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ANALYZING HOTEL OWNERS ACCEPTANCE OF TIKET.COM USING TECHNOLOGY ACCEPTANCE MODEL

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Abstract

Lombok, a captivating island in West Nusa Tenggara, faces tourism challenges due to the COVID-19 pandemic, causing a decline in visits and revenue. Senggigi, known for its picturesque beaches, experienced a drastic drop in hotel occupancy. Focusing on post-pandemic recovery, the aim of this research is to investigate the adoption of Tiket.com applications by hotel owners in Senggigi, utilizing the Technology Acceptance Model (TAM) with a Partial Least Squares (PLS) approach. This research method is using a quantitative methodology, the study involves 50 respondents from 20 hotels, distributing questionnaires to explore perceptions of Online Travel Agent technology adoption based on TAM variables. The result of this research is the Partial Least Squares analysis indicates that perceived ease of use significantly influences perceived usefulness, emphasizing the importance of a user-friendly platform. While perceived usefulness alone may not directly impact usage intention, positive attitudes toward the system play a crucial role. The study recommends collaborative efforts between Tiket.com service providers and Senggigi hotel owners to enhance system adjustments, aligning with user needs and expectations. This research contributes valuable insights into technology's role in post-pandemic tourism recovery, providing a nuanced understanding of factors influencing the acceptance of Tiket.com within the Senggigi hospitality sector.

Keywords : Technology Acceptance Model, Online Travel Agent, User Acceptance, Partial Least Square

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INTRODUCTION

Lombok, an island located in West Nusa Tenggara (NTB) Province, has become one of the best tourist destinations in Indonesia. This island offers extraordinary natural beauty and can amaze tourists with its natural beauty, such as the beautiful Mandalika, the challenging Mount Rinjani and the calming Gili Trawangan, as well as the culturally rich Sade Village which is also a special attraction for tourists. However, it is not only natural and cultural beauty that makes Lombok attractive. The charm of Senggigi, which is located in West Lombok, has become the center of attention with many beautiful beaches, of course this adds to the attraction for tourists to visit this island.

Along with the growth of the tourism industry, the role of information and communication technology in facilitating travel and booking tourist tickets is increasing. However, the COVID-19 pandemic has brought significant changes to the dynamics of global tourism. Even though the pandemic that occurred in 2020 will end in 2022, significant changes in global tourism dynamics will still leave an impact [1]. The COVID-19 pandemic that occurred in 2020 has shaken the tourism industry throughout the world, including in Lombok. A decrease in tourist visits, a decrease in income and the closure of tourism businesses are the main impacts of this incident [2]. The spread of Covid-19 has resulted in a significant decline in the number of tourists, including both domestic and overseas, visiting Senggigi. This also has an impact on hotel occupancy rates, which currently only reach 30%, which has ultimately prompted several hotels to take drastic action, such as reducing working hours and even layoffs. Furthermore, hotels and homestays operating in Senggigi were forced to reduce their room prices, with reductions ranging from 5% to 10% from normal prices. Some are even forced to give discounts of up to 60% [2]. This situation is increasingly worrying, but hotel and homestay management continues to work hard to maintain the continuity of their operations amidst the

challenges they face. In facing the significant decline in tourist numbers, the initiative to adopt sustainable tourism becomes increasingly crucial. Several ways to implement sustainable tourism include environmental conservation and sustainability, local cultural development, resource management, local economic empowerment, education and awareness, as well as collaboration and partnerships. One approach that can be applied is the use of technology to increase the number of guest visits. The adoption of technology in the tourism industry can not only enhance operational efficiency but also provide a better experience for tourists. For instance, the use of mobile applications for booking tickets or arranging accommodation reservations can simplify the transaction process and make it more convenient for guests. Technology can also be utilized in tourism promotion efforts, whether through social media or online platforms, to enhance the visibility and appeal of sustainable tourism destinations. Therefore, the adoption of technology can be a significant strategy in supporting the growth of sustainable tourism in this modern era. To achieve sustainable tourism, adaptation to this new situation is essential. In the midst of the pandemic, mobile applications, such as Tiket.com, have become an effort for tourism actors and business owners, especially in the hotel and accommodation sector, to manage and market their services more efficiently. This allows travelers to monitor the latest developments regarding travel regulations and policies related to COVID-19, as well as make reservations to stay more comfortably and safely [3].

