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REIMAGINING HOSPITALITY FOR A MULTI-GENERATIONAL WORLD
THROUGH INNOVATION AND ENTREPRENEURSHIP
TOWARD SUSTAINABILITY

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THE 6th INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND INNOVATION
CONFERENCE 2026

“Reimagining Hospitality for a Multi-Generational World through Innovation and
Entrepreneurship toward Sustainability”

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PREFACE

Om Swastyastu,

Dear Esteemed Participants and Presenters,

On behalf of the Organizing Committee, we are pleased and honored to welcome all participants and speakers to the 6th International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2026. The InHEIC conference has been successfully conducted every year over the past five years, from 2021 through 2025. In 2026, we adopt the theme “Reimagining Hospitality for a Multi-Generational World Through Innovation and Entrepreneurship Toward Sustainability.” This theme is intended to foster deeper discussions on the challenges and opportunities of adapting hospitality practices to meet the expectations of multiple generations through innovation and entrepreneurship while supporting long-term sustainability.

For the 6th InHEIC 2026, we have arranged a distinguished roster of speakers, consisting of three keynote speakers and six invited speakers who are experts in their respective areas. The conference also provides a platform for academics and industry practitioners to present their latest research and publish their work. All accepted papers will be included in the conference proceedings book with an ISSN after completing any required revisions.

We extend our best wishes for the 6th InHEIC 2026, hoping that it will bring great benefits to all of us and serve as a forum for exchanging ideas and enriching experiences.

Om Santih, Santih Santih Om,

Sincerely,

Kusmawan Aditya

Chairman of The Committee

WELCOME REMAKS

Director of Politeknik Pariwisata Bali



Dear Esteemed Participants, Distinguished Speakers, and Valued Partners,

On behalf of Bali Tourism Polytechnic, it is a great honor to extend a warm welcome to all participants of The 6th International Hospitality, Entrepreneurship and Innovation Conference 2026. It is conveyed with sincere appreciation that the presence of all distinguished guests, partners, and participants reflects a shared commitment to advancing knowledge, strengthening academic collaboration, and fostering meaningful global engagement within the hospitality community.

In light of today's rapidly evolving global landscape, the urgency to reimagine the future of hospitality has become increasingly significant. This year's theme, "Reimagining Hospitality for a Multi-Generational World through Innovation and Entrepreneurship toward Sustainability," underscores the critical need for the industry to adapt to demographic shifts, technological advancements, and sustainability challenges. The coexistence of multiple generations demands more inclusive, adaptive, and forward-thinking approaches. Therefore, this conference serves as a vital platform to encourage innovation, promote entrepreneurial mindsets, and cultivate sustainable solutions that are responsive not only to present needs but also to future transformations, while maintaining a collaborative and inclusive academic environment.

Special recognition is extended to Woosong University for its invaluable partnership and unwavering commitment to academic excellence. As a globally recognized institution, Woosong University has played a significant role in enriching this conference through its academic expertise, international perspective, and active contribution to knowledge exchange. This collaboration represents a strategic partnership that strengthens institutional capacity, expands global networks, and enhances the quality of education in alignment with international standards.

It is sincerely hoped that this conference will serve as a sustainable foundation for future collaboration, fostering innovation, resilience, and global competitiveness among all participants. Furthermore, the outcomes of this initiative are expected to contribute to the

development of human resources who are not only academically competent but also adaptable, creative, and prepared to address the complex challenges of the future hospitality industry. Through continued partnership and a shared vision, this collaboration aspires to generate long-term impact and support the advancement of a more resilient and sustainable global hospitality ecosystem.

