

PERCEIVED ENJOYMENT, CURIOSITY, AND CONTROL COMPETENCE AS PREDICTORS OF BEHAVIORAL INTENTION IN DIGITAL TICKET BOOKING SERVICES: A STUDY OF INDONESIAN GENERATION Z

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Abstract

This study examines the determinants of Behavioral Intention to Use digital entertainment ticket booking platforms among Indonesian Generation Z by applying the Hedonic Motivation System Adoption Model (HMSAM). A quantitative causal design was employed using survey data collected in December 2025 from 122 respondents who had used online ticket booking services within the last six months. The data were analyzed using multiple linear regression in IBM SPSS, supported by instrument testing and classical assumption checks. The results show that Perceived Enjoyment, Curiosity, and Control Competence each have a positive and significant effect on Behavioral Intention. Among the predictors, Curiosity is the most dominant factor, indicating that exploratory motivation is central in shaping reuse intention for entertainment-oriented services. The model demonstrates strong explanatory power, accounting for 80.5% of the variance in Behavioral Intention. These findings confirm HMSAM's relevance in hedonic-dominant digital contexts and suggest that platform development should prioritize features that stimulate exploration, maintain enjoyable interaction, and strengthen user control through clear navigation and transparent transaction processes.

1. INTRODUCTION

The development of digital technology has accelerated the use of online ticket booking services, particularly among Generation Z, who are digitally native and tend to prioritize user experience. In entertainment-based services, system usage is influenced not only by functional benefits but also by hedonic motivations such as enjoyment, curiosity, and perceived control over the digital experience.

Most technology adoption studies still rely on the Technology Acceptance Model (TAM), which is utilitarian-oriented. However, in the context of digital entertainment, hedonic factors have been shown to play an important role in shaping behavioral intention. Therefore, the Hedonic Motivation System Adoption Model (HMSAM) was developed to explain how perceived enjoyment, curiosity, and control competence drive intention to use a system.

In the digital entertainment industry, especially for music concerts, Generation Z in Indonesia shows a clear preference for online ticket booking platforms. According to trends identified for 2025, Traveloka and TIX ID are the two platforms most commonly used by Gen Z to purchase concert tickets. This indicates that Gen Z prefers platforms that not only provide tickets but also offer a more integrated digital entertainment experience, such as interactive seat selection and gamification.

Despite its relevance, HMSAM has rarely been tested in the context of digital entertainment ticket booking services, especially among Generation Z in Indonesia. Therefore, this study examines the effects of Perceived

2. LITERATURE REVIEW

This section synthesizes theoretical and empirical evidence related to behavioral intention in entertainment-oriented digital services. HMSAM is used as the main theoretical lens to develop the conceptual model and hypotheses.

2.1 Research Gap and Contribution

Prior studies consistently report that perceived enjoyment, curiosity, and control competence influence behavioral intention in entertainment-related digital contexts (Akdim et al., 2022; Wijastuti et al., 2024; Latif & Utomo, 2024). However, HMSAM applications are still more common in other domains, such as pay-later services, smart transportation, and general mobile applications (Lowry et al., 2013; Rahayu et al., 2025). In contrast, HMSAM studies in digital entertainment ticket booking, especially focusing on Indonesian Generation Z remain limited. Many studies still rely on TAM or focus on utilitarian systems, leaving hedonic-dominant adoption mechanisms underexplored (Basuki et al., 2022; Ferdiansyah et al., 2025).

This study contributes by applying HMSAM to the digital entertainment ticket booking context and highlighting intention formation among Generation Z, a group characterized by strong preferences for engaging and interactive digital experiences.

2.2 Theoretical and Conceptual Background

Research on digital technology adoption was initially explained mainly through TAM, which emphasizes perceived usefulness and ease of use. However, this approach is considered less adequate for entertainment-based systems, where users' decisions are influenced not only by rational considerations but also by emotional experiences during system use (Lowry et al., 2013).

To address this limitation, HMSAM was developed as an extension of TAM by emphasizing hedonic motivation in shaping intention to use digital systems (Lowry et al., 2013). HMSAM explains that perceived enjoyment, curiosity, and control competence are key determinants of behavioral intention, particularly in hedonic-dominant digital systems.

