

TABLE OF CONTENTS

COVER PAGE

TITLE PAGE

DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENTError! Bookmark not defined.

APPROVAL PAGE BY FINAL PAPER ADVISOR.....Error! Bookmark not defined.

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....Error! Bookmark not defined.

ABSTRACT v

ABSTRAK..... vii

PREFACE viii

TABLE OF CONTENTS x

LIST OF FIGURES xiv

LIST OF TABLES..... xv

LIST OF APPENDICES..... xvi

CHAPTER 1 INTRODUCTION 1

1.1 Background of the study 1

1.2 Problem Limitation 9

1.3 Problem Formulation 9

1.4 Objective of the Research 10

1.5 Benefit of the Research 10

1.5.1 Theoretical Benefit..... 10

1.5.2 Practical Benefit..... 10

CHAPTER 2 12

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT 12

2.1 Marketing..... 12

2.1.1 Definition of Marketing 12

2.1.2 Online Marketing 13

2.2	Perceived Usefulness	13
2.2.1	Definition of Perceived Usefulness.....	13
2.2.2	Concept of Perceived Usefulness.....	14
2.2.3	Indicator of Perceived Usefulness.....	15
2.3	Ease of Use (EoU)	15
2.3.1	Definition of Ease of Use.....	15
2.3.2	Concept of Ease of Use.....	16
2.3.3	Indicators of Ease of Use	17
2.4	Subjective Norm	17
2.4.1	Definition of Subjective Norm.....	17
2.4.2	Concept of Subjective Norm.....	18
2.4.3	Indicator of Subjective Norm.....	19
2.5	Purchase Intention.....	19
2.5.1	Definition of Purchase Intention	19
2.5.2	Concept of Purchase Intention	20
2.5.3	Indicator of Purchase Intention	21
2.6	Previous Research	23
2.7	Hypothesis Development	30
2.7.1	The influence of Perceived Usefulness towards Subjective Norm	30
2.7.2	The influence of Ease of Use towards Subjective Norm	30
2.7.3	The influence of Subjective Norm towards Purchase Intention.....	31
2.7.4	The Influence of Perceived Usefulness Towards Purchase Intention	31
2.7.5	The Influence of Ease of Use towards Purchase Intention.....	32
2.8	Research Model	32
2.9	Framework of Thinking	33

CHAPTER III **34**

RESEARCH METHODOLOGY **34**

3.1	Research Design.....	34
3.2	Population and Sample.....	34
3.2.1	Population	34
3.2.2	Sample.....	35
3.3	Data Collection Method.....	36

3.4	Operational Variable Definition and Variable Measurement	37
3.5	Data Analysis Method.....	39
3.5.1	Research Instrument Test	39
3.5.1.1	Validity and Reliability Test.....	39
3.5.2	Classical Assumption Test.....	41
3.5.2.1	Normality Test.....	41
3.5.2.2	Multicollinearity Test	41
3.5.2.3	Heteroscedasticity Test.....	42
3.5.2.4	Linearity Test	42
3.5.3	Descriptive Statistic Analysis.....	43
3.5.3.1	Measurement of Central Tendency	43
3.5.3.2	Measurement of Dispersion	44
3.5.3.3	Multiple Linear Regression Analysis	45
3.5.3.4	Coefficient of Correlation (R).....	45
3.5.3.5	Coefficient of Determination (R^2).....	46
3.5.4	Hypothesis Test	47
3.5.4.1	F-Test	47
3.5.4.2	T- Test.....	47
CHAPTER IV.....		48
RESEARCH RESULT AND DISCUSSION		48
4.1	General Review of Online Travel Agency	48
4.2	Pre-test Instrument Research Result	49
4.2.1	Validity Test	49
4.2.2	Reliability Test	50
4.3	Full Sampling Research Result	51
4.3.1	Descriptive Statistic	51
4.3.1.1	Characteristic of Respondents.....	51
4.3.1.2	Overview of Respondents by Gender	52
4.3.1.3	Overview of Respondents by Age.....	53
4.3.1.4	Overview of Respondents choice of OTA.....	54
4.3.1.5	Overview of Respondents Amount of Purchase (OTA)	55
4.3.1.6	Respondent's Response.....	56