Tiket.com role as a digital platform not only plays a role in maintaining the sustainability of tourist destinations such as Lombok, but also shows a positive impact on livelihoods in an increasingly digital tourism era. Tiket.com itself offers hotel, flight, train and other booking services. Tiket.com was founded in August 2011. Tiket.com success includes winning the 2015 Top Brand Award in the Online Travel Agency (OTA) category in Indonesia and seeing an increase in the number of visitors by 80%. In other categories, according to the traffic ranking analysis site www.similarweb.com, Tiket.com is ranked first in the travel and tourism sector with a total of 10,500,000 visits in 2023. Based on September 2023 data, tiket.com total downloads reached 10 million downloads [4].

The COVID-19 pandemic has heightened management's awareness of technological solutions. As stated by Effendi et al. [5], during the pandemic, awareness and acceptance of social media become determining factors for technology adoption. The digital maturity has been proven to motivate and drive technology adoption. It is evident that technological resources are a crucial factor in the success of implementing digital tourism technology adoption. According to the literature, users have the opinion that the internet technology to be used is perceived as challenging and requires a considerable amount of time to learn its usage in the context of tourism. However, there are also positive responses from users, expressing that the adoption of technology in digital tourism will propel the tourist village to advance more than other villages. Users also convey that technology can make the tourist village itself more renowned, attractive, and enhance its own image. Previous research has also indicated that digital maturity can be linked to customer satisfaction and perceived service quality [6]. According to Dimitrios et al. [7], technological readiness is a term closely associated with digital maturity, and it may significantly influence the likelihood of the community accepting new service systems and technologies. Technological readiness has been linked to technology acceptance.

The research aims to investigate the impact of the COVID-19 pandemic on the tourism sector, particularly in the Senggigi, Lombok. The study seeks to understand the decline in tourist numbers, revenue, and the repercussions of tourism-related businesses closing as the primary outcomes of the pandemic. This study focuses on hotel owners in Senggigi as the respondents, a departure from previous research which predominantly centered on tourists rather than service providers. Furthermore, the research specifically targets hotels in the Senggigi area, addressing a notable gap in the existing literature. Importantly, there is a lack of prior research utilizing the TAM framework to explore the adoption of Tiket.com technology among hotel owners in Senggigi, highlighting the novelty and significance of this study. Additionally, the research aims to explore how hotel and homestay management in Senggigi have adapted to this situation through technology adoption, with a specific focus on the use of the Tiket.com application. The objectives of the research also include understanding user perceptions of the ease of use and perceived benefits of this platform. Utilizing the Technology Acceptance Model (TAM), the study will analyze the factors influencing user attitudes toward Tiket.com usage and the extent to which these attitudes affect the behavioral intention to continue using it. Thus, the research objectives are to provide in-depth insights into the factors influencing the adoption and use of Information Technology in the context of digital tourism, with a focus on the case of

Senggigi, Lombok. The novelty in the information presented lies in the comprehensive examination of the impact of the COVID-19 pandemic on the tourism sector, specifically within the Senggigi, Lombok. This research goes beyond merely acknowledging the decline in tourist numbers and revenue, it delves into the consequences for businesses, such as closures and the subsequent measures taken by hotel and homestay management for sustainability. Furthermore, the study introduces the role of technology adoption, particularly the utilization of the Tiket.com application, as a strategic response to the challenges posed by the pandemic. The novelty extends to the detailed analysis of user perceptions regarding the ease of use and perceived usefulness of Tiket.com. By incorporating the Technology Acceptance Model (TAM). Overall, the unique contribution of this research lies in its holistic approach to understanding the multifaceted impacts of the pandemic on tourism in Senggigi, coupled with a focused investigation into the technological adaptations made by businesses and the corresponding user perceptions that shape the acceptance and utilization of digital platforms in the context of tourism.

