

*Undergraduate Thesis  
Tourism Management Study Program  
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**ANALYSIS OF PRODUCT FACTORS, CHANNEL FACTORS AND  
INFORMATION SEARCH INTENTION INFLUENCING  
PURCHASE INTENTION**

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*Abstract*

*Associated with the rapid development of the internet, consumers will find it easier to research product or service information via the internet and make purchases online. As well as the hotel reservations. Many tourists preferred to move from booking manually to online booking. In Indonesia there are many distribution channels that provide airline ticket sales and hotel room bookings such as travel agencies or through online booking applications. Online booking site is a site that favoured by consumers because it is considered easier, faster and offers lower prices. Consumers will prefer to buy a product that has a good brand rating. The attitude of the intention of consumers to buy will be influenced by several factors, because the attitudes and preferences of each person is different so that what is needed and desired will also be different. The attitude of consumer interest in a product or service based on the required criteria is the intention of consumers to buy. In addition, the intention to buy also influences product factors, channel factors and intention to search information. Therefore, this study aims to analysis the factors that influence the intention to buy consumers in hotel bookings through online booking.*

*Observation data obtained through purposive sampling method. The number of samples tested was 313 respondents. The statistical method in conducting the research hypothesis is multiple regression.*

*The results of the research test state that the product factors do not have significant effect on the purchase intention. Product factors have a significant effect on information search intentions. The channel factors have a significant effect on the purchase intention. Channel factors have a significant effect on information searching intentions. The intention to search for information has a significant effect on the purchase intention.*

**Keywords:** *Product Factors, Channel Factors, Information Search Intention, Purchase Intention*