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The role user's interface of the decision to purchase accommodation in Bali on the traveloka.com site

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ABSTRACT

The development of Traveloka.com as a Online Travel Agents in Indonesia provides an easier access to customer. In Traveloka.com's user interface, there are some indicators namely, brand image, price, online reviews, and location. This research aims to determine the effect of brand image, price perception, online reviews, and location on the decision to purchase an accommodation in Bali through Traveloka.com. The datas research were collected by using questionnaire. This study uses quantitative descriptive analysis techniques through multiple linear regression methods, T test, F test and test the coefficient of determination (R²). Based on the results, indicated that brand image, price perceptions, online reviews, and location have a positive effect to influence customer to create an accommodation reservation in Bali through Traveloka.com site. The coefficient of determination test produces an R square value of 0.617, which means that brand image (X1), price perception (X2), online reviews (X3), and location (X4) have an effect of 61,7% on accommodation purchase decisions (Y) while the rest of 38.3% is influenced by other factors outside of the variables in this research.



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Introduction

Indonesia is one of the countries with natural beauty and cultural diversity which is located in Southeast Asia. According to (Prayogi & Danial, 2016), Indonesia is a country rich in cultural diversity, this is because Indonesia consists of various ethnic groups, has uniqueness both in terms of regional languages, customs, habits, and various other things that enrich diversity. One area that is a tourist destination for foreign tourists is the island of Bali. Besides being famous as a favorite tourism destination, the island of Bali also has many accommodations that support the tourism sector. Because tourism is one of the industrial sectors with great potential in Indonesia. Reporting from bps.co.id, where the Province of Bali was ranked first as the province with the highest number of accommodations in Indonesia.

Accommodation companies are an integral part of tourism (Gössling & Lund-Durlacher, 2021). According to Sheldon in (Shihab & Murtadho, 2011), tourism is an industry that requires the provision of diverse information, and this can be done through the development of multimedia, communication technology, and information systems. The convenience provided by today's technology is the emergence of online platforms. The development of online platforms is in line with going digital as an effort to improve the tourism industry, increasing the emergence of Online Travel Agents (OTA) (Waluyani et al., 2018). According to (Ert &

Fleischer, 2016) argue that, onlinetravel booking platforms have become one of the most important tourism marketing channels, thanks to the development of information technology.

This study refers to the Theory of Reasoned Action (TRA) by Fishbein and Ajzen in (Alif, 2021), in which the purchase intention of consumers can be predicted by two variables, namely attitude and subjective norms. Attitudes are formed by beliefs that come from instincts and assessment results that shape perceptions, while subjective norms are influenced by advertising activities and other people as references who are considered experienced, as well as motivation to follow others (Imelda & Huwaida, 2014). According to (Krithika & Venkatachalam, 2014), subjective norms refer to the perceived social pressure to perform or not to perform a behavior that comes from the influence of family, friends and other possible models. The existence of subjective norm variables can stimulate consumer decisions in buying a product or service. This statement is supported by research by (Situmorang et al., n.d.), which states that subjective norms have a positive and significant effect on purchasing decisions.

According to Setiadi in (Ardyanto & Riyadi, 2015), consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. One of the e-commerce companies engaged in traveling is Traveloka Indonesia. Where Traveloka is an online travel agent that sells products in the form of airline tickets and online hotel bookings.