Sincerely,

Dr. Drs. Ida Bagus Putu Puja M. Kes.
Director of Politeknik Pariwisata Bali

WELCOME REMARKS

Coordinator of Hotel Management Study Program



Om Swastiastu,

Dear Honorable Speakers, Distinguished Participants, and Valued Partners,

It is my great honor, as the Coordinator of the Hotel Management Study Program of Bali Tourism Polytechnic, to welcome you to The 6th International Hospitality, Entrepreneurship and Innovation Conference (InHEIC) 2026. I would like to express my sincere appreciation to our keynote and plenary speakers, collaborating institutions, presenters, industry partners, lecturers, and especially our students whose dedication and commitment make this conference possible.

Within our study program, this conference is an integral part of the Managerial Application course, where students are actively engaged in planning, coordinating, and executing an international academic event. Through this experience, students not only develop operational management skills, but also strengthen their leadership, teamwork, strategic thinking, and professional communication skills that are essential in the hospitality industry.

Aligned with this year's theme, *"Reimagining Hospitality for a Multi-Generational World through Innovation and Entrepreneurship toward Sustainability,"* this conference reflects our commitment to preparing future hospitality professionals who are adaptive, innovative, and responsible in addressing global challenges.

May this forum strengthen collaboration between academia and industry and generate impactful ideas for the advancement of the hospitality industry

Om Santih, Santih, Santih Om.

Sincerely,

Ni Made Suastini, SE., MM., CHE

Coordinator of Hotel Management

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The Influence of User Experience on Booking Behavior: A Study of Accommodation Platforms in *Jabodetabek*

¹Tsabitha Adiba Syarodin, ²Suciana Wijirahayu, ³Muhammad Raihan, ⁴Surya Gada Trisnanda, ⁵Andiny Amelia Putri

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Abstract

The rapid growth of mobile applications has changed how users book accommodation, especially in urban areas such as Jabodetabek, which includes Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek). However, differences in user experience may influence how users behave when using these applications. This study aims to analyse user experience and examine on booking behaviour among adults aged 18–59 years in the Jabodetabek area. This research uses a survey involving 86 respondents selected using purposive sampling. Data were collected through a structured questionnaire using a five-point Likert scale and analysed using descriptive statistics and simple linear regression. The results show that user experience is categorized as high, with mean scores ranging from 3.89 to 4.20. Booking behaviour is also in the high category, with mean scores between 3.72 and

4.10. The regression analysis shows that user experience has a significant and positive effect on booking behavior, with a contribution of 48.2%. However, this study is limited to one region and does not include other factors such as price or promotion. Overall, improving user experience can increase user satisfaction and strengthen booking behaviour in mobile applications.

Keywords: *user experience, mobile application, accommodation booking, Jabodetabek, usability, trust, user satisfaction.*

Introduction

In recent years, the rapid development of mobile technology has significantly changed how people perform daily activities, including booking accommodation. The increasing use of smartphones and mobile internet has made mobile applications an essential tool for users to access services quickly and efficiently. Globally, the number of mobile users continues to grow, reaching billions of users, which also drives the expansion of mobile-based services across various sectors, including tourism and hospitality.

In the context of the travel industry, mobile applications have become one of the primary platforms for booking accommodation such as hotels, apartments, and

homestays. Users can now search for available options, compare prices, read reviews, and complete bookings within a few minutes. This transformation has shifted user behaviour from traditional booking methods to digital platforms that emphasize convenience and speed. As a result, travel companies increasingly rely on mobile applications as a major channel for customer interaction and service delivery.

The rapid development of digital technology has significantly transformed the way people access services, especially in the accommodation and hospitality sector. Mobile applications have become one of the main platforms used by consumers to search, compare, and book accommodations efficiently. This transformation is supported by increasing internet penetration and smartphone usage, allowing users to make reservations anytime and anywhere. In Indonesia, particularly in urban areas, online booking systems have gradually replaced conventional walk-in reservations due to their convenience and speed. According to Badan Pusat Statistik (2026), tourism activity in the Jabodetabek area shows a positive trend, with more than 102 million domestic travel movements recorded in early 2026. West Java alone reached 18.38 million travel movements, while Jakarta recorded more than 23 thousand visitors in Kota Tua during the 2026 Eid holiday. These figures indicate that the demand for accommodation services continues to increase along with tourism mobility. As a result, mobile applications for booking accommodations have become an essential part of users' travel experience.



