



Seeking of hotel room online purchase intention: case study Misteraladin.com

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ABSTRACT

This research was conducted to determine the influence of online customer review, price, and e-service quality on purchase intention of hotel rooms on the OTA site Misteraladin.com. The research was conducted using descriptive quantitative analysis techniques and consisted of several initial hypotheses in the research. The population in this research were followers of the Misteraladin Instagram account using non-probability sampling techniques with the Purposive Sampling method. Based on this sampling technique, 100 samples of users of the Misteraladin Instagram account were determined as research respondents. The type of data used is primary data using a questionnaire and utilizing multiple linear regression analysis techniques with IBM Statistics SPSS 26 software to determine the impact between the independent variables and the dependent variable. The results of this research show that online customer review and e-service quality have a positive and significant effect on purchase intention of hotel rooms on the OTA Misteraladin.com site, while price does not have a significant positive effect on purchase intention of hotel rooms on the OTA Misteraladin.com site.

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1. INTRODUCTION

Technology is providing rapid changes. Previously, someone who wanted to book a hotel room had to go directly, now with the advent of technological developments, people can book more easily and quickly and can also get various kinds of promotions by using an Online Travel Agent (OTA) (Fathin & Millanyani, 2021). The emergence of OTA provides changes to product offerings made by conventional businesses (Sulistyo *et al.*, 2022). OTA is a service that uses an application and sells travel needs such as plane tickets, hotel tickets, train tickets, travel packages, bus tickets, and others (travelinfo.id, 2021).

From five OTA in top brand reservation hotel site, Misteraladin.com is in fifth place, which has quite a comparison with Traveloka.com and experienced a decline in users in 2022 of 3.9%. The decrease in the percentage of hotel room bookings on Misteraladin.com indicates that there are problems with booking hotel rooms on

Mistraladin.com due to a lack of purchase intention, so customers prefer to use other OTA sites (Eldryanti Ating Sia *et al.*, 2023). Hotels are one of the accommodation service providers that are widely known by the public. Along with the development of technology and social media, hotel customers have given opinions about where they are staying via social media or on OTA applications where they book hotel rooms (Alhamdi, 2023). Because currently consumers tend to look for related information that is relevant to their travel plans, such as online reviews which can increase consumer interest in considering hotels for where they stay while on holiday (Marthasari & Widjaja, 2020).

Currently, people need media that can provide information about hotels which they will later use to support their interest in purchasing hotel room reservations (Wardhani & Nuryanto, 2023). Quoted from the World Encyclopedia (2023) Mister Aladin is an online travel service in Indonesia that can inspire and support people to travel and was launched in November 2015 by Media Nusantara Citra. Before making a transaction, customers usually search for information first and can compare prices according to their budget (Taan, 2021). Price is not just a number on a label, but also appears in many forms and has many functions (Kotler & Keller, 2016). The price factor is one of the determining factors in generating buying interest or purchasing decisions.

Good service can increase customer buying interest which can be seen through Electronic Service Quality. E-Service Quality is described as a site that makes shopping easier when purchasing and the effectiveness of the services offered (Parasurama and Maholtra, 2002). Customers can assess the quality of services providers through websites or related applications based on problems and speed of response. The better e-service quality provide, the more confident customers will be in making online transactions.

The equation of this research with previous research, such as research conducted by (Fathin & Millanyani, 2021) and (Nuryanto, 2023), use online customer reviews as the independent variable and interest in buying hotel rooms as dependent variable, but the difference is seen in the research object. The next equation can be seen from research (Alhamdi, 2023) which uses online customer reviews and price as independent variables but which. The difference can be seen in research objects that use OTA Traveloka and research conducted by (Taan, 2021) has similarities with uses price variables but the difference is seen in the object research, because the research uses e-commerce as research object. Differences between previous research and previous research will be carried out, namely it can be seen from the research object, where in the research previously used the OTA Traveloka site as a research.

2. RESEARCH METHOD

This research is descriptive quantitative. The population for this research are people who already know about the Online Travel Agent (OTA) Mistraladin site which is taken from all of Mistraladin Instagram account followers which is 35,900. The sampling in this research using technique non-probability sampling with the purposive sampling method. The primary data obtained relates to online customer review (X_1), prices (X_2), e-service quality (X_3), and Purchase Intention (Y).

There are three hypotheses established to confirm the relationship between variables. All the data obtained is then tabulated and statistically tested. In the first step of analyzing the data with validity test and reliability test. The classical assumption test used a data normality test with Kolmogorov Smirnov (KS). If it passed, a multicollinearity test was done by looking at the tolerance value of 0,10 and the variance inflation factor (VIF) of 10. If they match, there in no have multicollinearity between independent variables. For the heteroskedasticity test was carried out by looking at the p-value of $> 0,05$, so heterokedasticity did not occur. The next step is a linear regression analysis to measure the strength of a relationship between variables. In this research, multiple linear regression is used with the model $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$. After this is partial test (t-test) to show how much influence an independent variable has on dependent variable.

