

Pengaruh functionality dan usability pada website distribusi online jasa hotel terhadap information phrase, agreement phrase, dan settlement phrase : studi kasus www.agoda.com dan www.rajakamar.com =
Influence of functionality and usability towards information phrase, agreement phrase, and settlement phrase : study case www.agoda.com and www.rajakamar.com

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Abstrak

Skripsi ini membahas mengenai bagaimana functionality dan usability mampu menjelaskan information phrase, agreement phrase, dan settlement phrase sebagai tiga tujuan utama website.

Penelitian ini adalah penelitian kuantitatif dengan responden konsumen www.agoda.com dan www.rajakamar.com yang pernah berkunjung ke websitenya dalam 12 bulan terakhir. Kuisisioner yang disebar sebanyak 250 kuisisioner untuk 250 responden. Responden ditanya mengenai bagaimana pengaruh variabel-variabel tersebut pada website www.agoda.com dan www.rajakamar.com.

Model penelitian yang digunakan merupakan gabungan antara penelitian Bai, Law, dan Wen (2008) mengenai The Impact of Website Quality on Customer Satisfaction and Purchase Intentions: Evidence from Chinese Online Visitors dan Chiou, Lin, dan Perng (2011) mengenai A Strategic Website Evaluation of Online Travel Agencies.

Hasil penelitian ini membuktikan bahwa dua variabel yang diteliti, yaitu functionality dan usability mampu menjelaskan variabel information phrase, agreement phrase, dan settlement phrase.

Saran untuk penelitian ini adalah saluran distribusi online yang digunakan lebih banyak dan variabel yang diteliti juga lebih banyak, serta penyebaran kuisisioner bisa melalui offline.

This essay discusses the functionality and usability of how explain the information phrase, agreement phrase and settlement phrase as three main objectives website.

This research is a quantitative research with www.agoda.com and www.rajakamar.com respondents who've been to the website in the last 12 months. Questionnaires were distributed 250 questionnaires to 250 respondents. Respondents were asked about how the influence of these variables to the website www.agoda.com and www.rajakamar.com.

The model used in this research is a combination of research Bai, Law, and Wen (2008) about The Impact of Website Quality on Customer Satisfaction and Purchase Intentions: Evidence from Chinese Online Visitors and Chiou, Lin and Perng (2011) about A Strategic Website Evaluation of Online Travel Agencies.

These results prove that the two variables studied, the functionality and usability can explain the information phrase, agreement phrase and settlement phrase.

Suggestions for this study is the online distribution channels are being used more also studied variables are many, and can be spread through offline questionnaires.