4.3.2	Analysis Descriptive Variable.....	60
4.3.2.1	Respondents Description on Perceived Usefulness	60
4.3.2.2	Respondents Description on Ease of Use.....	62
4.3.2.3	Respondents Description on Subjective Norm	64
4.3.2.4	Respondents Description on Purchase Intention.....	65
4.3.3	Classical Assumption Test.....	67
4.3.3.1	Normality Test.....	67
4.3.3.2	Multicollinearity Test	68
4.3.3.3	Heteroscedasticity Test.....	69
4.3.3.4	Linearity Test	71
4.3.4	Inferential Statistic	71
4.3.4.1	Multiple Linear Regression Analysis	71
4.3.4.2	Correlation Coefficient.....	74
4.3.4.3	Coefficient of Determination Analysis.....	74
4.3.5	Hypothesis Testing	75
4.3.5.1	Partial Significance Testing (T-test)	75
4.4	Discussion.....	77
CHAPTER V		83
CONCLUSION, IMPLICATIONS, AND RECOMMENDATIONS.....		83
5.1	Conclusion	83
5.1.1	Conclusion of Hypothesis	83
5.1.1.1	The influence of Perceived Usefulness towards Subjective Norm	83
5.1.1.2	The influence of Ease of Use towards Subjective Norm	84
5.1.1.3	The influence of Subjective Norm towards Purchase Intention.....	84
5.1.1.4	The influence of Perceived Usefulness towards Purchase Intention.....	85
5.1.1.5	The influence of Ease of Use towards Purchase Intention.....	85
5.2	Implications.....	86
5.2.1	Theoretical Implications	86
5.2.2	Managerial Implications	87
5.3	Recommendation	91
REFERENCES.....		92
APPENDIX.....		A-1

LIST OF FIGURES

Figure 1. 1 International Tourists Arrival.....	2
Figure 1. 2. Customer's feedback related features	3
Figure 1. 3 Customer's feedback related to previous experiences	4
Figure 1. 4 Indonesia OTA Popularity Survey	4
Figure 1. 5 Indonesia Domestic Traveller.....	5
Figure 1. 6 Amount of Indonesia Foreign Tourist.....	6
Figure 1. 7 Amount of Bali Foreign Traveller	7
Figure 2. 1. Research Model	32
Figure 2. 2. Framework Of Thinking	33
Figure 4. 1 Respondents Pie Diagram.....	52
Figure 4. 2 Respondent's Age Pie Diagram.....	53
Figure 4. 3 Respondents Choice of OTA Pie Diagram	54
Figure 4. 4 Respondents Amount of Purchase	55
Figure 4. 5 Normal P-Plot Purchase Intention	68
Figure 4. 7 Heteroscedasticity Test	69
Figure 4. 8 Heteroscedasticity Test	70
Figure 4. 9 Research Model Result.....	77

LIST OF TABLES

Table 1. 1 Amount of Foreign Tourist	6
Table 1. 2 Amount of Bali Foreign Travelers.....	7
Table 2. 1 Previous Research	23
Table 3. 1 Operationalization Table	37
Table 4. 1 Validity Test of Perceived Usefulness	49
Table 4. 2 Validity Test of Ease of Use	49
Table 4. 3 Validity Test of Subjective Norm	50
Table 4. 4 Validity Test of Purchase Intention.....	50
Table 4. 5 Reliability Test of Variables	50
Table 4. 6 Respondents by Gender.....	52
Table 4. 7 Respondent's Age	53
Table 4. 8 Respondents Choice of OTA.....	54
Table 4. 9 Respondents Amount of Purchase (OTA)	55
Table 4. 10 Degree of Assessment of Each Variable.....	56
Table 4. 11 Respondent's Response to Perceived Usefulness	57
Table 4. 12 Respondent's Response towards Ease of Use.....	58
Table 4. 13 Respondent's Response towards Subjective Norm	58
Table 4. 14 Respondent's Response towards Purchase Intention.....	59
Table 4. 15 Distribution of Respondent's Answers to Perceived Usefulness Variable	60
Table 4. 16 Distribution of Respondent's Answers to Ease-of-Use Variable	62
Table 4. 17 Distribution of Respondent's Answer to Subjective Norm Variable ..	64
Table 4. 18 Distribution of Respondent's Answers to Purchase Intention Variable	65
Table 4. 19 Kolmogorov Smirnov Test (K-S).....	67
Table 4. 20 Tolerance and VIF value test.....	68
Table 4. 21 Glejser Test.....	70
Table 4. 22 Linearity Test.....	71
Table 4. 23 Multiple Linear Regression Testing Result	71
Table 4. 24 Coefficient of Determination Analysis.....	74
Table 4. 25 Partial Significance Testing (T-test)	75
Table 5. 1 Managerial Implications.....	89

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: ACTUAL TEST QUESTIONNAIRE TABULATION.....	A-7
APPENDIX C: DATA QUALITY TESTING RESULT	A-13
APPENDIX D: DESCRIPTIVE STATISTICS TEST RESULT	A-16
APPENDIX E: CLASSICAL ASSUMPTION TEST RESULT	A-17
APPENDIX F: MULTIPLE LINEAR REGRESSION	A-22
APPENDIX G: COEFFICIENT OF DETERMINATION TEST	A-23
APPENDIX H: HYPOTHESIS TEST RESULT	A-24
APPENDIX I: R TABLE	A-25
APPENDIX J: TURNITIN TEST RESULT	A-26