The last part is coefficient of determination (R^2) essentially measure how far the model's ability is to explain variations in the dependent variables.

2.1 The Effect of Online Customer Review on Purchase Intention

Online Customer Review (OCR) is a source of information about products that are rich in variety. Online site visitors have the desire to read reviews before making purchasing choices (Latief & Ayustira, 2020). Online Customer Review are a form of word of mouth in online sales, providing information about a products to potential buyers who have benefited from the products they purchased (Gabriela *et al.*, 2022). With the Online Customer Review, it is hoped that it can create initial expectations from potential buyers before making a transaction and it will be easier to find comparisons with similar products (Latief & Ayustira, 2020).

Online Customer Review is a feature that provides a comments column for consumers who have used the service so they can share their experiences after using the service (Fathin & Millanyani, 2021). Because currently consumers tend to look for related information that is relevant to their travel plans, such as online reviews which can increase consumer interest in considering hotels for where they stay while on holiday (Marthasari *et al.*, 2020). This explanation is supported by research (Fathin & Millanyani, 2021) which proves that there is an influence between online customer reviews and purchase intention. From the explanation, the researcher formulated the following hypothesis: H_1 : Online Customer Reviews Have a Positive Influence on Purchase Intention Hotel Rooms on the OTA Site Misteraladin.com

2.2 The Effect of Price on Purchase Intention

According to Kotler and Armstrong (2013) (Suryani *et al.*, 2022) price is the amount of money charged to a good or service or the amount a customers exchanges for the benefits that using the product or service. Price is one of the important variables in marketing, and price can influence customers product purchase decisions for various reasons (Ghozali, 2009).

Kotler (2016) said that price is the amount that we charged for a product or service. This means that price is the value for costumers must pay the own or benefit from a product or service. Before making a transaction, customers usually search for information first and can compare prices according to their budget (Taan *et al.*, 2021). This explanation is supported from research (Taan *et al.*, 2021) which states that price has a positive and significant effect on purchase intention. From the explanation, the researcher formulated the following hypothesis:

H_2 : Price Have a Positive Influence on Purchase Intention Hotel Rooms on the OTA Site Misteraladin.com

2.3 The Effect of E-Service Quality on Purchase Intention

E-service quality is an electronic-based service that is used to purchase or deliver products and services effectively and efficiently (Parasuraman and Maholtra, 2002). According to Chasee et al (2013) e-service quality is a broad range form of service quality using internet media used to connect sellers and buyers and conduct activities effectively and efficiently.

E-Service Quality that is a service provided over the internet to extend of the functionality of a website to facilitate shopping, purchasing and selling activities effectively and efficiently. Good service can increase customer buying interest which can be seen through Electronic Service Quality. E-Service Quality is described as a site that makes shopping easier when purchasing and the effectiveness of the services offered (Parasurama and Maholtra, 2002). This explanation is supported by research (Urnika & Khasanah, 2023) which states that E-service quality has a positive and significant effect on purchase intention.

H₃ : E-Service Quality Have a Positive Influence on Purchase Intention Hotel Rooms on the OTA Site Misteraladin.com

3. RESULT AND DISCUSSION

3.1 Respondent Characteristic

This quantitative data collected by distributing online questionnaires via Google Form to all of followers Misteraladin Instagram account. For the characteristics of respondents include gender, age and occupation.

Table 1 Respondent Characteristic

No	Characteristic	Classification	Frequence (person/%)
1	Gender	Men	48
		Women	52
		Total	100
2	Age	18 – 25 years	49
		26 – 35 years	36
		> 35 years	15
		Total	100
3	Occupation	Student	24
		Private Employees	44
		Official Servant	6
		Other	26
		Total	100

Source: Data SPSS, 2023

Table 1 shows the results of testing and analyzing respondent data about their gender, age, and occupation. On gender characteristics, the percentage of women respondent is higher than men respondent. Respondent aged 18 – 25 years dominated the age variable. For the occupation characteristic private employees who dominates on this research.

3.2 Validity Test

The method used to assess the validity of the questionnaire is bivariate Pearson. When determining whether an item is suitable for use, a significance test of the correlation coefficient is typically performed at a signification level of 0,05, this is means that an item considered valid if it significantly correlates with the total score. An item or question declared valid if the calculated r is greater than the table r and the value is positive (Sugiyono, 2019).

