

TABLE OF CONTENTS

COVER	i
LEMBAR PERNYATAAN KEASLIAN TUGAS AKHIR	ii
LEMBAR PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR	iii
LEMBAR PERSETUJUAN TIM PENGUJI TUGAS AKHIR	iv
ABSTRACT	v
PENGANTAR	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER I	1
INTRODUCTION	1
1.1. Background and Introduction	1
1.2. Research Problem	8
1.3. Research Goals	9
1.4. Research Benefits	9
1.5. Research System	10
CHAPTER II	11
LITERATURE REVIEW	12
2.1. Base Theory	12
2.1.1. Promotion Vouchers	13
2.1.2. Coupon Proneness	13
2.1.3. Online Travel Agent Service	14
2.1.4. Gender	14
2.1.5. Location (City).....	15
2.1.6. Loyalty Status	15
2.1.7. User Ratings towards OTA	16
2.1.8. Level of Income	17
2.2. Hypothesis Constructions	18

2.2.1. Influence of gender towards promotional voucher usage	23
2.2.2. Influence of user's city locations towards promotional voucher usage	23
2.2.3. Influence of user's loyalty status towards promotional voucher usage	24
2.2.4. Influence of user's ratings towards OTA app towards promotional voucher usage	24
2.2.5. Influence of user's level of income towards promotional voucher usage ..	25
CHAPTER III	27
RESEARCH FRAMEWORK AND STATISTICAL TESTING	27
3.1. Data Collection and Methods	27
3.2. Data Formatting, Sampling, and Cleansing	29
3.3. Statistical Testing: Shapiro-Wilk Test	30
3.4. Statistical Testing: Kruskal-Wallis Test	32
3.5. Statistical Testing: Conover-Iman Test	34
CHAPTER IV	36
HYPOTHESIS RESULTS AND DISCUSSION	36
4.1. Hypothesis testing results	36
4.2. Influence of User's Gender on Promotional Voucher Usage	39
4.3. Influence of User's City Location on Promotional Voucher Usage	39
4.4. Influence of User's Loyalty Status on Promotional Voucher Usage	40
4.5. Influence of User's Ratings towards OTA on Promotional Voucher Usage..	40
4.6. Influence of User's Income Level on Promotional Voucher Usage	42
4.7. Sub-variable Results	38
CHAPTER V	46

CONCLUSION	46
5.1. Conclusion	46
5.2. Managerial Implications	48
5.3. Limitations and Suggestions for Future Research	48
BIBLIOGRAPHY.....	50



LIST OF TABLES

Table 2.2. Variable Groups.....	19
Table 3.4. P-Value of Kruskal Wallis Test.....	32
Table 4.1. Hypothesis Testing Result.....	37



LIST OF FIGURES

Figure 2.2. Research Model.....	18
Figure 3.1.1. Sample Data Source	27
Figure 3.1.2. Sample Demographic Data.....	28
Figure 3.1.3. Final Raw Data.....	29
Figure 3.2. R interquartile formula to exclude outliers.....	30
Figure 3.3.1. R Code Shapiro Wilk Test	30
Figure 3.3.2. R Shapiro Wilk Test Result.....	31
Figure 3.4. Sample R Code Kruskal Wallis Test Result.....	33
Figure 3.5.1. R Code Conover-Iman Test (Loyalty Status).....	34
Figure 3.5.2. R Code Conover-Iman Test (User Rating).....	34
Figure 3.5.3. R Code Conover-Iman Test (Level of Income).....	35
Figure 4.7. Sub-Variables Segment and Promo Usage Median	44