

Analisis pengaruh faktor terkait produk dan saluran dalam seleksi website pemesanan hotel melalui internet studi kasus website online travel agent dan website hotel = Analysis influence of product related factors and channel related factors towards selections of online hotel booking channels case study online travel agent website and hotel website / Puspitasari Surya Putri

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Abstrak

[ABSTRAK

Penelitian ini membahas pengaruh product related factor dan channel related factor terhadap seleksi website pemesanan hotel melalui internet dengan membandingkan Website Online Travel Agent (OTA) dan Website Hotel. Skripsi ini membahas pengaruh terhadap purchase intention yang ditimbulkan oleh product related factor, channel related factor dan information search intention. Penelitian menghasilkan kesimpulan pada kedua website, purchase intention tidak dipengaruhi secara signifikan oleh product related factor. Sedangkan pada product related factor dan channel related factor berpengaruh secara signifikan terhadap information search intention pada Website Hotel dan channel related factor berpengaruh secara signifikan terhadap purchase intention dan information search intention pada Website OTA. Pada penelitian ini juga terdapat implikasi manajerial serta saran untuk penelitian selanjutnya.

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ABSTRACT

This study discusses the effect of product related factor and channel related factor towards selection of online hotel booking channel via Internet with comparing on Online Travel Agent (OTA) and Hotel Website. This study also includes two other variables, namely information search intention and affecting on purchase intention. This results of this research show that on both website, purchase intention did not significantly affected by product related factor. But channel related factors significantly influence information search intention for both Website and purchase intention on OTA Website. There are also managerial implications and advices for the next research.

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