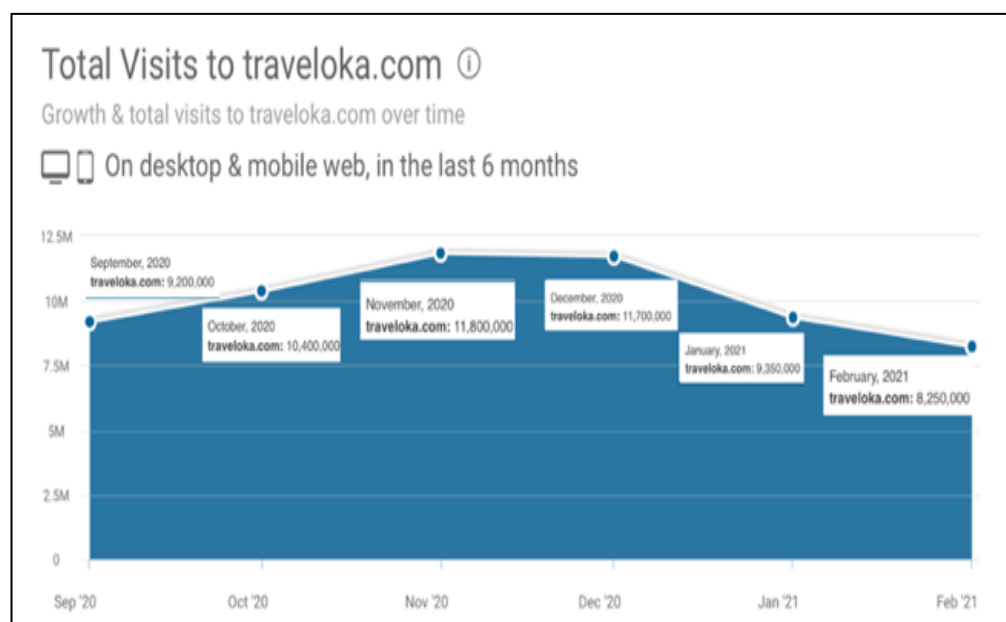


Figure 1. Number of Traveloka.com Visitors in September 2020 – February 2021

(Source: <https://www.similarweb.com> (accessed on 21/03/2021))(Similarweb, 2021)

Based on the data sources above, it can be seen in Figure 1.1, that the number of Traveloka.com visitors is fluctuating with an increase every month to reach 11,800,000 visitors in November 2020, and there is a significant decrease in visitors, until March 2021. According to Jalilvand and Samiei in (Herawan, 2018), revealing that the decision to visit is the same as a purchase decision. Based on this, it is assumed that the fluctuating data on the visit data on the traveloka.com site means that the purchase data by consumers on the Traveloka.com site is also volatile.

The Traveloka.com Online Travel Agent site has been ranked first for 4 consecutive years in the results of the Top Brand Award survey. Although Traveloka.com occupies the top position for 4 consecutive years from 2017-2020, but in 2019, Traveloka experienced a significant decline in its Index, from 42.0% to 27.5%, and increased again to 28.6%. From this, it shows that Traveloka.com is the most popular Online Travel Agent site in Indonesia.

Figure 1.2 is the first screen that prospective customers will see before making an accommodation purchase through Traveloka.com. In the initial view, the search for traveloka accommodation will show several panels intended for the screening process so as to speed up the room booking process. Things that are emphasized in the initial screening include the date of stay, the number of people who will stay, general location and policies related to payment. Consumers who have made a selection on the initial interface will be directly connected to the results page that shows several comparative indicators between one hotel and another.

