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ANALYSIS EFFECT OF ATTITUDE, TRUST, PERCEIVED RISK, AND PERCEIVED USEFULNESS ON INTENTION OF BOOKING HOTEL ROOMS ONLINE

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ABSTRACT

This study examines the influence of attitudes, beliefs, risk perceptions, and perceptions of usefulness to interest in booking hotel rooms using OTA. A hotelier especially in the field of e-commerce needs to know the factors driving a consumer to make a room reservation through an online network.

This study used a survey method by distributing questionnaires to several groups, with a total of 1221 questionnaires distributed, and 418 returned questionnaires. Samples were taken based on people who used online application facilities to buy hotel rooms. After the respondent fills in the questionnaire, the result data is collected using the SPSS 24 program to collect each independent variable on the accepted variable.

The research produced results that the variable attitude and perceived usefulness had a positive effect on interest in booking hotel rooms online. While the variables of trust and risk perception do not have a significant effect on interest in booking a room using OTA. There are still some limitations in this study such as the research variables that are lacking in determining this dependent variable. Then, the population taken is Batam people only, where opinions and data collected are almost uniform, which causes the data to be abnormal. After that, this research is limited to online bookings for hotel rooms, whereas for today, online bookings can be used for various features such as flight ticket reservations, online transportation reservations, online shopping, and so on.

Keywords : *Attitude, trust, perceived risk, perceived usefulness, intentions in purchasing hotel rooms online.*