

Analisis pengaruh media Richness dan Interactivity dalam visualisasi tampilan hotel terhadap intensi memesan hotel pada aplikasi Online Travel Agency (OTA) = Analysis of media Richness and Interactivity effect in visualization appearance of hotel towards hotel booking intention on Online Travel Agency (OTA) application

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Abstrak

Visualisasi tampilan hotel menjadi salah satu acuan utama pelanggan ketika melakukan pemesanan hotel secara online melalui online travel agency (OTA). Penerapan visualisasi tampilan hotel diharapkan dapat maksimal agar dapat meningkatkan intensi memesan hotel. Visualisasi tampilan dapat menjadi lebih maksimal jika menerapkan konsep media richness dan interactivity. Penelitian ini akan menganalisis pengaruh media richness dan interactivity pada trust, perceived value dan attitude terhadap intensi memesan hotel. Metode yang digunakan pada penelitian adalah eksperimental between subject 2 (media richness: tinggi atau rendah) x 2 (interactivity: tinggi atau rendah). Data valid yang diperoleh sebanyak 152 responden dan diolah menggunakan metode ANOVA dan analisis mediasi pada aplikasi SPSS. Hasil penelitian menunjukkan bahwa visualisasi tampilan dengan media richness dan interactivity tinggi akan memberikan pengaruh yang lebih signifikan terhadap trust, perceived value dan attitude dibandingkan dengan media richness dan interactivity rendah. Pada hubungan interaksinya, hasil yang diperoleh adalah pengaruh media richness yang disertai dengan interactivity tinggi memiliki pengaruh lebih signifikan terhadap trust dan attitude dibandingkan dengan yang disertai interactivity rendah. Berkaitan dengan variabel mediasinya, yaitu trust, perceived value, dan attitude, masing-masingnya memiliki pengaruh positif terhadap intensi memesan hotel dan memediasi hubungan antara media richness dan intensi memesan hotel.

.....The visualization appearance of a hotel becomes one of the primary references of customers when making hotel booking online, mainly through Online Travel Agency (OTA). The application of visual appearance is expected to be maximal so that it can increase intention to book a hotel. Visualization appearance can be more maximal if applying the concept of media richness and interactivity. This research will analyze the effect of media richness and interactivity on trust, perceived value, and attitude towards the intention to book a hotel. The method used in this research is experimental between subject 2 (media richness: high or low) x 2 (interactivity: high or low). Valid data were obtained as many as 152 respondents and processed using the ANOVA and mediation method on the SPSS application. The research result showed that the visualization appearance with high media richness and high interactivity would have significant influence on trust, perceived value and attitude compared to low media richness and low interactivity. In the interaction relationship, it is known that the effect of media richness accompanied by high interactivity has significant effect on trust and attitude compared to accompanied by low interactivity. In relation to the mediation variables, namely trust, perceived value, dan attitude each has a positive influence on the intention to book a hotel and mediates the relationships between media richness and the intention to book a hotel.