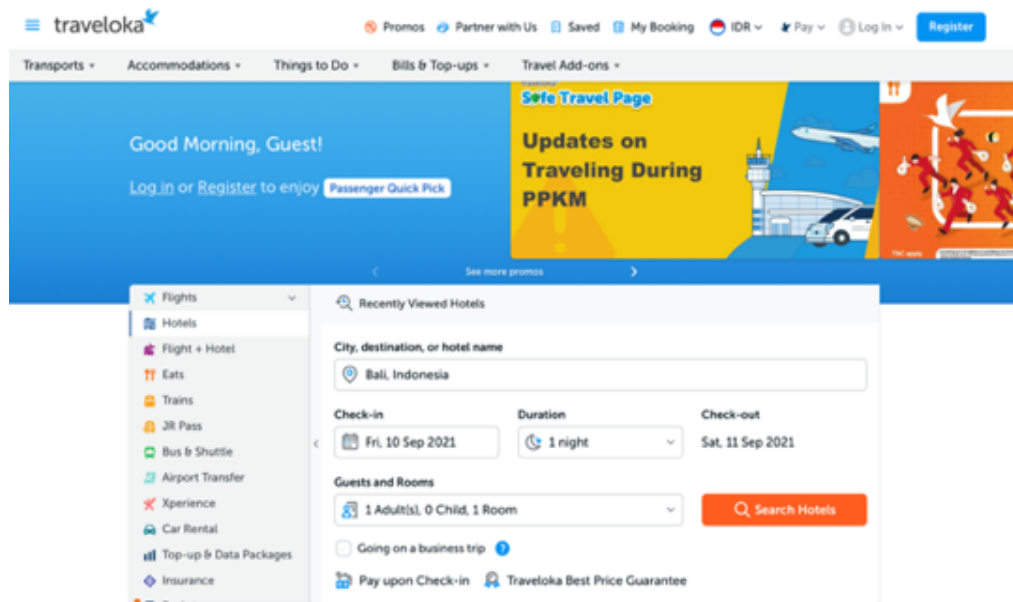


Figure 2. First Look of Accommodation Search Through the Traveloka.com Site
(Source: <https://www.traveloka.com> (accessed 09/09/2021))

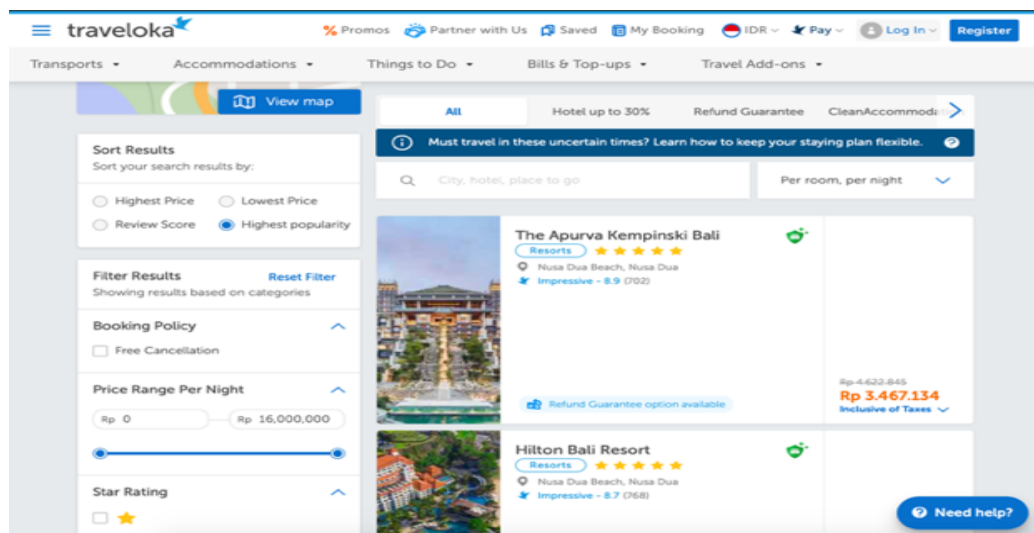


Figure 3. Second View of Accommodation Search Through the Traveloka.com Site
(Source: <https://www.traveloka.com> (accessed on 27/05/2021))

Based on Figure 1.3. which is the second display of accommodation searches through the Traveloka.com site, it can be seen that there are important indicators displayed on accommodation searches on the Traveloka.com site, namely the name of the accommodation you want to search for, the price offered, online reviews and the location of the accommodation. Brands, prices, and online reviews are some of the main clues that consumers look for when buying experiential products (Akdeniz Calantone, and Voorhess 2013; (Lien et al., 2015)in Wen et al. 2020). In addition to brands, prices, and online reviews, there are other clues that consumers look for when booking accommodation through online travel agents, namely the location or accommodation area. According to research (Antari et al., 2014), stated that location has an influence on purchasing decisions.

According to (Putri & Prasetyo, 2019), the existence of many brands circulating in the market provides an alternative for consumers to make purchases. According to Keller in (Khaerani & Prihatini, 2020), brand image is a consumer's perception of the brand image of a product or service that will be consumed or used. In addition to the brand image attached to the product, consumers also look at the price and products offered.

according to Erickson and Johansson in (Lien et al., 2015) Product prices have long been considered a major predictor of consumer purchasing decisions. Prices can convey information to consumers regarding the quality and value of the product/service. With the price that is owned by a product listed in the online travel agent, consumers can have a perception of the quality they have and can decide in choosing an available product.