Apart from the advantages previously explained, the Tiket.com application also has several things that prevent users from adapting to this technology, as mentioned in previous research, one of which is that there are still many errors and bugs that confuse users when using the application [8]. In this study, the Technology Acceptance Model (TAM) will be employed as the methodology. TAM is a widely utilized framework designed to comprehend the acceptance of technology by users. Considering the context provided, this research will scrutinize factors associated with user acceptance regarding the integration of the Tiket.com platform as a means of promptly vending and disseminating information about services offered by service providers [9].

METHOD

This research adopts a quantitative methodological approach using SmartPLS 4 as the primary tool to understand technology adoption in the tourism context with an analytical research design. Analytical research aims to test hypotheses and provide deeper interpretations of the relationships between the variables involved [10]. In this study, hotel owners in Senggigi were chosen as the respondents, whereas previous studies mainly focused on tourists rather than service providers. Additionally, this research specifically targets hotels in the Senggigi area, filling a gap in the literature. Moreover, it is noteworthy that no prior research has utilized the TAM framework to investigate the adoption of Tiket.com technology among hotel owners in Senggigi. The population in this study consists of accommodation tourism service providers using Tiket.com, totaling around 50 individuals from 20 different hotels. This study involves 37 female respondents and 13 male respondents with an average age range between 20 to 30 years old. They hold roles as General Managers, Front Office staff, and Human Resource Managers. The average work experience ranges from 1 to 5 years for 40 respondents, while 10 respondents have work experience between 6 to 10 years. The research was conducted in hotels located in the nearby Senggigi area. Accidental sampling is employed, distributing questionnaires to gather responses. The questionnaire, designed based on the Technology Acceptance Model (TAM) framework, explores respondents' perceptions regarding the adoption of Online Travel Agent (OTA) technology in the hospitality tourism industry. The questionnaire distribution technique involved visiting 20 hotels in the Senggigi area directly. On-site, researchers monitored and guided respondents in filling out the questionnaires, ensuring they understood each question clearly. This allowed respondents to interact directly with the researcher and ask questions if there were any confusion. Additionally, researchers provided questionnaires tailored to users' needs. When it came time to interpret the data, research findings were conveyed through personal channels such as WhatsApp, ensuring that each respondent was informed about the research results directly. With this approach, communication between researchers and respondents is maintained, enabling effective and responsive information exchange.The research involves determining relevant variables, estimating the required number of questionnaires, and processing the collected data. Employees in the hotel industry are the research respondents, sharing their views on the adoption of OTA technology. The study aims to gain a deeper understanding of how these technologies are integrated into the tourism sector and the factors influencing their adoption within the Technology Acceptance Model (TAM) framework. A semi-structured questionnaire serves as a tool for collecting quantitative data and perceptions, offering insights into adoption trends and challenges in the tourism industry related to OTA. The questionnaire covers various aspects, including technological, organizational, environmental, and decision-related aspects of information technology adoption [11]. Responses

obtained will be presented as a representation of the three aspects under study. The research focuses on four variables. The method used in this research can be seen in Figure 1.

Figure 1 illustrates the Technology Acceptance Model (TAM) utilized in this research. TAM is awidely employed framework for understanding technology acceptance by users. It delineates the sequential flow of the Technology Acceptance Model (TAM) from external variables to actual use. There is another model commonly used for technology acceptance, namely UTAUT, but UTAUT mostly focuses on research measuring the success of implementing information systems related to academics. UTAUT incorporates complex factors that influence individuals in using an information system or technology, including constructs such as performance expectancy, effort expectancy, social influence, facilitating conditions, and actual system usage.Meanwhile, TAM is considered simpler in terms of its indicators and variables compared to the UTAUT method. TAM is generally developed to explain the behavior of users of information systems or technology. TAM has been widely used in technology acceptance research due to its precise focus on users' acceptance of new technology. In the context of this research on the acceptance of the tiket.com technology in the post-pandemic era, as many tourism stakeholders went bankrupt due to the COVID-19 pandemic, this paper aims to examine how the tiket.com application can be embraced by tourism owners and help boost their economy post-pandemic [2]. TAM can provide profound insights into the factors influencing the adoption of this technology by tourism owners in Senggigi after the pandemic.The TAM, a widely acknowledged framework for comprehending users' acceptance of technology, provides a structured understanding of the factors influencing the adoption and utilization of the Tiket.com application in the context of tourism in Senggigi, Lombok. The process commences with external variables, represented by factors beyond the direct control of users, such as technological advancements, industry trends, and socio-economic conditions. These external variables exert an indirect influence on users' perceptions and attitudes toward technology adoption. In the context of this study, the TAM model is employed to analyze the factors influencing the acceptance and usage of the Tiket.com application in the tourism sector, particularly in Senggigi, Lombok, especially in the aftermath of the COVID-19 pandemic. The definition of each variable is as follows:

