



ABSTRACT

This thesis attempts to analyze the factors that affect the users' intention to use Online Booking System through Garuda Indonesia Airlines' web site. TAM (Technology Acceptance Model) was chosen as the basis of framework of this study using variables of Intention, Attention, Perceived Usefulness, Perceived Ease of Use, Subjective Norms, Perceived Behavioral Control, and Trust.

Survey was conducted to gather the data. The measures and hypotheses were analyzed using SEM (Structural Equation Model).

Results show that Attention, Perceived Usefulness, Perceived Ease of Use, and Perceived Behavior Control significantly influence users' Intention. The implications of the findings for theory and practice are discussed.

Keywords : Online Booking, TAM, Technology Acceptance Model, Garuda Indonesia Airlines, SEM, Structural Equation Model.