

ABSTRACT

Tourism activities today can hardly be separated from the existence of mobile devices that always accompany daily routine activities. The purpose of this study is to see and analyze attitudes, subjective norms, perceived behavioral control, and electronic word of mouth on tourists' interest in vehicle rental in online travel applications. The object of this research is the Muslim Millennial Generation as many as 175 respondents. The approach used in this study is the Component-Based or Variance-Based Structural Equation Modeling with the Smart-PLS 3.0 analysis tool. The results show that attitudes, subjective norms, perceived behavioral control, and electronic word of mouth have an influence on the interest in car rental of the Millennial Generation.

Keywords: *Attitudes, Subjective Norms, Perceived Behavior Control, Electronic Word of Mouth, Rental Interest, Travel, Online Travel Applications, Tourists, Indonesian Tourists*



ABSTRAK

Kegiatan wisata saat ini hampir tidak bisa dilepaskan dari keberadaan perangkat mobile yang selalu menyertai rutinitas kegiatan sehari-hari. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh attitude, subjective norm, perceived behaviour control, dan electronic word of mouth terhadap minat sewa kendaraan oleh wisatawan dalam aplikasi travel online. Objek penelitian ini adalah Generasi Milenial Muslim sebanyak 175 responden. Pendekatan yang digunakan dalam penelitian ini adalah Component atau Variance Based Structural Equation Model dengan alat analisis Smart-PLS 3.0. Hasil penelitian menunjukkan attitude, subjective norm, perceived behaviour control, dan electronic word of mouth memiliki pengaruh terhadap minat sewa kendaraan Generasi Milenial

Kata Kunci: Sikap, Norma Subjektif, Perceived Behaviour Control, Electronic Word of Mouth, Minat Sewa, Travel, Aplikasi Travel Online, Wisatawan, Wisatawan Indonesia

