

Perancangan strategi pemasaran berdasarkan faktor-faktor yang memengaruhi niat beli voucher hotel melalui situs online travel agent = Designing marketing strategy based on factors affecting purchase intention of hotel voucher through online travel agents website

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Abstrak

Tujuan dari penelitian ini untuk memperoleh faktor-faktor yang berpengaruh signifikan terhadap *Purchase Intention* voucher hotel melalui situs *Online Travel Agent* (OTA) dengan menerapkan metode *Structural Equation Modeling* (SEM). Faktor-faktor yang diteliti, antara lain *Perceived Price*, *Brand Image*, *Perceived Value*, dan *Trust*. Hal tersebut berdasarkan adanya gap antara persentase penetrasi pengguna layanan pemesanan voucher hotel dan persentase penjualan voucher hotel di segmen *online travel booking* di Indonesia. Selain itu, penelitian ini juga bertujuan untuk memberikan rekomendasi strategi pemasaran bagi OTA menggunakan metode *Importance-Performance Analysis* dan konsep *Digital Marketing* berdasarkan faktor-faktor yang berpengaruh signifikan. Strategi pemasaran menjadi penting mengingat adanya dominansi *offline travel booking* di Asia Pasifik, termasuk Indonesia. Dengan strategi pemasaran yang tepat, OTA dapat meningkatkan niat beli konsumen dan memperkuat posisinya di *travel market*. Hasil penelitian ini mengindikasikan bahwa faktor *Brand Image* dan *Trust* berpengaruh signifikan terhadap *Purchase Intention* voucher hotel. OTA pun perlu mempertimbangkan penerapan beberapa strategi pemasaran dengan tingkat prioritas tinggi, yaitu jaminan pasti dapat menginap di hotel yang dituju, *Call to Action* (CTA) sebagai *content marketing* di media sosial *Instagram* dan blog serta menyediakan fasilitas penjadwalan ulang secara *online* dan bersifat satu pintu untuk voucher hotel yang telah dipesan.

.....The objective of this research is to discuss how various factors to affect purchase intention of hotel voucher through Online Travel Agent (OTA)s websites by applying Structural Equation Modeling (SEM). Perceived Price, Brand Image, Perceived Value, and Trust are four key predictors. This is supported by the gap existed between the user penetration percentage and the actual sales percentage of the voucher hotel in online travel booking segment in Indonesia. In addition, this research is also aimed to provide marketing strategies for OTAs by applying Importance-Performance Analysis. Marketing strategy is crucial as the offline travel booking dominates the travel market in Asia Pacific including Indonesia. By considering the appropriate marketing strategy, OTA can improve their consumers purchase intention for hotel voucher and strengthen their positions in travel market. The result of this research shows that Brand Image and Trust are 2 factors which have significant effect to the consumers purchase intention. Thus, the highly prioritized marketing strategies that OTA should consider are (1) stay guarantee in the preferred hotel, (2) Call to Action as content marketing through Instagram and blog platforms, and (3) online reschedule option for the booked hotel voucher.