

Analisis pengaruh scarcity, popularity, dan consumer ratings terhadap online hotel booking intentions = The influence of scarcity popularity and consumer ratings on online hotel booking intentions

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh scarcity, popularity, dan consumer ratings terhadap online hotel booking intentions konsumen. Data diperoleh dari penyebaran kuesioner kepada 94 responden, pria dan wanita berkewarganegaraan asli Republik Indonesia, dengan usia berkisar antara 18-35 tahun, dan pernah melakukan pemesanan hotel secara online dalam kurun waktu 6 bulan terakhir. Analisis data dilakukan menggunakan software SPSS 22, dengan metode independent sample t-test dan three way ANOVA. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh yang signifikan dari consumer ratings dan popularity terhadap online hotel booking intentions. Sedangkan scarcity tidak memiliki pengaruh yang signifikan.

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ABSTRACT

This study aims to analyze the influence of scarcity, popularity, and consumer ratings on consumers online hotel booking intentions Data were collected using questionnaire which distributed to 94 respondents, aiming for man and woman from 20 to 35 years old and is having Indonesian citizenship, have ever booked a hotel online in the last 6 months. SPSS 22 is used to employe the data, independent sample t test and three way ANOVA. The result of this research shows that consumer ratings and popularity has significant effects on online hotel booking intention. Futhermore, scarcity is proven has no effect on online hotel booking intentions.