www.unite.ai/id/alat-ai-terbaik-untuk-perencanaan-perjalanan/>
- Medlik, S. (2012). *Dictionary of travel, tourism and hospitality*. Routledge eBooks. <https://doi.org/10.4324/9780080521862>
- Meek, G. E., Ozgur, C., & Dunning, K. (2007). Comparison of the t vs. Wilcoxon signed-rank test for likert scale data and small samples. *Journal of Modern Applied Statistical Methods*, 6(1), 91–106. <https://doi.org/10.22237/jmasm/1177992540>
- Mohamed, M. G., Goktas, P., Khalaf, S. A., Kucukkaya, A., Al-Faouri, I., Seleem, E. a. E. S., Ibraheem, A., Abdelhafez, A. M., Abdullah, S. O., Zaki, H. N., & Nashwan, A. J. (2025). Generative artificial intelligence acceptance, anxiety, and behavioral intention in the middle east: a TAM-based structural equation modelling approach. *BMC Nursing*, 24(1), 703. <https://doi.org/10.1186/s12912-025-03436-8>

- Monalisa, M., Kusumastuti, S. Y., & Suparyati, A. (2025). *Metodologi penelitian kuantitatif: Pengembangan hipotesis dan pengujiannya*. PT. Sonpedia Publishing Indonesia.
- Mudjiyanto, B. (2018). Tipe penelitian eksploratif komunikasi. *Jurnal Studi Komunikasi dan Media*, 22(1), 65-74
- Müller, V. C. (2012). Philosophy and theory of artificial intelligence. *Studies in Applied Philosophy, Epistemology and Rational Ethics*.  
<https://doi.org/10.1007/978-3-642-31674-6>
- Munthe, R. D., Brata, K. C., & Fanani, L. (2017). Analisis user experience aplikasi mobile facebook (studi kasus pada mahasiswa Universitas Brawijaya). *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 2(7), 2679–2688. <https://j-ptiik.ub.ac.id/index.php/j-ptiik/article/view/1672>
- Narain, A. (2024). Applications of artificial intelligence in revolutionizing the travel industry. *International Journal for Multidisciplinary Research*, 6(1).  
<https://doi.org/10.36948/ijfmr.2024.v06i01.14176>
- Nguyen, G., & Ha, M. (2021). The role of user adaptation and trust in understanding continuance intention towards mobile shopping: an extended expectation-confirmation model. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1980248>
- Omrani, N., Riviuccio, G., Fiore, U., Schiavone, F., & Agreda, S. G. (2022). To trust or not to trust? An assessment of trust in AI-based systems:

- Concerns, ethics and contexts. *Technological Forecasting and Social Change*, 181, 121763. <https://doi.org/10.1016/j.techfore.2022.121763>
- Osmundsen, K. S., Meske, C., & Thapa, D. (2022). Familiarity with digital twin totality: Exploring the relation and perception of affordances through a Heideggerian perspective. *Information Systems Journal*, 32(5), 1064–1091. <https://doi.org/10.1111/isj.12383>
- Oyeka, I. C. A., & Ebu, G. U. (2012). Modified wilcoxon signed-rank test. *Open Journal of Statistics*, 02(02), 172–176. <https://doi.org/10.4236/ojs.2012.22019>
- Pallant, J. (2020). *SPSS survival manual* (7th ed.). Open University Press.
- Patrisia, N. K. P., Febianti., Amir, F. L. (2025). Studi Komparasi Tingkat Hunian Kamar Melalui Travel Agent dan Direct Booking pada Masa New Normal. *Jurnal Ilmiah Pariwisata dan Bisnis Januari 2025*, 4(01). <https://doi.org/10.22334/paris.v4i1.918>
- Pietkiewicz, I. & Smith, J.A. (2012). A practical guide to using interpretative phenomenological analysis in qualitative research psychology. *Czasopismo Psychologiczne (Psychological Journal)*. <https://share.google/cnc0jhVQcKfp9WRui>
- Polman, E., & Vohs, K. D. (2016). Decision fatigue, choosing for others, and self-construal. *Social Psychological and Personality Science*, 7(5), 471–478. <https://doi.org/10.1177/1948550616639648>
- Purba, H., & Irwansyah, I. (2022). User generated content dan pemanfaatan media sosial dalam perkembangan industri pariwisata: Literature review.

