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“SATISFACTION IN USING E-TRAVEL :THE ROLE OF SELF EFFICACY, TRUST AND USE”

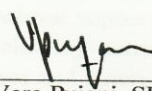
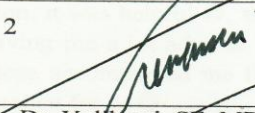

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Abstract

This research purpose of today business is not only the national business, but also the international business through e-business concept in particular e-travel contexts. E-travel is a tourism activity that done automatically through electronic technology and can be accessed from anywhere via its websites. The current paper presents to develop the conceptual framework of e-travel adoption model. Self-efficacy, trust and actual use are identified as influencing factors of satisfaction on e-travel. In this study, e-travel users as the research object. This theoretical framework explain how self-efficacy, trust and actual use affect the customer satisfaction on e-travel. The finding of this theoretical framework is self-efficacy; trust and use give positive impact to satisfaction. The afterward research would exanimated empirically using a survey method which employing PLS as a SEM software of analysis technique.

Keywords: *E-travel, Self-Efficacy, Trust, Use, Satisfaction*

This bachelor thesis has already examined and passed on January 24, 2014. The abstract of research has been approved by supervisor and examiners:

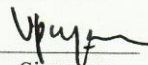
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