Despite the widespread use of mobile booking applications, several issues related to user experience still affect user satisfaction and behavior. User experience includes not only usability but also aspects such as ease of use, trust, perceived value, and overall satisfaction (Interaction Design Foundation, 2020). Previous studies show that these factors play an important role in shaping users' intention and behavior in digital platforms. Research by Bailaen and Bangkalang (2025) found usability challenges in mobile ticketing applications that impact user satisfaction. Similarly, Burhan and Mauritsius (2024) showed that user experience significantly influences satisfaction in the Mamikos application. In addition, Jomantara and Fajar (2024) highlighted that satisfaction in mobile hotel reservation systems is influenced by system quality and user perception. However, these studies mainly focus on specific applications, which limits their ability to explain user experience across different platforms. Therefore, there is still limited understanding of how user experience influences booking behavior in a broader and more dynamic context such as Jabodetabek.

Based on these limitations, a research gap can be identified in terms of scope, context, and user diversity. Previous studies tend to focus on a single platform or specific features, while users in real situations often use multiple applications such

as Agoda, Traveloka, and Booking.com. In addition, there is a lack of research that examines user experience in a highly active tourism area like Jabodetabek. This study aims to analyze and describe the user experience of adults who have booked accommodations through mobile applications in this region. It also seeks to understand how user experience influences booking behavior, including intention, decision, frequency, and loyalty. A better user experience is expected to encourage users to reuse the application and increase their booking activities. On the other hand, a poor user experience may reduce user intention and satisfaction. Therefore, this study proposes the following hypothesis: H1: User Experience has a significant effect on Booking Behaviour in mobile accommodation applications.

In mobile travel applications, UX becomes even more important because users often rely on these apps in time-sensitive and decision-making situations. For example, when users are planning trips or booking accommodation, they expect the application to be fast, intuitive, and reliable. Previous studies have shown that factors such as interface design, ease of navigation, and information quality strongly influence how users evaluate mobile travel applications. Moreover, a user-centered design approach can significantly improve usability and overall satisfaction, as users tend to prefer applications that are simple, personalized, and easy to understand. Despite the advantages offered by mobile booking applications, there are still many challenges related to user experience. Some users face difficulties such as complicated interfaces, unclear booking processes, slow system performance, and lack of trust in payment systems. These issues can negatively impact user satisfaction and reduce the of completing a booking. Research also indicates that poor UX can lead to lower user retention and decreased conversion rates, meaning users may abandon the application and switch to competitors. The problems identified in this study are: How is the overall user experience of residents in *Jabodetabek* in booking accommodation through mobile applications? 2. What aspects of the application are considered satisfying by the users? 3. What aspects need improvement to enhance user comfort and satisfaction?

Literature Review

User Experience (UX)

User experience, in general language, refers to the overall feeling, perception, and response of users when interacting with a product or system. In a more specific term, user experience is defined as the overall experience of a user when using a product, especially in terms of usability, accessibility, and emotional satisfaction (Interaction Design Foundation, 2020). It is not only related to how a system works, but also how users feel and evaluate their interaction with the system. In digital services, especially mobile applications, user experience becomes an important factor that determines user satisfaction and continued usage (Marsh, 2022). Previous studies have shown that user experience significantly affects user satisfaction and engagement in mobile-based platforms (Burhan & Mauritsius, 2024).