2.2.1 Perceived Enjoyment

Perceived Enjoyment is a key dimension of HMSAM that reflects the extent to which users experience emotional pleasure while interacting with a system. In entertainment applications such as online ticket booking services, perceived enjoyment is considered a primary driver of users' intention to continue using the application (Lowry et al., 2013). Akdim et al. (2022) found that perceived enjoyment significantly influences behavioral intention in entertainment applications, especially in social platforms that provide enjoyable experiences. Similarly, Wijastuti et al. (2024) reported that perceived enjoyment affects repurchase intention in ticket booking applications such as TIX ID.

2.2.2 Curiosity

Curiosity is an internal drive to explore new features and experiences in an application. Curiosity plays an important role in extending user interaction, encouraging users to keep engaging and discovering additional information (Lowry et al., 2013). Rahayu et al. (2025) found that curiosity significantly influences behavioral intention on entertainment platforms such as TikTok, which emphasizes exploration of features and content. In the context of online ticket booking, curiosity may encourage users to explore application features, such as checking film reviews or selecting preferred seats.

2.2.3 Control Competence

Control Competence refers to users' belief that they can control and use an application effectively. The ability to control the usage experience is crucial in creating satisfaction and increasing continuance intention. Control competence provides users with autonomy in managing their interaction with the system, which influences satisfaction and intention to continue using the application (Latif & Utomo, 2024). Rahayu et al. (2025) indicated that although control competence can influence satisfaction, its effect on behavioral intention may vary. For Generation Z, who prefer interactive and easily controllable experiences, control competence may have a stronger impact in shaping behavioral intention.

2.2.4 Behavioral Intention to Use

Behavioral Intention to Use refers to users' intention to continue using an application in the future, driven by factors such as perceived enjoyment, curiosity, and control competence. This concept is widely used in technology adoption theories and is considered a strong predictor of actual usage behavior (Basuki et al., 2022). In online ticket booking services, higher perceived enjoyment, curiosity, and control competence are expected to increase users' intention to reuse the application.

2.3 Empirical Review and Hypothesis

Empirical studies consistently show that perceived enjoyment is one of the most stable factors influencing intention and continuance intention in entertainment-based digital systems. Akdim et al. (2022) found that enjoyment

has a stronger effect in hedonic applications than in utilitarian ones. Similar findings were reported by Wijastuti et al. (2024) and Syafitri & Al Sukri (2025), showing that perceived enjoyment positively affects repurchase intention and continued use decisions for the TIX ID application.

In addition to enjoyment, curiosity has been shown to play a significant role in encouraging intention to use digital systems. Latif & Utomo (2024) found that curiosity significantly influences satisfaction and continuance intention in pay-later digital services. Rahayu et al. (2025) also found that curiosity directly and significantly influences Generation Z's behavioral intention to use TikTok, reinforcing the role of exploration and curiosity in entertainment systems.

However, findings regarding control competence are inconsistent. Some studies report that users' ability to control a system does not always significantly influence intention. Latif & Utomo (2024) found that control does not influence satisfaction, while Rahayu et al. (2025) also reported that control does not significantly affect behavioral intention. This inconsistency indicates the need to re-test the role of control competence in other digital entertainment contexts such as online ticket booking.

Based on the empirical review, the hypotheses are formulated as follows:

- H1: Perceived Enjoyment positively influences Behavioral Intention to Use digital ticket booking services among Generation Z.
- H2: Curiosity positively influences Behavioral Intention to Use digital ticket booking services among Generation Z.
- H3: Control Competence positively influences Behavioral Intention to Use digital ticket booking services among Generation Z.

3. RESEARCH METHODOLOGY

3.1 Research Approach

This study uses a quantitative approach with a causal design to test the relationships between Perceived Enjoyment, Curiosity, and Control Competence on Behavioral Intention to Use in the context of online ticket booking services among Generation Z. Data were collected through an online questionnaire distributed in December 2025. All variables were measured using a 1–5 Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), covering Perceived Enjoyment (X1), Curiosity (X2), Control Competence (X3), and Behavioral Intention to Use (Y1). The analyzed dataset consists of 122 respondents selected through purposive sampling, namely Generation Z users in Indonesia (aged 13–28) who have used online ticket booking services such as TIX ID, Tiket.com, Goers, and Traveloka Events in the last six months. However, it should be noted that the geographic distribution of the respondents is more concentrated in major cities like Jakarta, which may affect the overall representation of the Indonesian population.

