

Pengaruh Review Hotel pada Mobile Application Traveloka terhadap Intensi Pembelian Generasi Milenial = The Influence of Hotel Review on Traveloka Mobile Application towards Purchase Intention among Millennial Generation

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Abstrak

Penelitian ini dilakukan untuk mengetahui faktor apa saja yang mempengaruhi review hotel pada mobile application Traveloka terhadap purchase Intention. Penelitian ini menggunakan metode conclusive descriptive cross-sectional dan kuesioner disebar secara online ke 114 responden milenial yang pernah melakukan reservasi hotel pada aplikasi seluler Traveloka. Skripsi ini menggunakan analisis structural equation modelling (SEM). Penelitian ini menghasilkan Information Credibility dan Attitude towards information memiliki pengaruh yang signifikan terhadap Information Usefulness. Hasil lain penelitian ini menunjukkan bahwa Information Usefulness memiliki pengaruh yang signifikan terhadap Information Adoption dan Information Adoption memiliki pengaruh yang signifikan Purchase Intention. Information Quality dan Needs of information tidak memiliki pengaruh yang signifikan terhadap Information Usefulness serta Attitude towards Information tidak memiliki pengaruh yang signifikan dan langsung terhadap Purchase Intention. Memahami faktor-faktor yang dapat memberikan pengaruh terhadap Purchase Intention pada kegiatan reservasi hotel melalui aplikasi Online Travel Agent di Indonesia dapat membantu pemasar dalam memprediksi perilaku konsumen dalam kegiatan pesamasaran produk ataupun perusahaan

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This study was conducted to determine what factors influence hotel reviews on Traveloka mobile application towards purchase intentions. This study used a conclusive descriptive crosssectional method and the questionnaire was distributed online to 114 millennial respondents who had made hotel reservations on the Traveloka mobile app. The data analysis technique in this study used the Structural Equation Model (SEM). The result of the study are Information Credibility and Attitude towards information having a significant influence on Information Usefulness. Other results of this study indicate that Information Usefulness has a significant effect on Information Adoption and Information Adoption has a significant influence on Purchase Intention. Information Quality and Needs of information do not have a significant effect on Information Usefulness and Attitude towards Information do not have a significant and direct effect on Purchase Intention. Understanding the factors that can influence Purchase Intention in hotel reservation activities through the Online Travel Agent application in Indonesia can help marketers predict consumer behavior in product or company marketing activities