

ABSTRACT

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THE ANALYSIS OF DIRECT BOOKING AND ONLINE TRAVEL AGENT BOOKING TOWARDS CUSTOMERS DECISION MAKING IN ARYADUTA MEDAN

(xv+97 pages; 14 figures; 5 tables; 3 appendixes)

Indonesia has a wide range of hotels including the city of Medan. The majority of hotel in Medan is dominated by online travel agent booking that will charge 15 to 30% of commission fee to the hotel. The customers who frequently stay in hotel will have various consideration and ways to book vacation packages, rooms, or transportation. In addition to the wide selection of hotels, hotels in Indonesia also do provide different type of booking methods: direct booking, online travel agent booking, walk-in booking, etc.

This research study aims to analyze why customers at Aryaduta Medan prefer direct booking, why customers at Aryaduta Medan prefer online travel agent booking and to observe which of the booking methods is more desirable to customers at Aryaduta Medan.

Customers Decision Making is the process in which customers information gathering and weighing the benefits of a product or service that a business is offering to make decisions. The customers decision-making process will depend on various stimuli that include internal and external elements.

This research is utilizing the Qualitative research method where the primary data will be collected from observation, interview, and documentation. The sample selection will be based on the most beneficial and representative.

The result of this research study stated that the Online Travel Agent booking is more desirable because the customers are influenced by the habitual factor that had been carried out for a long time.

Keywords: Direct Booking, Online Travel Agent Booking, Customer Decision Making, Aryaduta Medan.

References: 43 (2019-2023)

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(xv+97 halaman; 14 gambar; 5 tabel; 3 lampiran)

Indonesia memiliki berbagai macam hotel termasuk kota Medan. Mayoritas hotel di Medan didominasi oleh pemesanan agen perjalanan online yang akan membebaskan biaya komisi sebesar 15 hingga 30% ke hotel. Pelanggan yang sering menginap di hotel akan mempunyai pertimbangan dan cara yang berbeda-beda dalam memesan paket liburan, kamar, atau transportasi. Selain pilihan hotel yang beragam, hotel-hotel di Indonesia juga menyediakan berbagai jenis metode pemesanan: pemesanan langsung, pemesanan agen perjalanan online, pemesanan langsung, dll.

Penelitian ini bertujuan untuk menganalisis mengapa pelanggan di Aryaduta Medan lebih memilih pemesanan langsung, mengapa pelanggan di Aryaduta Medan lebih memilih pemesanan agen perjalanan online dan untuk mengamati metode pemesanan mana yang lebih diminati pelanggan di Aryaduta Medan.

Pengambilan Keputusan Pelanggan adalah proses di mana pelanggan mengumpulkan informasi dan menimbang manfaat produk atau layanan yang ditawarkan bisnis untuk mengambil keputusan. Proses pengambilan keputusan pelanggan akan bergantung pada berbagai rangsangan yang mencakup unsur internal dan eksternal.

Penelitian ini menggunakan metode penelitian kualitatif dimana data primer dikumpulkan melalui observasi, wawancara, dan dokumentasi. Pemilihan sampel akan didasarkan pada yang paling bermanfaat dan representatif.

Hasil penelitian ini menyatakan bahwa pemesanan Online Travel Agent lebih diminati karena pelanggan dipengaruhi oleh faktor kebiasaan yang telah dilakukan sejak lama.

Kata Kunci: *Pemesanan Langsung, Pemesanan Agen Perjalanan Online, Pengambilan Keputusan Pelanggan, Aryaduta Medan.*

Referensi: 43 (2019-2023)