Perceived Usefulness

The term can be understood as an individual's level of confidence in the potential for technology to enhance their work performance. It reflects the extent to which someone believes that utilizing an information system will yield benefits in their professional endeavors. If an individual perceives that an information system offers advantages such as increased efficiency, improved productivity, or enhanced outcomes, they are more likely to adopt its use [12]. This perception of potential benefits plays a significant role in shaping individuals' attitudes towards technology adoption. Positive attitudes towards the benefits of technology can lead to greater acceptance and utilization of technological tools in the workplace.

Perceived ease of use

Perceived ease of use pertains to an individual's confidence in smoothly navigating a technology. Feeling assured about an information system's simplicity enhances the likelihood of adoption. Previous studies highlight its significant impact on perceived usefulness, attitude, behavioral intentions, and actual system usage. Recognizing the ease of use as a key determinant influences individuals' overall perception and acceptance of technology, shaping their willingness to engage with and utilize it effectively in various contexts [13].

Attitude Towards Using

In the realm of technology use, the term "attitude" refers to individuals' favorable or unfavorable feelings towards adopting specific behaviors or actions. It involves assessing the positive or negative emotions individuals experience when faced with implementing certain behaviors. These sentiments play a crucial role in shaping individuals' decisions and actions regarding technology adoption, influencing their willingness to engage with and embrace new technologies based on their perceived benefits or drawbacks [14]. Understanding individuals' attitudes towards technology helps in designing strategies to enhance acceptance and utilization, fostering more effective and meaningful interactions with technological tools and systems.

Behavioral Intention to Use

Behavioral intention encompasses an individual's motivation to execute a particular action. It plays a crucial role in guiding behavior, as individuals are more likely to engage in an action if they have the intention to do so. This intention serves as a predictor of actual behavior,

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indicating the likelihood of individuals carrying out the intended action. Understanding the factors that shape behavioral intention is essential for predicting and influencing human behavior in various contexts, providing insights for designing interventions and strategies aimed at promoting desired behaviors or actions [15].

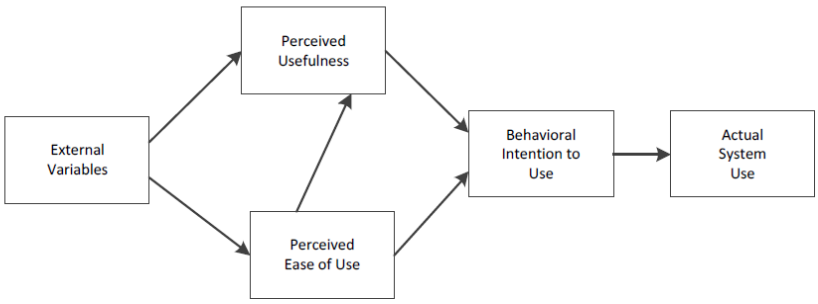

Figure 1. Technology Acceptance Model

RESULT AND DISCUSSION

PLS model evaluation includes two stages, namely outer model evaluation and inner model evaluation. The value of the model in this research can be seen in Figure 2. Figure 2 display the path diagram, focusing on the outer model evaluation and path coefficient values in the Partial Least Squares (PLS) model. PLS is a statistical technique used for structural equation modeling (SEM) that is particularly suitable for predictive modeling and complex relationships within the data. Figure 2 provides a concise visual representation of the Partial Least Squares (PLS) model evaluation, focusing on outer model assessment and path coefficient values within the structural equation model (SEM). In the outer model evaluation, the diagram displays the outer loading values, indicating the strength and significance of relationships between latent variables and their indicators. Simultaneously, path coefficients are presented, illustrating the direction and strength of relationships between latent variables in the PLS model. This two-stage evaluation ensures a robust understanding of the model's validity and its predictive capabilities in capturing complex relationships within the data. Figure 2 serves as a valuable tool for researchers and practitioners, offering insights into the effectiveness of the measurement model and the structural relationships pertinent to technology adoption, specifically concerning the Tiket.com application in the tourism context.