Table 2 Validity Test

Variable	Indicator	R calculated	R table	Information
Online Customer Review (X1)	X1.1	0,760	0,195	Valid
	X1.2	0,744	0,195	Valid
	X1.3	0,579	0,195	Valid
	X1.4	0,647	0,195	Valid
Price (X2)	X2.1	0,807	0,195	Valid
	X2.2	0,841	0,195	Valid
	X2.3	0,514	0,195	Valid
	X2.4	0,687	0,195	Valid
E-Service Quality (X3)	X3.1	0,723	0,195	Valid
	X3.2	0,745	0,195	Valid
	X3.3	0,769	0,195	Valid
	X3.4	0,568	0,195	Valid
Purchase Intention (Y)	Y.1	0,824	0,195	Valid
	Y.2	0,818	0,195	Valid

Y.3	0,607	0,195	Valid
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Source: Data SPSS, 2023

Based on Table 2, it shows that there are 4 variables that are the material for this research. The four variables studied have an average of 4 statement items except for the purchase interest variable which has 3 statement items. From each statement item on each variable, the calculated r value is greater than the table r , then the data obtained in the field is declared valid.

3.3 Reliability Test

Reliability testing involves measuring questionnaires that represent indicator variable is construct. The questionnaire is reliable if a people's response to statements are consistent or stable over time. If the Cronbach's Alpha value (α) is greater than 0.60 the results obtained can be said to be reliable or a construct or variable is declared reliable (Ghozali, 2018).

Table 3 Reliability Test

Variable	Cronbach Alpha	Rule Of Thumb	Information
Online Customer Review (X1)	0,621	0,60	Reliabel
Price (X2)	0,682	0,60	Reliabel
E-Service Quality (X3)	0,631	0,60	Reliabel
Purchase Intention (Y)	0,613	0,60	Reliabel

Source: Data SPSS, 2023

From the results of table 3, it shows that all variables have quite large Cronbach alpha, namely above 0.60. So, it can be concluded that the reliability of the online customer review (X1), price (X2), e-service quality (X3), and purchase interest (Y) is reliable.

3.4 Test Classical Assumptions

a. Normality Test

Normality test used to test the whether confounding or residual variables at a regression model is normally distributed. Good regression model has a normally distributed data. This test can be performed using the Kolmogorov-Smirnov test with at a significance level of 0.05 or 5%. If the obtained significance value is greater than 0.05, the data is normally distributed (Ghozali, 2018).

Table 4 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.56022272
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.041
Test Statistic		.078
Asymp. Sig. (2-tailed)		.142 ^c

Source: Data SPSS, 2023

Based on the normality test results in Table 4, it shows that the Asymp. Sig. (2-tailed) is 0.142. This value is greater than 0.05, so it can be concluded that the data has a normal distribution.

b. Multicollinearity Test

According to (Ghozali, 2018) multicollinearity test aims to test the whether a correlation between independent variables can be found in a regression model. A good regression model involve that there be no correlation between independent variables. Two things can be used to determine whether there is a correlation between independent variables: Tolerance and Variance Inflation Factor (VIF). The values used to indicate the presence of multicollinearity are Tolerance > 0.10 and VIF < 10.

Table 5 Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Online Customer Review	0.774	1.292
Price	0.966	1.035
E-Service Quality	0.752	1.329

Source: Data SPSS, 2023

Based on the results multicollinearity test in Table 5 above, it can be seen that the three independent variables have VIF numbers around 1 (the online customer review variable is 1.292, the price variable is 1.035 and the e-service quality variable is 1.329) and all variables have a Tolerance value greater than 0.1 (10%). Thus, it can be said that there are no multicollinearity problems and the regression model is multicollinearity free.

c. Heterokedasticity Test

The heteroscedasticity test is used for test the whether in the regression model there is inequality of variance from the residual value of one observation to another. Using the Spearman Rho test, the following criteria are used to make decisions: The regression model does not show signs of heteroscedasticity, if the significance value (Sig.) is greater than 0.05. Symptoms of heteroscedasticity appear if the significance value (Sig.) is less than 0.05 (Ghozali, 2018).

Table 6 Heterokedasticity Test

Variable	Sig. (2-tailed)
Online Customer Review	0,937
Price	0,666
E-Service Quality	0,624

Source: Data SPSS, 2023

Based on the results of the heteroscedasticity test with the Spearman Rho test, it can be seen that the Sig. of each variable is more than 0.05 so it can be concluded that heteroscedasticity does not occur in the regression model.

3.5 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine whether there is an influence between variables X1 (Online Customer Review), X2 (Price), X3 (E-Service Quality) on Y (Purchase Intention).