According to the research results of Zhu and Zhang in (S. A. W. Putra & Riorini, 2016), revealing that the benefits of online reviews as a good medium for disseminating information about something, have been shown to influence consumer purchasing decisions. With online reviews, consumers can consider and choose the accommodation they want to visit when traveling. Cheng et al., 2006; Sparks and Browning, 2010, 2011 in (Rouliez et al., 2019) explained that many consumers believe that Online Reviews are a reliable source of information.

The last factor that has an influence on purchasing decisions is location. Based on (Nganga, 2017), hotel visitors start the buying process from choosing a location where consumers will stay, the more precise the location of a hotel, the more attractive the hotel. This is supported by the research of (Q. E. Putra et al., 2020) which states that location has a positive and significant influence on hotel purchasing decisions by consumers. In addition, (Bowie et al., 2011), include location as part of the hospitality marketing mix. With the location on the accommodation search display through the Traveloka.com site, consumers can determine which area and the strategic location of the accommodation they want to order

Seeing the increasingly rapid development of online travel agents such as Traveloka.com, as well as the accommodation search display, displays important indicators such as the name of the accommodation you want to search for, the price offered, online reviews and the location of the accommodation which are assumed to be factors in influencing or determining decisions purchase. Based on the description above, a study was proposed with the aim of knowing the effect of brand image, price perceptions, online reviews, and location on the decision to purchase accommodation in Bali through Traveloka.com.

Theory Reasoned Action

The Theory of Reasoned Action (TRA) was first coined by Fishbein and Ajzen in 1975. This theory explains that a person's behavior (behavior) is carried out because someone has an interest or desire to do so (behavioral intention) or in other words behavioral interest will determine his behavior (Vallerand and Pelletier, 1992: 983). According to (Mahyarni, 2013), the theory of reasoned action by Ajzen and Fishbein, assumes behavior is determined by the individual's desire to perform or not perform a certain behavior or vice versa. Desire is determined by two independent variables including attitudes and subjective norms.

Purchase Decision

Purchasing decisions according to Schiffman and Kanuk in (Saputra, 2013) are the selection of two or more alternative purchasing decision options, meaning that a person can make a decision, there must be several alternative choices. In addition, according to (Rachmawati et al., 2019), the purchase decision is an action or behavior of the customer whether or not to make a purchase or transaction.

Brand Image

According to (Firmansyah, 2020), brand image is defined as a perception that arises in the minds of consumers when remembering a brand of a particular product. According to (Bancin, 2021), concludes that, brand image is the perception and impression that a person has of a brand as a whole even if consumers are not confronted directly with the brand. And, according to (Ichsanudin & Hery Purnomo, 2021), states that brand image is the impression of a brand that is attached to the minds of consumers when getting information, making a living to making purchasing decisions.

Price Perception

Price perception becomes a consumer's assessment of the comparison of the amount of sacrifice with what will be obtained from products and services (Zeithaml, 1988). According to (Fatmawati & Soliha, 2017) state that price perception concerns how price information is understood by consumers and made meaningful to them. Furthermore, according to (Monroe, 1990) perception basically involves a categorization process, namely we tend to place new experiences into existing classifications in familiar experiences.

Online Reviews

Online reviews from customers are defined as the results of product evaluations downloaded on the company's website or third-party sites (Mudambi and Schuff, in (S. A. W. Putra & Riorini, 2016)). According to (Almana & Mirza, 2013) state that online consumer reviews are a form of e-WOM (electronic word of mouth), which consists of comments made and analyzes posted by consumers who have purchased a product and have used the product.

Location

Location is defined as a distribution channel for manufacturing industrial products while location is defined as a service place for service industry products (Hariyati, in Walukow et al., 2014). According to (Wijoyo, 2021), stated that the business location is where the business will be run, both the location for factory land and locations for offices (administration).