*Professional: Jurnal Komunikasi Dan Administrasi Publik*, 9(2), 229–238.

<https://doi.org/10.37676/professional.v9i2.3065>

Putri, A. D., Ahman, A., Hilmia, R. S., Almaliyah, S., & Permana, S. (2023).

Pengaplikasian uji t dalam penelitian eksperimen. *Jurnal Lebesgue Jurnal*

*Ilmiah Pendidikan Matematika Matematika Dan Statistika*, 4(3),

1978–1987. <https://doi.org/10.46306/lb.v4i3.527>

Putri, I. K., Wijoyo, S. H., & Mursityo, Y. T. (2019). Analisis usability dan pengalaman pengguna pada aplikasi pemesanan budget hotel menggunakan user experience questionnaire (UEQ) (studi kasus pada Airy Rooms). *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer*, 3(7), 6748-6756.

Rahadyan, D. (2014). *Sistem informasi pendukung keputusan pariwisata berbasis web* [Tugas akhir diploma, Universitas Komputer Indonesia]. Unikom Repository. <https://repository.unikom.ac.id/29041/>

Rahayu. (2022). Pengolahan data survei [Presentasi PowerPoint].

<https://drive.google.com/file/d/1LWE6uiyWT6ZveUJppd6s2hZ1RKzglvAy/view?usp=sharing>

Rahmayanti, P. L. D., Widagda, I. G. N. J. A., Yasa, N. N. K., Giantari, I. G. a. K.,

Martaleni, M., Sakti, D. P. B., Suwitho, S., & Anggreni, P. (2021).

Integration of technology acceptance model and theory of reasoned action

in pre-dicting e-wallet continuous usage intentions. *International Journal*

*of Data and Network Science*, 5(4), 649–658.

<https://doi.org/10.5267/j.ijdns.2021.8.002>

Ratminingsih, N. M. (2010). Penelitian eksperimental dalam pembelajaran bahasa

kedua. *PRASI*, 6(11), 31-40.

- Razali, N. M., & Wah, Y. B. (2011). Power comparisons of shapiro-wilk, kolmogorov-smirnov, lilliefors and anderson-darling tests. *Journal of Statistical Modeling and Analytics*, 2(1), 21–33.
- Rizal, S. (2019). Development of big data analytics model. *ITEJ (Information Technology Engineering Journals)*, 4(1), 14-25.
- Robinson, A., Kumaran, S., Dwarakanath, S., & Bawden, A. (2023). *The travel industry's new trip final: How generative AI can redefine customer experiences and unlock new value for organizations*. Accenture. <https://www.accenture.com/content/dam/accenture/final/accenture-com/document-3/The-Travel-Industrys-New-Trip-Final.pdf#zoom=40>
- Ruggiero, T. E. (2000). Uses and gratifications theory in the 21st century. *Mass Communication & Society*, 3(1), 3–37. [https://doi.org/10.1207/s15327825mcs0301\\_02](https://doi.org/10.1207/s15327825mcs0301_02)
- Rukminingsih, Adnan, G., & Latief, M. A. (2020). *Metode penelitian pendidikan penelitian kuantitatif, penelitian kualitatif, penelitian tindakan kelas*. Erhaka Utama.
- Rusli, T. S., Kemala, R., & Nazmi, R. (2024). *Pendidikan karakter gen-z: Tips dan trik mendidik karakter gen-z bagi pendidik*. PT. Sonpedia Publishing Indonesia.
- Safitri, L. R. (2023). *Pengaruh smart tourism technologies, memorable tourism experience, dan tourist satisfactions terhadap loyalitas wisatawan* [Skripsi, Universitas Islam Indonesia]. [dspace.uui.ac.id/123456789/53607](https://dspace.uui.ac.id/123456789/53607)