3.2 Analytical Approach

Data were analyzed using IBM SPSS. Validity and reliability tests were conducted to ensure instrument quality. Hypotheses were tested using multiple linear regression to analyze the effects of Perceived Enjoyment, Curiosity, and Control Competence on Behavioral Intention to Use. The t-test, F-test, and coefficient of determination (R^2) were used to evaluate significance and model strength.

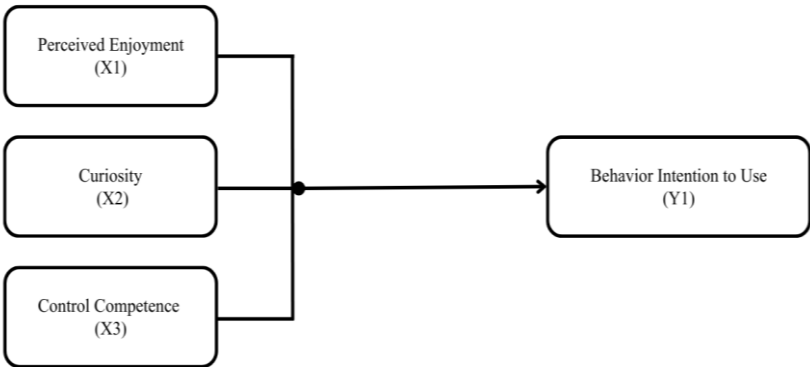


Figure 1. Conceptual Framework
Source: Authors (2025)

4. RESULT AND DISCUSSION

4.1 Result

4.1.1 Descriptive Statistics

Based on the SPSS output, 122 respondents were analyzed. The mean scores of all variables are relatively high (close to 5), indicating that respondents tend to report positive experiences with online ticket booking applications and strong intention to reuse them. Details are presented in Table 1.

Table 1. Descriptive Statistics (N = 122)

Variable	N	Min	Max	Mean	Std. Dev
Perceived Enjoyment	122	3,00	5,00	4,4365	0,43428
Curiosity	122	3,00	5,00	4,2992	0,50681
Control Competence	122	3,00	5,00	4,4078	0,43026
Behavioral Intention	122	3,00	5,00	4,3648	0,450155

Source: Authors (2025)

4.1.2 Instrument Validity and Reliability

Reliability testing shows all constructs have Cronbach's Alpha ≥ 0.700 , indicating acceptable internal consistency: PE = 0.725; CU = 0.738; CC = 0.714; BI = 0.700. Item validity using Corrected Item–Total Correlation (CITC) indicates all items exceed the minimum threshold of 0.30, meaning all items are valid and suitable for further analysis.

Table 2. Reliability and Validity Assessment (N= Total Item)

Construct	Cronbach's Alpha	N	CITC Range
Perceived Enjoyment	0,725	4	0,331 – 0,635
Curiosity	0,738	4	0,390 – 0,618
Control Competence	0,714	4	0,390 – 0,586
Behavioral Intention	0,700	4	0,440 – 0,544

Source: Authors (2025)

4.1.3 Classical Assumption Tests

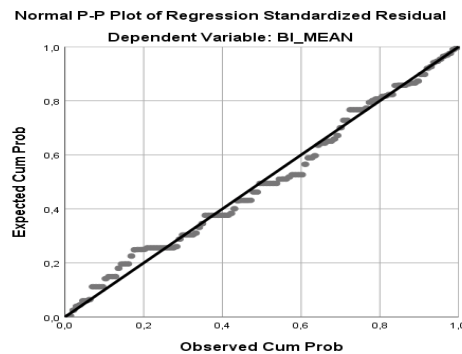
a) Normality of Residuals

The Kolmogorov–Smirnov test produced Asymp. Sig = 0.019; however, the Monte Carlo Sig = 0.275 (> 0.05). Visually, the Normal P–P Plot shows residuals close to the diagonal line and the histogram approximates a normal curve. Considering the Monte Carlo result and graphical evidence, the residuals meet the normality assumption.