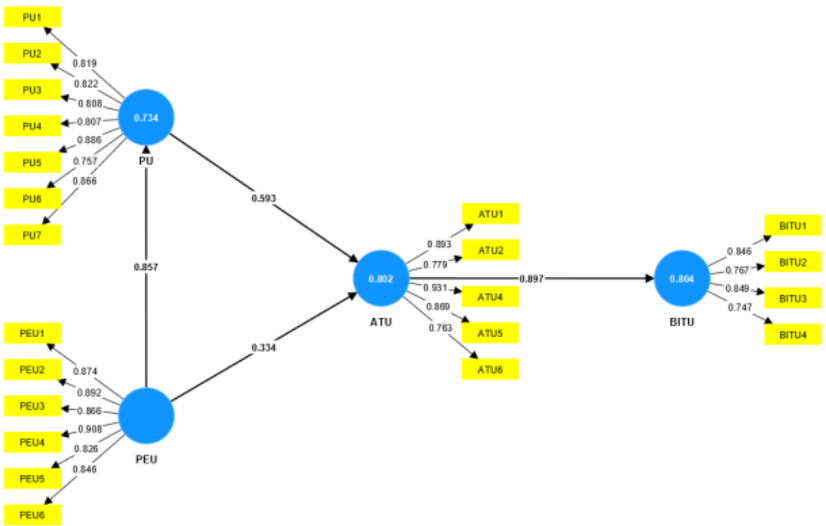

Figure 2. Path Diagram Value of Outer Loading and Path Coefficient

Result of Outer Model

The assessment of the outer model seeks to assess the dependability and validity of the latent variables. This assessment incorporates tests for convergent and discriminant validity, as well as examinations of indicator reliability and internal consistency. The evaluation of the outer model involves various steps, such as convergent validity tests, discriminant validity tests, and reliability tests. The evaluation of reflective indicators' convergent validity involves examining the loading factor value for each indicator within the construct. The anticipated loading factor value is over 0.7, and the AVE value should surpass 0.5. Specifics regarding the loading factor values for each construct indicator can be found in Table 1

From the data presented in Table 1, it can be concluded that the loading coefficient value for each of the constituent indicators is greater than 0.7. Furthermore, the results in table 2 show that the AVE value is greater than 0.5, so it can be concluded that all indicators meet convergent validity.

Table 2 indicates that the composite reliability value for the four latent variables is above 0.5. This suggests that the identified indicators can precisely assess each latent variable, or alternatively, that all four latent variables are dependable. Additionally, Table 3 illustrates that the AVE (Average Variance Extracted) value for each latent variable surpasses 0.50, signifying that each latent variable contributes more than half of the variance of the indicators. In simpler terms, these four latent variables are substantiated to be valid [16].

Discriminant validity pertains to the concept that measurements of distinct constructs (manifest variables) should not exhibit significant correlation. The discriminant validity test assesses the cross-loading value of each variable, which is expected to be > 0.70. An indicator is considered valid if the particular component has the highest loading factor value compared to the factor loading values of other components [17].

Table 1. Loading Factor

	ATU	BITU	PEU	PU
ATU1	0.893			
ATU2	0.779			
ATU4	0.931			
ATU5	0.869			
ATU6	0.763			
BITU1		0.846		
BITU2		0.767		
BITU3		0.849		
BITU4		0.747		
PEU1			0.874	
PEU2			0.892	
PEU3			0.866	
PEU4			0.908	
PEU5			0.826	
PEU6			0.846	
PU1				0.819
PU2				0.822
PU3				0.808
PU4				0.807
PU5				0.886
PU6				0.757
PU7				0.866

