

Abstract

Cindy Cendana (01638200011)

UNDERSTANDING CUSTOMER BEHAVIOR IN AN ONLINE TRAVEL AGENT: THE INFLUENCE OF USER'S GENDER, CITY LOCATION, LOYALTY STATUS, RATINGS, AND LEVEL OF INCOME TOWARDS PROMOTION USAGE DURING COVID-19 PANDEMIC.

(xi + 59 halaman; 12 gambar; 3 tabel)

With the rising popularity of online activity and state-of-the-art technology these past few years, it is only natural that the travel agency industry has shifted its focus from offline to online selling. Rising demand for online travel purchases means Online Travel Agent (OTA) needs to stay competitive in the industry. Moreover, during COVID-19 it is becoming more important to stay competitive. One of the strategies that these companies implement to stay competitive is giving out promotion vouchers. In order to best understand OTA customers, this research analyzes the impacts of gender, city demographic, and the user's loyalty status, ratings, and level of income in an Indonesian Online Travel Agent on each customer's usage on promotion vouchers. The findings provide evidence that only loyalty status, ratings, and level of income affect the customer's tendencies to use promotion vouchers.

Reference : 60 (1991-2021)

Key Words : Online Travel Agent, Promotion Voucher, Coupon Proneness, Covid-19 Pandemic, Customer Behavior