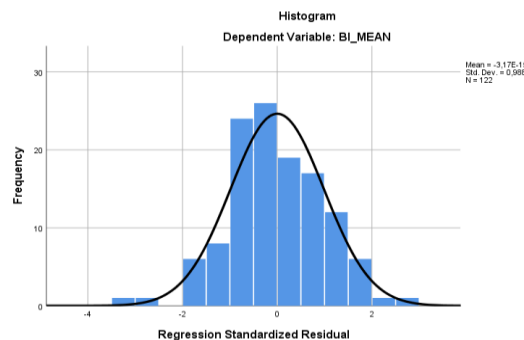
Table 3. One-Sample Kolmogorov–Smirnov Test (Residuals)

Indicator	Value
N	122
Test Statistic	0,089
Asymp. Sig. (2-tailed)	0,019
Monte Carlo Sig. (2-tailed)	0,275
99% CI (Lower–Upper)	0,264 – 0,287

Source: Authors (2025)

**Figure 2.** Normal P–P Plot of Regression Standardized Residual

Source: Authors (2025)

**Figure 3.** Histogram of Regression Standardized Residual

Source: Authors (2025)

b) Multicollinearity Test

Tolerance values are above 0.10 and VIF values are below 10 (PE: Tol 0.450; VIF 2.224 | CU: Tol 0.528; VIF 1.893 | CC: Tol 0.381; VIF 2.623), indicating no multicollinearity.

Table 4. Multicollinearity Test (Tolerance and VIF)

Variable	Tolerance	VIF
Perceived Enjoyment	0,450	2,224
Curiosity	0,528	1,893
Control Competence	0,381	2,623

Source: Authors (2025)

c) Heteroskedasticity Test (Glejser)

The Glejser test shows all independent variables have p-values > 0.05 (PE = 0.307; CU = 0.070; CC = 0.116), indicating no heteroskedasticity.

Table 5. Glejser Test (Dependent Variable: ABS_RES)

Variable	Sig.
Perceived Enjoyment	0,307
Curiosity	0,070
Control Competence	0,116

Source: Authors (2025)

4.1.4 Hypothesis Testing (Multiple Linear Regression)

Multiple regression was conducted to test the effects of PE, CU, and CC on BI. The regression equation is: $BI = 0,068 + 0,275(PE) + 0,435(CU) + 0,274(CC)$.

a) Partial Test (t-test)

- H1: PE → BI is positive and significant (B = 0.275; t = 4.379; Sig = 0.000). Thus, H1 is accepted.
- H2: CU → BI is positive and significant (B = 0.435; t = 8.753; Sig = 0.000). Thus, H2 is accepted.
- H3: CC → BI is positive and significant (B = 0.274; t = 3.981; Sig = 0.000). Thus, H3 is accepted.

Based on Standardized Beta, the most dominant predictor is Curiosity ($\beta = 0.489$), followed by Perceived Enjoyment ($\beta = 0.265$) and Control Competence ($\beta = 0.262$).

Table 6. Regression Coefficients (Dependent Variable: BI)

Variable	B	Beta	t	Sig.
(Constanta)	0,068		0,334	0,739
Perceived Enjoyment	0,275	0,365	4,379	0,000
Curiosity	0,435	0,489	8,753	0,000
Control Competence	0,274	0,262	3,981	0,000

Source: Authors (2025)

Table 7. Hypothesis Decision Summary

Variable	Hubungan	Sig.	Keputusan
H1	PE → BI	0,000	Diterima
H2	CU → BI	0,000	Diterima
H3	CC → BI	0,000	Diterima

Source: Authors (2025)

b) Simultaneous Test (F-test)

The regression model is significant simultaneously (F = 162.561; Sig = 0.000), meaning PE, CU, and CC jointly affect BI.

Table 8. ANOVA (Model Significance)

Component	df	F	Sig.
Regression	3	162,561	0,000
Residual	118		

Source: Authors (2025)

c) Coefficient of Determination (R²)

R Square = 0.805 and Adjusted R Square = 0.800. This indicates that 80.5% of the variance in Behavioral Intention is explained by PE, CU, and CC, while the remaining 19.5% is explained by other factors outside the model.

Table 9. Model Summary

R	R Square	Adjusted R Squared	Std. Error of the Estimate
0,897	0,805	0,800	0,20120

Source: Authors (2025)

4.2 Discussion

The findings support the applicability of the Hedonic Motivation System Adoption Model (HMSAM) in explaining Behavioral Intention to Use digital entertainment ticket booking services among Generation Z. Consistent with HMSAM, perceived enjoyment, curiosity, and control competence significantly strengthen intention, highlighting that adoption in hedonic-dominant services is shaped not only by utilitarian evaluation but also by experiential motivation during system interaction (Lowry et al., 2013). This also aligns with broader technology-intention perspectives that treat intention as a key proximal predictor of continued technology-related behavior (Basuki et al., 2022).