- Salwa, S. A.-Z., Junaidi, M. T., Zakiatul Mutiah, N., Jabarpaj, J., & Iryani, E. (2025). Analisis kritis validasi dan evaluasi informasi digital. *Didaktik : Jurnal Ilmiah PGSD STKIP Subang*, 11(02), 243 - 252. <https://doi.org/10.36989/didaktik.v11i02.6566>
- Samala, N., Katkam, B. S., Bellamkonda, R. S., & Rodriguez, R. V. (2020). Impact of AI and robotics in the tourism sector: A critical insight. *Journal of Tourism Futures*, 8(1), 73–87. <https://doi.org/10.1108/jtf-07-2019-0065>
- Sanny, L., Inthalasari, R., Chandra, M. W., & Yacobson, H. (2020). Travelogy: Online application with affordable budget and local attraction. *Handbook of Research on Innovation and Development of E-Commerce and E-Business in ASEAN*, 607–623. <https://doi.org/10.4018/978-1-7998-4984-1.ch029>
- Schrepp, M., Hinderks, A., & Thomaschewski, J. (2014). Applying the user experience questionnaire (UEQ) in different evaluation scenarios. In *Lecture notes in computer science* (pp. 383–392). [https://doi.org/10.1007/978-3-319-07668-3\\_37](https://doi.org/10.1007/978-3-319-07668-3_37)
- Setyanto, A. E. (2006). Memperkenalkan kembali metode eksperimen dalam kajian komunikasi. *Jurnal ilmu komunikasi*, 3(1). <https://doi.org/10.24002/jik.v3i1.239>
- Severin, Werner J. and James W. Tankard Jr. 2001. *Communication theories: Origins, methods and uses in the media*. London: Addison Wesley Longman.

- Shahreza, M. (2024). Filsafat komunikasi dan paradigma penelitian. *SSRN*.  
<https://ssrn.com/abstract=4794265>
- Siddhi, H. (2021). Analisis pemanfaatan kecerdasan buatan dalam pemasaran industri pariwisata di era Society 5.0. *Jurnal Inovasi Teknologi dan Edukasi Teknik*, 1(12), 869–873. <https://doi.org/10.17977/um068v1i122021p869-873>
- Silalahi, B. I. (2019). *Efektivitas video peragaan keselamatan penerbangan (studi eksperimental efek menonton video peragaan keselamatan penerbangan pada pengetahuan calon penumpang)* [Skripsi, Universitas Gadjah Mada].  
[https://etd.repository.ugm.ac.id/home/detail\\_pencarian/172040](https://etd.repository.ugm.ac.id/home/detail_pencarian/172040)
- Sisephaputra, B., Judijanto, L., Apriyanto, A., Lukman, L., Migunani, M., Umar, N., Sepriano, S., Khairunnisa, K., & Wati, D. C. (2024). *Generative artificial intelligence (GenAI): Pengetahuan dasar GenAI beserta penerapannya*. PT. Green Pustaka Indonesia.
- SiteMinder. (2025). SiteMinder’s changing traveller report 2026. *SiteMinder*.  
<https://www.siteminder.com/changing-traveller-report/>
- Suanpang, P., & Pothipassa, P. (2024). Integrating generative AI and IoT for sustainable smart tourism destinations. *Sustainability*, 16(17), 7435.  
<https://doi.org/10.3390/su16177435>
- Suastini, N. K., Putra, A. R., & Satwika, P. (2018). Analisis pengalaman pengguna pada website distro management system (Dimans). *Jutisi: Jurnal Ilmiah Teknik Informatika dan Sistem Informasi*, 7(3), 135-144.

