

Abstract

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ONLINE TRAVEL AGENT SERVICE AND CUSTOMER SPENDING BEHAVIOR: THE INFLUENCE OF USER'S AGE GENERATION, CITY LOCATION, PAYLATER STATUS, RATINGS, AND TRAVEL PURPOSES DURING COVID 19 PANDEMIC TOWARDS SPENDING.

(x + 58 halaman; 16 gambar; 7 tabel)

This necessity of continually improving the service to online customers is an important prerequisite for a better and successful business in all industries, including the Online Travel Agent industry. Mostly during Covid 19, where the travel industry hit the hardest, purchase and booking emerged as the main objective for OTA to survive. Therefore, understanding the different customer groups in one of the biggest OTA in Indonesia is indispensably crucial. Marketing and sales strategy in all companies including Online Travel Agent require delicate process thought in which the particular team needs to know the different variables that might have any impact on all of their customers' spending. This research found out that User's gender, location (cities), PayLater status, Rating, and Travel Purposes have correlation on User's spending, and can be to eventually tailored help OTA in providing approaches to different customers to increase their sales and bookings especially during the pandemic year..

Reference : 50 (1986-2022)

Key Words : Online Travel Agent, Covid-19, Customer Travel Spending, Spending Behavior