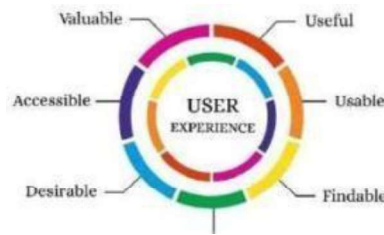


Figure 1 : UX Dimensions

[Source : <https://course-net.com/blog/user-experience-adalah/>]

User experience consists of several dimensions that explain how users interact with an application. These dimensions include:

- 1) Usefulness: refers to how well the application helps users achieve their goals, such as finding accommodation efficiently (Pratiwi et al., 2023).
- 2) Usability: relates to the ease of use and clarity of navigation within the application (Bailaen & Bangkalang, 2025).
- 3) Findability: refers to how easily users can search and find relevant accommodation information.
- 4) Credibility: is associated with the level of trust users have in the application, including information accuracy and transaction security (Riswanda & Millanyani, 2025).
- 5) Desirability: reflects the attractiveness of the application design and the enjoyment experienced by users.
- 6) Accessibility: refers to how easily users can access the application anytime and across different devices (Manalua et al., 2023).
- 7) Value: represents the overall benefits gained by users, such as saving time and effort in the booking process.

Therefore, user experience is a multidimensional concept that includes functional, emotional, and cognitive aspects of user interaction. A positive user experience is expected to create satisfaction and influence user behaviour when using mobile applications for accommodation booking.

Booking Behavior (BB)

Booking behaviour, in general language, refers to the actions or responses of users when making decisions related to booking accommodation. In a more specific term, booking behaviour can be defined as users' behavioral patterns in using digital platforms to search, select, and book accommodation services. This behaviour includes intention, decision-making, frequency of use, and loyalty toward a particular application. In the context of digital technology, user behavior is often influenced by perceived usefulness, ease of use, and trust in the system (Pratiwi et al., 2023).

The components of booking behavior include:

- 1) Intention: refers to the user's willingness or plan to use an application for future bookings. A higher intention indicates a stronger possibility of continued usage.
- 2) Decision: refers to the user's confidence and actual choice in using the application for booking accommodation. This decision is often influenced by user satisfaction and system quality (Jomantara & Fajar, 2024).

- 3) Frequency: describes how often users use the application in their daily or travel activities. Frequent usage indicates that the application meets user expectations effectively.
- 4) Loyalty: refers to users' willingness to continue using the application and recommend it to others (Riswanda & Millanyani, 2025).

Previous studies have shown that booking behavior is strongly influenced by users' experience when interacting with the application. Positive experiences can increase user satisfaction, which leads to repeated usage and stronger loyalty (Çaylak et al., 2024). In addition, applications that provide better system quality and user-friendly features tend to influence users' decisions to book accommodation through digital platforms (Decena & Delfin, 2022).

Therefore, booking behavior is a set of user actions influenced by cognitive and emotional factors when using mobile applications. It reflects how users decide, use, and remain loyal to a booking platform, which is closely related to the quality of their experience.

Regional Context and Economic Impetus

The *Jabodetabek* area—comprising Jakarta, Bogor, Depok, Tangerang, and Bekasi—functions as the primary economic engine of Indonesia. As a central hub for commerce and governance, it exhibits the nation's highest population density and most intense economic activity. This density fosters a high-velocity lifestyle where mobility for both professional obligations and leisure is a daily necessity. Consequently, there is a robust demand for efficient accommodation services, positioning mobile booking applications as essential tools for the region's digital-savvy population (Wang et al., 2016).

The Framework of User Experience (UX)

User Experience is not a singular metric but a multidimensional construct that defines how an individual perceives and interacts with a digital product (Hassenzahl, 2018; Norman, 2013). In the competitive landscape of e-commerce, successful UX is built upon several foundational pillars:

Usability and Findability: Efficiency in navigation and the ease with which a user can locate a desired hotel or room are critical. High usability directly correlates with reduced cognitive load, allowing users to complete transactions without mental fatigue (Albert & Tullis, 2022; Garrett, 2010). **Credibility and Trust:** Particularly in the Indonesian market, trust is a primary driver of adoption. Users must feel that the information provided is accurate and that their financial data is secure (Agag & El-Masry, 2017). **Value and Usefulness:** Beyond mere functionality, the app must provide clear value, such as competitive pricing or exclusive mobile features (Morville, 2004; Xu et al., 2019).