Table 7 Multiple Linear Regression Analysis

Model		Coefficients ^a		
		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	3.732	1.386	
	Online Customer Review	.213	.088	.234
	Price	-.081	.082	-.086
	E-Service Quality	.393	.097	.400

a. Dependent Variable: Purchase Intention

Source: Data SPSS, 2023

Based on data analysis using the program SPSS version 26, the following regression equation result was obtained:

$$Y = 3,732 + 0.213X_1 - 0.081X_2 + 0.393X_3 + e$$

3.6 Partial Significant Test (t-Test)

The T test has a significance value of $\alpha = 5\%$. The test criteria are if the significance value of t (p-value) $\leq 0.05\%$ then the hypothesis proposed in this research is accepted, which states that an independent variable individually and significantly influences the dependent variable (Ghozali, 2018).

Table 8 Partial Signification Test (t-Test)

Model	Coefficients ^a			t	Sig.		
	Unstandardized Coefficients		Standardized Coefficients				
	B	Std. Error	Beta				
1	(Constant)	3.732	1.386			2.692	.008
	Online Customer Review	.213	.088	.234		2.409	.018
	Price	-.081	.082	-.086		-.987	.326
	E-Service Quality	.393	.097	.400		4.056	.000

a. Dependent Variable: Purchase Intention

Source: Data SPSS, 2023

Based on the results of data analysis in table 4.8 above, analysis can be carried out on the influence of online customer review, price and e-service quality variables on purchase intention partially as follows:

a. The Influence of Online Customer Reviews (X1) on Purchase Intention (Y):

Based from table 8, it can be seen that the t-coefficient value was obtained is 2.409, the regression coefficient value (β_1) is 0.213 and the significance is 0.008 < 0.05 , which means that H0 is rejected and H1 is accepted. so that online customer reviews have a positive and significant effect on purchase intention.

b. The Influence of Price (X2) on Purchase Intention (Y):

Based from 8, it can be seen that the t-coefficient value was obtained is -0.987, the regression coefficient value (β_1) is -0.081 and the significance is 0.326 > 0.05 , which means that H0 is accepted and H2 is rejected. So price does not have a positive and significant effect on purchase intention.

c. The Influence of E-Service Quality (X3) on Purchase Intention (Y):

Based from 8, it can be seen that the t-coefficient value was obtained is 4.056, the regression coefficient value (β_1) is 0.393 and the significance is 0.000 < 0.05 , which means that H0 is rejected and H3 is accepted. so that e-service quality has a positive and significant effect on purchase intention.

3.7 Coefficient of Determination Test (R²)

The coefficient of determination (R²) basically measures how well the model and its ability to explain variation in the dependent variable. A value close to one means that the independent variables provide almost all the information needed to predict changes in the dependent variable (Ghozali, 2018).

Table 9 Coefficient of Determination Test (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 ^a	.627	.616	.792

a. Predictors: (Constant), E-Service Quality, Price, Online Customer Review

b. Dependent Variable: Purchase Intention

Source: Data SPSS, 2023

Based on the results from the coefficient of determination test in table 9 above, the coefficient of determination (Adjusted R Square) value is 0.616. The formula for calculating determination is $D=R^2 \times 100\%$, so we get $D = 0.616 \times 100\% = 61.6\%$. This means that the contribution between online customer review, price and e-service quality variables to interest in buying hotel rooms on the OTA site Misteraladin.com is 61.6%, while the remainder is ($100\%-61.6\% = 38.4\%$) is explained by variables other than the independent variable in this research.

4. CONCLUSION

The increasingly rapid development of technology provides convenience in all human affairs from various fields, one of which is tourism. With the emergence of technological developments, people can order more easily and quickly and can also get various kinds of promotions by using an Online Travel Agent (OTA). This research, which aims to determine the influence of online customer reviews, prices and e-service quality, was carried out by distributing questionnaires through Instagram followers of the minsteraladin account, which took 100 respondents. In this research, the results showed that online customer reviews and e-service quality had a positive and significant influence on interest in buying hotel rooms on the OTA Misteraladin.com site. Meanwhile, price has no effect on interest in buying hotel rooms on the OTA site Misteraladin.com.

It is known from the results of this research that the price variable has no effect on interest in buying hotel rooms on the OTA site Misteraladin.com, for further research you can add other indicators or replace them with other variables. b. It is hoped that the research that will be carried out afterwards can expand the scope of research respondents so that the research results can be more accurate. Because, in this study the number of respondents was only 100 and is still relatively small, because it only covers a small portion of the existing population. You can also develop and add other variables and indicators such as social media marketing, website quality, or online trust which can influence interest in buying hotel rooms. on the OTA site. It is hoped that companies can always monitor online reviews existing to maintain the quality of the company and can follow up directly with consumers with online reviews negatives who are dissatisfied via e-mail personally and can also continue to make updates to the site and application.

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