- Suhartini, R., Ekohariadi, N., Nurlaela, L., Wahyuningsih, U., Yulistiana, N., & Prihatina, Y. I. (2021). Validity, reliability, intra-rater instrument parameter teaching factory and learning outcomes of industrial clothing. *Atlantis Press*, 1230–1239. <https://doi.org/10.2991/assehr.k.211223.214>
- Sundoro, D., Syariati, K., Suardi, C. (2024). Studi kepuasan penggunaan ChatGPT oleh pelaku umkm daring dengan metode technology acceptance model. *JTech*, 12(1), 25 - 30.
- Syahri, A. A. (2014). Statistika pendidikan. *SIGMA (Suara Intelektual Gaya Matematika)*, 6(2), 127.
- Tang, J., Yang, F., & Yang, T. (2023). Perceived uncertainty and switching intention on e-commerce platforms: The moderating role of usage habit. *Electronic Commerce Research and Applications*, 61, 101302. <https://doi.org/10.1016/j.elerap.2023.101302>
- Thong, J. Y., Hong, S., & Tam, K. Y. (2006). The effects of post-adoption beliefs on the expectation-confirmation model for information technology continuance. *International Journal of Human-Computer Studies*, 64(9), 799–810. <https://doi.org/10.1016/j.ijhcs.2006.05.001>
- Tussyadiah, I., & Miller, G. (2019). Perceived impacts of artificial intelligence and responses to positive behaviour change intervention. *Information and Communication Technologies in Tourism*, 359–370. [https://doi.org/10.1007/978-3-030-05940-8\\_28](https://doi.org/10.1007/978-3-030-05940-8_28)
- Tussyadiah, I. (2020). A review of research into automation in tourism: Launching the annals of tourism research curated collection on artificial intelligence

and robotics in tourism. *Annals of Tourism Research*, 81, 102883.

<https://doi.org/10.1016/j.annals.2020.102883>

UniRank. (2025). *Top universities in Yogyakarta sr 2025 university ranking*.

UniRank. <https://www.unirank.org/id/yogyakarta-sr/>

Utari, P., Pramana, P., & Ramadhani, A. (2024). Beyond human communication:

The artificial intelligence phenomenon in the perspective of communication theory. *Interaksi: Jurnal Ilmu Komunikasi*.

<https://ejournal.undip.ac.id/index.php/interaksi/article/view/62058/26360>

Veluru, C. S. (2023). Transforming Travel Planning: The impact of generative AI

on itinerary optimization, cost efficiency and user experience. *Journal of Artificial Intelligence & Cloud Computing*, 2(4), 1–8.

[https://doi.org/10.47363/jaicc/2023\(2\)350](https://doi.org/10.47363/jaicc/2023(2)350)

Venkatesh, V., & Bala, H. (2008). Technology acceptance model 3 and a research

agenda on interventions. *Decision Sciences*, 39(2), 273–315.

<https://doi.org/10.1111/j.1540-5915.2008.00192.x>

Weinert, C., Maier, C., Laumer, S., & Weitzel, T. (2022). Repeated IT

interruption: habituation and sensitization of user responses. *Journal of Management Information Systems*, 39(1), 187–217. <https://doi.org/10.1080/07421222.2021.2023411>

[/07421222.2021.2023411](https://doi.org/10.1080/07421222.2021.2023411)

Wijayanti, Y., Suyoto, S., & Hidayat, A. T. (2023). Evaluasi pengalaman

pengguna pada aplikasi seluler visiting Jogja menggunakan metode user experience questionnaire (UEQ). *Jurnal Janitra Informatika Dan Sistem*

*Informasi*, 3(1), 10–17. <https://doi.org/10.25008/janitra.v3i1.169>

- Williams, M. D., Rana, N. P., & Dwivedi, Y. K. (2015). The unified theory of acceptance and use of technology (UTAUT): A literature review. *Journal of Enterprise Information Management*, 28(3), 443–488. <https://doi.org/10.1108/jeim-09-2014-0088>
- Wiwesa, N. R. (2021). User interface dan user experience untuk mengelola kepuasan pelanggan. *Jurnal Sosial Humaniora Terapan*, 3(2), 2.
- Wolf, C., Joye, D., Smith, T. W., & Fu, Y. (2016). *The sage handbook of survey methodology*. SAGE Publications Limited.
- Xiao, J., Pan, D., Gong, R., Xia, T., Zhang, X., & Yao, D. (2025). Academic level as a moderator in university students' acceptance of educational AI Chatbots: an extended TAM3 model. *Applied Sciences*, 15(19), 10603. <https://doi.org/10.3390/app151910603>
- Yablonski, J. (2024). *Laws of ux: Using psychology to design better products and services*. O'Reilly Media.