Consumer Behaviour and Digital Interaction

Booking behavior in the *Jabodetabek* region is characterized by a continuous cycle rather than a one-off event. This cycle encompasses the initial intention, the decision-making process, the frequency of use, and ultimate brand loyalty (Alalwan, 2020).

Research suggests that elements such as Electronic Word-of-Mouth (e-WOM) and online reviews significantly influence a traveler's adoption of a specific platform (Filiari & McLeay, 2018; Liu et al., 2019). Furthermore, the integration of smart tourism technologies and proactive smartphone systems has shifted user expectations toward more personalized and responsive interfaces (Huang et al., 2017; Tussyadiah & Wang, 2016).

Despite the ubiquity of these applications in the Greater Jakarta area, there remains a significant gap in localized research. Most existing studies focus on global trends or broader hospitality management without addressing the specific sociocultural and infrastructural nuances of the Jabodetabek user base (Law et al., 2018; Noone et al., 2017).

This research seeks to bridge that gap by conducting a direct survey-based evaluation of UX. By analyzing user feedback through the lens of established metrics—such as the Unified Theory of Acceptance and Use of Technology (UTAUT2)—this study aims to provide an objective assessment of current service strengths and weaknesses within the Indonesian digital landscape (Morosan & DeFranco, 2016; Kim et al., 2017).

Research Methodology

This research uses a survey and analysed with a descriptive method. This method is used to describe the characteristics and phenomena of user experience by processing numerical data obtained from respondents. Data was collected using a structured questionnaire distributed electronically. The goal is to present facts and data regarding the level of user satisfaction objectively.

Population and Sample

The population of this study consists of individuals who live in the *Jabodetabek* area and have experience in booking accommodation via mobile applications. The sample is selected using the Purposive Sampling technique, where respondents are chosen based on specific criteria, namely: residing in Jakarta, Bogor, Depok, Tangerang, or Bekasi, and active users of booking applications.. The target population of this study is adults aged 18–59 years who live in the Jabodetabek area, which includes Jakarta, Bogor, Depok, Tangerang, and Bekasi. However, due to time and resource limitations, this study uses 86 respondents as the sample size.

Data Collection Method

Data is collected through a Questionnaire Survey. The questionnaire covers several variables, including: Easy of Use: How easy is it to operate the application. Interface Design: Display appearance and layout comfort. Information Quality: Clarity of photos, prices, and facility descriptions. System Performance: Speed and stability of the application.

Trust & Security: Safety of transactions and data.

The sampling technique applied is purposive sampling, where respondents must meet specific criteria. The criteria include adults aged 18–59 years who have experience booking temporary accommodation through online platforms and are located in the Jabodetabek area. Data were collected using a structured questionnaire distributed online through Google Forms, which can be accessed via smartphones or computers.

The questionnaire consists of two main variables, namely User Experience (UX) as the independent variable and Booking Behavior as the dependent variable. User Experience is measured using seven dimensions: usefulness, usability, findability, credibility, desirability, accessibility, and value, with a total of 14 statements. Booking Behavior is measured using four components: intention, decision, frequency, and loyalty, with a total of 7 statements. All items are measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). In addition, this study includes four open-ended questions to provide deeper insights into respondents' experiences and perceptions. These questions explore the most helpful features of the application, the reasons for trust or distrust, user experience during booking, and reasons for reuse or recommendation. The collected data are analyzed using descriptive and inferential statistical methods with the help of IBM SPSS software. Validity is tested using correlation analysis, while reliability is measured using Cronbach's Alpha. Furthermore, simple linear regression is applied to examine the effect of user experience on booking behaviour. The qualitative responses are analysed using a simple thematic approach to support and strengthen the quantitative findings.

Data Analysis Technique

The data obtained will be processed and analysed using Descriptive Statistical Analysis. The steps include:

1. Collecting and editing data from respondents.
2. Calculating the frequency distribution and percentage of answers.
3. Calculating the Mean Score (average value) to determine the level of user experience.