The positive effect of Perceived Enjoyment indicates that users are more likely to intend continued use when the platform delivers a pleasant and emotionally satisfying experience, which is commonly emphasized in hedonic digital contexts (Lowry et al., 2013; Akdim et al., 2022). This result is also consistent with prior evidence in ticketing-related settings where enjoyment contributes to reuse intention and continued engagement with the application experience (Wijastuti et al., 2024; Syafitri & Al Sukri, 2025).

Notably, Curiosity emerges as the most dominant predictor. This suggests that intention among Generation Z is strongly driven by exploratory motivation such as browsing options, comparing events/films, and engaging with features before making a decision reflecting a behavioral pattern commonly observed in entertainment platforms and hedonic digital environments (Lowry et al., 2013; Rahayu et al., 2025). Similar evidence has shown that curiosity can encourage continuance intention by sustaining interaction and stimulating users to explore more content and features (Latif & Utomo, 2024; Rahayu et al., 2025). In the ticket booking context, this implies that pre-purchase exploration is not a minor step but a core mechanism that strengthens reuse intention.

The significant effect of Control Competence indicates that users' confidence in controlling the platform such as navigating the booking flow, selecting schedules/seats, and managing transactions supports stronger intention to reuse. This aligns with the HMSAM argument that perceived control supports intention through feelings of autonomy and effective system engagement (Lowry et al., 2013; Latif & Utomo, 2024). At the same time, earlier studies reported mixed results regarding control competence, suggesting the effect can vary across contexts and platforms (Latif & Utomo, 2024; Rahayu et al., 2025). The present findings suggest that in ticket booking services where transactions involve multiple steps and decision points control competence may become more salient for sustaining intention.

From a model perspective, the regression results indicate strong explanatory power, meaning hedonic and experiential factors account for a substantial portion of intention variance. However, the relatively high mean values across variables suggest a possible ceiling effect, where most respondents gave high scores to digital ticket booking platforms. This may be due to the technology sophistication that Generation Z possesses, making them highly familiar and comfortable with digital applications. As a group that has grown up with technology, Gen Z tends to have positive experiences with apps that offer ease of use and high interactivity. Therefore, the high responses toward factors like perceived enjoyment and curiosity can be explained by the technological familiarity that enhances their experience. Therefore, future research should expand HMSAM with context-specific predictors such as trust/security, promotions or price sensitivity, habit, and social influence, as commonly recommended in digital service adoption research when moving from general hedonic motivation toward real-world transaction settings (Basuki et al., 2022; Ferdiansyah et al., 2025).

5. CONCLUSION

This study confirms HMSAM-based hypotheses in the context of digital entertainment ticket booking platforms among Indonesian Generation Z. Perceived enjoyment, curiosity, and control competence significantly contribute to behavioral intention. The primary insight is that intention in entertainment ticketing is driven most strongly by exploratory motivation (curiosity), highlighting that engagement before consumption searching, browsing, and comparing plays a major role in shaping reuse intention. This supports HMSAM as a more suitable framework for hedonic-dominant digital services than purely utilitarian adoption models.

The study contributes by applying HMSAM to an underexplored setting digital entertainment ticket booking and clarifying the dominant role of curiosity for Generation Z users. Nevertheless, limitations include the cross-sectional design, reliance on self-reported measures, and the possibility of ceiling effects due to generally high responses. The model also excludes several contextual predictors relevant to ticket booking (e.g., trust, promotions, habit, social influence). Future studies should expand the model, test more diverse or platform-specific samples, and apply longitudinal or experimental approaches to assess whether curiosity and enjoyment translate into sustained behavior.

Institutionally, the findings imply that platform development should not focus solely on transaction efficiency but also prioritize the exploratory user experience. Platform managers should strengthen features that stimulate curiosity (e.g., personalized recommendations and dynamic content presentation), maintain enjoyment through intuitive UI/UX, and improve control competence by ensuring consistent navigation, transparent transaction status, and streamlined booking flows. At the policy level, evaluating digital entertainment platforms should include user experience indicators, not only transaction volume, to support sustainable adoption especially among Generation Z.

Based on the research findings, Curiosity is the most influential factor in shaping users' intention to reuse digital ticket booking platforms. Therefore, application developers should prioritize features that stimulate users' curiosity, such as interactive preview features (e.g., movie trailers or virtual tours) and gamification in selecting seats or determining entertainment experiences. These features will not only enhance engagement but also extend the time users spend interacting with the application.

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