

Analisis pengaruh safety information transparency dan economic benefits terhadap intensi pembelian tiket hotel melalui Aplikasi Online Travel Agent di masa Pandemi COVID-19 : peran dari Moderasi Booking Motivation = Analysis of safety information transparency and economic benefits towards hotel booking purchase intention through Online Travel Agent (OTA) Application during the COVID-19 Pandemic : the role of Booking Motivation Moderation

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Abstrak

Pemesanan tiket hotel melalui Online Travel Agent (OTA) mengalami penurunan secara signifikan di masa pandemi COVID-19. Melihat permasalahan tersebut, perlu adanya strategi yang diterapkan oleh suatu hotel untuk dapat kembali meningkatkan pendapatan mereka. Penerapan informasi mengenai protokol keamanan dan pemberian diskon kepada pengguna diharapkan dapat kembali meningkatkan pembelian tiket hotel. Penelitian ini bertujuan untuk menganalisis faktor yang dapat meningkatkan intensi pembelian tiket hotel dengan menganalisis pengaruh dari faktor safety information transparency dan economic benefits dengan pengaruh moderasi booking motivation terhadap intensi pembelian tiket hotel melalui OTA. Penelitian ini menggunakan metode eksperimental between subject 2 (safety information transparency: ada, tidak ada) x 2 (economic benefits: high, low) x 2 (booking motivation: business, leisure). Data responden dalam penelitian ini berjumlah 248 responden. Pengujian hipotesis dilakukan menggunakan metode ANOVA dan analisis mediasi. Penelitian ini berhasil membuktikan bahwa pemberian safety information dan economic benefits meningkatkan perceived value dan attitude pengguna terhadap hotel. Namun terdapat perbedaan antara pengguna dengan booking motivation leisure dan business. Pada leisure traveler, safety information dan economic benefits memiliki pengaruh terhadap perceived value dan attitude, sedangkan untuk business traveler, safety information tidak berpengaruh terhadap perceived value dan attitude, sedangkan economic benefits hanya memiliki pengaruh terhadap attitude. Lebih lanjut, attitude dan perceived value juga terbukti dalam meningkatkan intensi pemesanan dan memediasi pengaruh safety information transparency dan economic benefits terhadap intensi pemesanan hotel. Penelitian ini diharapkan dapat memberikan wawasan mengenai strategi pemasaran kepada pelaku bisnis OTA dan menjadi acuan dalam pengembangan fitur pada halaman pemesanan hotel.

.....Hotel tickets booking through Online Travel Agents (OTA) significantly decreased during the COVID-19 pandemic. Seeing these problems, it is necessary to have a strategy implemented by a hotel to be able to increase their income. The application of information regarding security protocols and giving discounts to users is expected to increase the purchase of hotel tickets again. This study aims to analyze the factors that can increase the intention to purchase hotel tickets by analyzing the influence of safety information transparency and economic benefits factors with the moderating effect of booking motivation on the intention to purchase hotel tickets through OTA. This study uses an experimental method between subject 2 (safety information transparency: yes, no) x 2 (economic benefits: high, low) x 2 (booking motivation: business, leisure). Data respondents in this study amounted to 248 respondents. Hypothesis testing was done using ANOVA method and mediation analysis. This study succeeded in proving that the provision of safety

information and economic benefits increases the perceived value and attitude of users towards the hotel. However, there are differences between users with motivational leisure and business bookings. For leisure travelers, safety information and economic benefits have an influence on perceived value and attitude, while for business travelers, safety information has no effect on perceived value and attitude, while economic benefits only has an effect on attitude. Furthermore, attitude and perceived value have also been shown to increase booking intentions and mediate the effect of safety information transparency and economic benefits on hotel booking intentions. This research is expected to provide insight into marketing strategies for OTA business people and become a reference in developing features on hotel booking pages.