Results and Discussion

The following section presents the empirical findings derived from the survey of users within the *Jabodetabek* metropolitan area. The analysis process utilized descriptive statistics to establish a comprehensive profile of the respondents, focusing on demographic variables such as age and digital usage patterns, alongside inferential analysis to measure the strength of the relationship between specific

Respondent Demographics



Figure2: Experience of accommodation Hotel booking
(source: Raihan et al. research survey 2026)

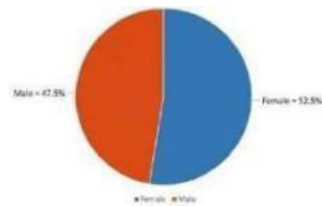


Figure 3 : Gender Distribution
(source: Raihan et al. research survey 2026)

The gender distribution of respondents shows a relatively balanced composition between female and male participants. Female respondents account for 52.5% of the

total sample, while male respondents represent 47.5%. This indicates that both genders actively use mobile applications for booking accommodation. The slight dominance of female users suggests that women may be slightly more engaged in using booking platforms. However, the difference is not significant, showing that mobile booking applications are widely accepted across genders. This balanced distribution reduces gender bias in the study. It also supports the reliability of the findings. Overall, both male and female users contribute equally to the analysis of user experience and booking behaviour.

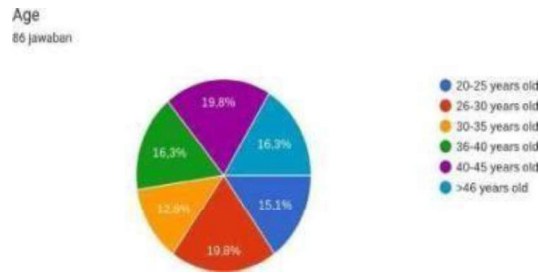


Figure 4: Demographic Profile of Respondents
(source: Raihan et al. research survey 2026)

Most respondents in this study have experience booking accommodation through online platforms. A total of 91.25% of respondents answered “Yes,” while only 8.75% answered “No.” This shows that the majority of participants are familiar with mobile booking applications. The high percentage of experienced users ensures that the data collected is relevant to the research objective. Respondents who have prior experience are more likely to provide accurate and meaningful answers. The small number of inexperienced respondents does not significantly affect the overall results. This condition strengthens the validity of the study. Therefore, the data can be considered representative of actual users in the Jabodetabek area.

User Experience (UX) indicators and booking outcomes. By synthesizing these data points, the results illustrate how technical attributes—specifically findability and usability—act as precursors to consumer behavioral intentions. This analysis is grounded in the multidimensional nature of UX, where the intersection of functionality and user perception determines the success of a platform within Indonesia's highly competitive digital landscape (Albert & Tullis, 2022; Garrett, 2010).

Table 1 : Respondent Demographics by Age and Platform

Category	Frequency	Percent
Age		
20–25 years old	15	18.75%
26–30 years old	15	18.75%
31–35 years old	14	17.5%
36–40 years old	13	16.25%
40–45 years old	13	16.25%
>46 years old	10	12.5%

Platform Used		
Traveloka	18	22.5%
Trip.com	17	21.25%
Tiket.com	14	17.5%
Social Media	13	16.25%
RedDoorz	10	8.75%
Booking.com	7	8.75%
Agoda	1	1.25%

The age distribution of respondents is relatively balanced across different groups, with the highest proportion found in the 20–25 and 26–30 age ranges. This indicates that young adults are active users of mobile booking applications, but other age groups also show significant participation. Users aged 30–45 years also contribute a considerable portion, showing that booking applications are used across different life stages. Respondents above 46 years old represent the smallest group, but still show engagement in digital platforms. In terms of platform usage, Traveloka is the most frequently used application, followed closely by Trip.com. Tiket.com and social media platforms are also commonly used for booking accommodation. RedDoorz and Booking.com have moderate usage, while Agoda has the lowest usage among respondents. This suggests that a few dominant platforms control most of the market preference in the Jabodetabek area. Overall, the data shows diverse user characteristics with a strong preference for certain booking platforms.