Table 2. Value of AVE

	Average Variance Extracted (AVE)
ATU	0.721
BITU	0.645
PEU	0.755
PU	0.68

Table 3. Value Cross Loading

	ATU	BITU	PEU	PU
ATU1	0.893	0.832	0.864	0.88
ATU2	0.779	0.599	0.532	0.687
ATU4	0.931	0.799	0.75	0.831
ATU5	0.869	0.818	0.708	0.714
ATU6	0.763	0.734	0.678	0.589
BITU1	0.829	0.846	0.776	0.748
BITU2	0.69	0.767	0.542	0.598
BITU3	0.741	0.849	0.725	0.66
BITU4	0.594	0.747	0.687	0.7
PEU1	0.66	0.744	0.874	0.666
PEU2	0.713	0.705	0.892	0.773
PEU3	0.777	0.733	0.866	0.84
PEU4	0.728	0.707	0.908	0.769
PEU5	0.755	0.786	0.826	0.672
PEU6	0.745	0.773	0.846	0.726
PU1	0.654	0.689	0.721	0.819
PU2	0.744	0.749	0.761	0.822
PU3	0.786	0.736	0.752	0.808
PU4	0.658	0.624	0.626	0.807
PU5	0.822	0.722	0.78	0.886
PU6	0.599	0.57	0.522	0.757
PU7	0.769	0.734	0.734	0.866

The cross loading obtained for each indicator of the latent variable is specifically higher than the cross loading value when connected to other latent variables. This shows that the discriminant validity of each latent variable is quite good, indicating that several latent variables have measures that have high correlation with other constructs.

In assessing the reliability of a construct using reflective indicators, there are two methods that can be used, namely Cronbach's Alpha and Composite Reliability, which is also known as Dillon-Goldstein. The test was carried out by ensuring that the reliability value obtained from Cronbach's Alpha and Composite Reliability reached a minimum of 0.7 [18].

Based on the reliability test data in Table 4, it can be concluded that all constructs have Cronbach's alpha and Composite Reliability values greater than 0.7. This confirms that all constructs in this research are reliable or trustworthy.

Result of Inner Model

Internal model evaluation was carried out to determine the relationship between latent variables in the PLS model. The internal model was evaluated using path coefficients and R2.

Table 4. Reliability Test Results

	Cronbach's Alpha	Composite Reliability (Rho_A)	Composite Reliability (Rho_C)
ATU	0.902	0.914	0.928
BITU	0.816	0.829	0.879
PEU	0.935	0.937	0.949
PU	0.921	0.927	0.937

Table 5. Value of the Path Coefficient

	Original sample	STDEV	T statistics	P values
ATU -> BITU	0.897	0.053	16.845	0
PEU -> ATU	0.334	0.141	2.367	0.018
PEU -> PU	0.857	0.07	12.223	0
PU -> ATU	0.593	0.152	3.908	0

Table 5 shows that perceived ease of use (PEU) has a significant influence on Perceived Usefulness (PU) 0.857. ATU has a significant effect on BITU (namely 0.897). Apart from that,

PU also has a significant influence on ATU with a path coefficient of 0.593. However, PEU does not have a significant effect on ATU because PEU only has an effect of 0.334 on ATU.

The R^2 value reflects how big the impact of the exogenous (independent) latent variable is on the endogenous (dependent) latent variable. In Table 6, it can be seen that the R^2 ATU value is 0.802 or 80%, indicating that PU and PEU are able to explain as much as 80% of the ATU variation. In contrast, the R^2 value of BITU is 0.804 or 80%, indicating that variations in BITU can be explained by PU, PEU, and ATU as much as 80%, while other variables not studied explain the rest. The R^2 PU value reached 0.734 or 73%, indicating that variations in PU can be explained by PEU of 73%, with other variables not included in this study explaining the rest [19].

The research results show that Perceived Ease of Use (PEOU) has a significant impact on Perceived Usefulness (PU), with a path coefficient of 0.857. Users give a positive assessment of PEU because the Tiket.com user experience is considered easy to use, according to responses during observations. Apart from that, Tiket.com user interface is considered attractive and easy to understand. Users believe that Tiket.com characteristics can be easily understood, and the flow of information in this application is considered clear and easy to apply [20]. All the conveniences described by the PEU indicator cause users to see Tiket.com as a useful platform, both in terms of features and interface.

