

**PENGARUH *WEB SERVICE QUALITY* TERHADAP *BEHAVIOURAL INTENTION* DENGAN *ATTITUDE TOWARDS THE WEBSITE* SEBAGAI VARIABEL INTERVENING PADA MAHASISWA PENGGUNA APLIKASI TRAVELOKA DI DAERAH ISTIMEWA YOGYAKARTA**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *web service quality* terhadap *behavioural intention* dengan *attitude towards the website* sebagai variabel intervening pada mahasiswa pengguna aplikasi Traveloka di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan metode kuantitatif dengan menyebarkan kuesioner kepada 100 responden, yaitu mahasiswa aktif pengguna aplikasi Traveloka, yang dipilih menggunakan teknik purposive sampling. Data diolah menggunakan metode Structural Equation Modeling (SEM) dengan Partial Least Square (PLS) melalui aplikasi SmartPLS 4.1 dan dianalisis melalui uji validitas konvergen, uji diskriminan, uji reliabilitas, *R-Square*, uji *Path Coefficient*, dan *bootstrapping*. Hasil penelitian menunjukkan bahwa *web service quality* berpengaruh positif dan signifikan terhadap *behavioural intention*, baik secara langsung maupun tidak langsung melalui *attitude towards the website*. Selain itu, *attitude towards the website* juga terbukti menjadi variabel mediasi yang memperkuat hubungan *web service quality terhadap behavioural intention*. Temuan ini mengindikasikan adanya pengaruh yang kuat pada *web service quality* terhadap *behavioural intention* dengan *attitude towards the website* sebagai variabel intervening yang pada akhirnya meningkatkan sikap pengguna untuk terus menggunakan Traveloka pada mahasiswa Daerah Istimewa Yogyakarta.

**Kata Kunci:** *Web Service Quality, Behavioural Intention, Attitude Towards the Website*

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**THE INFLUENCE OF WEB SERVICE QUALITY ON BEHAVIOURAL INTENTION WITH ATTITUDE TOWARDS THE WEBSITE AS A MEDIATING VARIABLE AMONG UNIVERSITY STUDENTS USING THE TRAVELOKA APPLICATION IN THE SPECIAL REGION OF YOGYAKARTA**

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***Abstract***

*This study aims to analyze the effect of web service quality on behavioral intention with attitude towards the website as an intervening variable in student Traveloka app users in the Special Region of Yogyakarta. This study used a quantitative method by distributing questionnaires to 100 active student respondents who were Traveloka app users, selected using a purposive sampling technique. Data were processed using the Structural Equation Modeling (SEM) method with Partial Least Square (PLS) through the SmartPLS 4.1 application and analyzed through convergent validity tests, discriminant tests, reliability tests, R-Square, Path Coefficient tests, and bootstrapping. The results showed that web service quality had a positive and significant effect on behavioral intention, both directly and indirectly through attitude towards the website. In addition, attitude towards the website was also proven to be a mediating variable that strengthens the relationship between web service quality and behavioral intention. These findings indicate a strong influence of web service quality on behavioral intention with attitude towards the website as an intervening variable that ultimately increases user attitudes to continue using Traveloka in students in the Special Region of Yogyakarta.*

***Keywords:*** *Web Service Quality, Behavioural Intention, Attitude Towards The Website*