User Experience (UX)

To analyze User Experience (UX), this study uses descriptive statistical analysis by calculating the mean score of each dimension based on respondents' answers using a 5-point Likert scale. The interpretation of mean scores is categorized as follows: 1.00–1.80 (Very Low), 1.81–2.60 (Low), 2.61–3.40 (Moderate), 3.41–4.20 (High), and 4.21–5.00 (Very High). This approach helps to understand how users perceive each aspect of the mobile booking application.

Table 2 : User Experience (UX) Results

Dimension	Mean Score	Category
Usefulness	4.12	High
Usability	4.05	High
Findability	3.98	High
Credibility	3.92	High
Desirability	3.89	High
Accessibility	4.18	High
Value	4.20	High

The results show that all dimensions of user experience fall within the high category, indicating that users generally have a positive perception of mobile accommodation booking applications. The highest mean score is found in the value dimension (4.20), which suggests that users strongly perceive the application as beneficial and time-saving. This is followed closely by accessibility (4.18) and usefulness (4.12), indicating that users find the application easy to access and effective in helping them achieve their booking goals.

The usability dimension (4.05) also shows that users consider the application easy to use and well-structured in terms of navigation. Meanwhile, findability (3.98) and credibility (3.92) have slightly lower scores, although they still remain in the high category. This suggests that some users may still experience minor difficulties in searching for information or may have slight concerns regarding trust and security. The desirability dimension (3.89) has the lowest mean score, indicating that the visual design and emotional appeal of the application could still be improved.

Overall, the results indicate that mobile booking applications in the Jabodetabek area provide a positive and satisfactory user experience, especially in terms of usefulness, accessibility, and value. However, improvements in design attractiveness, trust, and information clarity may further enhance user satisfaction. These findings are consistent with previous studies that highlight the importance of usability, trust, and perceived value in shaping user experience and behavior in digital platforms.

Booking Behavior (BB)

Booking Behavior in this study is analyzed using descriptive statistical methods by calculating the mean score for each component based on respondents' answers using a 5-point Likert scale. The interpretation of the mean score follows the same criteria: 1.00–1.80 (Very Low), 1.81–2.60 (Low), 2.61–3.40 (Moderate), 3.41–4.20 (High), and 4.21–5.00 (Very High). This analysis aims to understand how users behave when booking accommodation through mobile applications.

Table 3: Booking Behavior (BB) Results

Component	Mean Score	Category
Intention	4.08	High
Decision	3.95	High
Frequency	3.75	High
Loyalty	4.10	High

The results show that all components of booking behavior fall within the high category, indicating that users demonstrate positive behavior when using mobile booking applications. The highest mean score is found in the loyalty component (4.10), suggesting that users are willing to continue using the application and recommend it to others. This indicates a strong long-term relationship between users and the platform.

The intention component (4.08) also shows a high score, meaning that users have a strong willingness to reuse the application for future bookings. This reflects a positive perception and satisfaction with their previous experiences. The decision component (3.95) indicates that users generally feel confident when making booking decisions through mobile applications, although there is still slight hesitation among some users. Meanwhile, the frequency component (3.72) has the lowest mean score, although it still remains in the high category. This suggests that while users have positive perceptions and intentions, their actual usage frequency may depend on situational factors such as travel needs or availability of alternatives.

Overall, the findings indicate that users in the Jabodetabek area exhibit strong booking behaviour, especially in terms of intention and loyalty. These results support the idea that positive user experience can influence users' decisions to continue using

mobile applications. The relatively high scores across all components suggest that mobile booking platforms have successfully encouraged repeated usage and user engagement. Therefore, these findings strengthen the assumption that user experience plays a significant role in shaping booking behavior.