With a path coefficient of 0.334, Perceived Ease of Use does not have a significant influence on Attitude toward Using. These findings indicate that, in the context of this study, perceived ease of use does not have a substantial impact on attitudes toward use. This means that although users may feel that the tiket.com system is easy to use, this does not significantly influence their attitudes towards the extent to which they are willing to use the system [21]. This research highlights that the perceived ease of use factor is not always the main determinant in shaping user attitudes towards using a system. Other factors, such as perceived benefits or personal preferences, may have a greater role in shaping users' attitudes towards system acceptance and use.

With a path coefficient of 0.593, Perceived Usefulness has a significant influence on Attitude toward Using. These findings indicate that in the context of this research, the perceived benefits of using the system have a positive and meaningful impact on users' attitudes towards using the system. This means that the greater the level of benefit felt by users related to using Tiket.com, the more positive their attitude will be towards the extent to which they are willing to use the system. Perceived benefits can include aspects such as increased efficiency, quality of service, or ease in fulfilling task requirements. In the context of using Tiket.com, users may find the system helps them in carrying out daily tasks, provides relevant information, or increases the effectiveness of their work. With the positive relationship between Perceived Usefulness and Attitude toward Using, this research provides an indication that it is important to focus efforts on increasing the perceived usefulness felt by users in order to increase acceptance and positive attitudes towards using Tiket.com. Therefore, developing and communicating clear benefits of the system can be an effective strategy to increase the level of user acceptance and desire to use tiket.com.

According to research, with a path coefficient of 0.897, Attitude toward Using has a significant impact on Behavioral Intention to Use. The research suggests that users' inclination to maintain their usage of Tiket.com is driven by their favorable attitudes towards the platform. This can happen if the customer believes that using Tiket.com is a good idea. Users anticipate continuing to use Tiket.com as long as the system continues to be built regularly to monitor the progress of their sales. A positive attitude towards use has a positive impact on behavioral intentions. This can happen because there is a feeling of joy with a positive attitude towards the system. They believe that Tiket.com will have a positive impact on hotels and that curiosity about information technology in the workplace will increase employees' desire to use this system. This can happen when an employee already has an attitude about using or not using technology [22].

Table 6. Value R^2

	R^2
ATU	0.802
BITU	0.804
PU	0.734

Based on the results of analysis using the Technology Acceptance Methodology (TAM), this research succeeded in finding several significant findings. First, the Perceived Ease of Use variable was found to have a positive impact on Perceived Usefulness. This means that the easier it is for users to use tiket.com, the greater the benefits they feel from tiket.com. Although Perceived Ease of Use does not have a positive impact on Attitude Toward Using, the second finding shows that Perceived Usefulness has a positive impact on Attitude Toward Using. This indicates that the perception of the usefulness of tiket.com can form a positive attitude towards using tiket.com. Attitude Toward Using has a positive impact on Behavior Intention to Use. In other words, a positive attitude towards using tiket.com will encourage users' intention to actually use it. Overall, these findings provide a deeper look at the factors that influence the acceptance and use of tiket.com.

CONCLUSION

This study has effectively fulfilled its aims by examining the repercussions of the COVID-19 pandemic on the tourism sector, specifically in Senggigi, Lombok. Noteworthy findings point to a decrease in visitor numbers, revenue, and the closure of tourism-related businesses as the principal impacts of the pandemic. In response to these challenges, hotel and homestay management undertook technology adoption, notably through the utilization of the Tiket.com application, as a strategic move to sustain operational functions and optimize marketing efforts. The outcomes of the analysis using the Technology Acceptance Model (TAM) reveal that users' perceived ease of use influence perceived Usefulness, although this influence isn't deemed significant in shaping user attitudes. Tiket.com usage was positively perceived for its role in supporting the sustainability of tourist destinations and contributing positively to livelihoods in the digital era of tourism. These findings furnish valuable insights into the factors steering the acceptance and utilization of Tiket.com, laying a groundwork for future enhancements and developments. Recommendations for subsequent research involve a deeper exploration of issues related to errors and bugs in Tiket.com, along with an examination of additional factors impacting user attitudes and the application's role in business performance and sustainable tourism. Consequently, this study significantly advances our understanding of technological adaptation amid profound changes in the tourism industry.

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