

## ABSTRACT

*This study aims to analyze the mediating role of tourist satisfaction on the influence of experience and perceived value on the intention to use mobile technology in Yogyakarta. In this study consisted of technology experience, perceived value, tourist satisfaction and intention to use mobile technology. Data collection was conducted in June 2018. The population in this study were all tourists in Yogyakarta. Sampling uses probability sampling with random sampling technique. Data analysis methods include descriptive analysis. Data analysis methods include descriptive analysis, and quantitative analysis with Partial Least Square (PLS) analysis techniques using the Smart PLS Application. The analysis method used is Partial Least Square (PLS). PLS is one of the Structural Equation Modeling (SEM) techniques.*

*The findings of this study are: 1). Technology experience has a significant positive effect on tourists' mobile technology intention to use in Yogyakarta; 2). Perceived value has a significant and positive effect on mobile technology intention to use. 3). Technology experience has proven to have a significant positive effect on tourist satisfaction in Yogyakarta. 4). Perceived value proved to have a significant and positive influence on tourist satisfaction; 5). Tourist satisfaction is proven to have a significant positive effect on tourist technology's intention to use in Yogyakarta; 6) Technology experience has an indirect effect on mobile technology intention to use through tourist satisfaction; 7) Perceived value has indirect effect on mobile technology intention to use through tourist satisfaction.*

*Author recommend that the tourism office in Yogyakarta improve complete information about tourist attractions, culinary, and hotels, this is done to give satisfaction to tourists so that the services provided are in line with expectations or even exceed the expectations of tourists. This can be done more actively in providing more complete information. Mediation factors include tourist satisfaction which is included in the catalog very well. So it is advisable that the tourism office should further improve the information needed by tourists who end in Yogyakarta.*

*Keywords: Technology experience, perceived value, tourist satisfaction, and intention to use mobile technology.*