Results of the Descriptive and Inferential Analysis

The empirical data collected from the Jabodetabek region highlights a significant interplay between interface design and consumer action. Descriptive statistics indicate that the respondent profile is dominated by the 20–25 age bracket, a demographic characterized by high digital literacy and a preference for mobile-first solutions (Wang et al., 2016).

UX Indicators and Outcomes

The study found that while usability drives the initial transaction, the "Credible" and "Desirable" indicators serve as the backbone for long-term retention.

UX Indicator	Impact on User Behavior	Primary Outcome
Findability	High impact on search efficiency	Booking Intention
Usability	Reduces cognitive friction	Transaction Completion
Credibility	Builds user confidence in data	Brand Trust
Desirability	Emotional and aesthetic appeal	Brand Loyalty/Advocacy

Figure 5: Indicators and outcome

The Dominance of find ability

For this younger cohort, "Find ability" emerged as the most critical UX indicator. Survey responses consistently noted that the efficiency of location-based search functions is the primary driver for application engagement. Inferential analysis confirms this, showing a strong positive correlation between platform usability and booking intention.



Figure 6: Respondents’ platforms preference
(source: Raihan et al. research survey 2026)

This aligns with the principle that reducing cognitive load through intuitive navigation increases the likelihood of purchase completion (Albert & Tullis, 2022; Garrett, 2010).

Conclusions

The objective of this research was to evaluate the impact of User Experience (UX) on the behavior of accommodation booking application users within the *Jabodetabek* region. The findings confirm that in a high-mobility metropolitan environment, the digital experience is a critical determinant of economic engagement. Specifically, for the dominant demographic of users aged 20–57, find ability and Usability are the primary gateways to booking intention. As users navigate the complexities of urban transit and rapid decision-making, the ability of an application to reduce cognitive load becomes its most significant competitive advantage. Furthermore, this study highlights that while functional efficiency initiates a transaction, long-term Loyalty and brand advocacy are built upon the pillars of Credibility and Desirability. Users in the Indonesian digital landscape do not merely seek a utility; they seek a trustworthy partner in their travel planning. When a platform combines aesthetic appeal with transparent, reliable information, it successfully moves the user from a single transaction to a cycle of continued usage and recommendation.

The results also show that users demonstrate positive booking behavior when using mobile applications. Most respondents have strong intention to reuse the applications and show high loyalty by recommending them to others. Users also feel confident when making booking decisions through these platforms. Although the frequency of use is slightly lower than other components, it is still categorized as high. This suggests that users rely on booking applications when needed, even if they do not use them regularly. Furthermore, the regression analysis shows that user experience has a significant and positive effect on booking behavior. This means that better user experience leads to stronger intention, decision-making, and loyalty. Based on these findings, the second objective of this study has also been achieved.

Overall, this study highlights the importance of user experience in influencing booking behaviour in mobile accommodation applications. Service providers should focus on improving usability, trust, accessibility, and overall value to enhance user satisfaction. A better user experience can encourage users to continue using the application and increase their engagement. However, the results also show that user experience only explains part of booking behavior. Other factors such as price, promotions, and brand reputation may also influence user decisions. Therefore, future research is recommended to explore these additional factors for a more complete understanding. Based on these results, it is recommended that developers and stakeholders in the Indonesian hospitality tech sector prioritize:

1. Optimization of Search Algorithms: Enhancing location-based "find ability" to cater to the immediate needs of commuters in the Greater Jakarta area.
2. Trust-Building Features: Strengthening credibility through verified reviews and transparent pricing structures to foster user retention (
3. Aesthetic Engagement: Investing in "Desirable" interface design to differentiate services in a saturated market.

Ultimately, as the *Jabodetabek* region continues to evolve as a digital powerhouse, the success of accommodation services will depend on their ability to adapt to the nuanced, multidimensional expectations of their users, transforming seamless UX into sustainable brand loyalty

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