Method

This study uses qualitative and quantitative data. Quantitative data is data that is formed by numbers or qualitative data that is scored/scoring (Sugiyono, 2013b). This study uses a non-probability sampling technique, namely the saturated sampling technique. According to (Sugiyono, 2013a), the saturated sampling technique is a sampling technique in which all members of the population are used as samples. So in this study, using a sample of 115 respondents. In this study, the quantitative data are tourism foreign exchange ranking data in Indonesia, Traveloka.com visitor activity data, data on the number of Traveloka.com visitors, data on the number of Traveloka.com visitors by country, Top Brand Award data, and questionnaire data on the Effect of Brand Image, Price Perceptions, Online Reviews, and Locations on the Decision to Purchase Accommodation in Bali on the Traveloka.com Site. Qualitative data is data in the form of words, sentences, gestures, facial expressions, charts, pictures and photos (Sugiyono, 2013b). In this study, qualitative data is descriptive data about Traveloka.com Online Travel Agent from the internet.

According to (Sugiyono, 2013b), data collection techniques are the most important step in research, because the main purpose of research is to obtain data. The data collection technique used in this research is using a questionnaire (questionnaire). using quantitative descriptive analysis techniques through multiple linear regression method, T test, F test and test the coefficient of determination (R^2). Prior to linear regression analysis, the classical assumption test was performed which consisted of normality test, multicollinearity test, and heteroscedasticity test.

Results and Discussions**Data Description*****Data Explanation***

In this study, the data collection technique was carried out using questionnaires distributed using the Google Form application to 115 respondents with the results of 115 questionnaires that were worthy of research with a response rate of 100% and a usable rate of 100%. Characteristics of respondents were collected based on age, gender, last education, occupation and area of residence. Respondents were dominated by the age range of 18 to 27 years as many as 108 people (93.91%). The respondents who made the most accommodation bookings on the Traveloka.com site were female respondents with a total of 60 people (52.17%). Respondents were dominated by the last education, namely SMA/SMK, namely 43 people (37.39%). Respondents were dominated by occupations as students, namely 47 people (40.87%), and respondents were dominated by urban areas, namely 75 people (65.22%).

Testing of research instruments was carried out with validity and reliability tests. The results of the validity test stated that all statement items regarding Brand Image, Price Perception, Online Reviews, Locations, and Purchase Decisions were declared valid because the value of $r_{counttable}$ ($r_{table} = 0.1832$). The results of the reliability test stated that all statements of the five research variables met the assumption of data reliability because all of the average values were greater than 0.60. The reliability of the data shows that the test results are accurate and consistent in measuring Brand Image, Price Perception, Online Reviews, Locations, and Purchase Decisions, using the same measuring instrument when repeated at different times and occasions.

Descriptive Analysis Results

The results of the tabulation of respondents' answers from each answer to the questionnaire statement obtained the highest value of the Brand Image variable in the third statement, "I choose accommodation with complete facilities." with an average value of 3.93. In the Price Perception variable, the highest value was obtained for the first statement, "I ordered accommodation at a price that matched my purchasing power.", with an average value of 3.92. In addition, on the Online Reviews variable, the highest score was obtained for the fourth statement, "The latest review can reflect the latest information regarding the accommodation.", with an average value of 3.90. While for the location variable, the highest value was obtained for the first statement, "I choose accommodation that is easy to reach.", with an average value of 3.90. As well as on the Purchase Decision variable, the highest value obtained for the first statement, "I have the desire or stability to make an accommodation order because it fits my needs." With an average value of 3.84.

Classic Assumption Test

Classic assumption test consists of normality test, heteroscedasticity test, multicollinearity test. The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. It is known that the significance value of Asymp. Sig (2-tailed) of 0.843 is greater than 0.05. So according to the basis of decision making in the Kolmogorov-Smirnov normality test above, it can be concluded that the data is normally distributed.

Heteroscedasticity test was carried out to test whether in the regression model there was an inequality of variance from one residual to another observation. Heteroscedasticity test used the glejser test with the provision that the significance value (Sig.) was greater than 0.05. Based on the results of the heteroscedasticity test, the significance value (Sig.) shows that all data have a significant value above 0.05, namely 0.434 for Brand Image, 0.542 for Price Perception, 0.782 for Online Reviews and 0.858 for Location, then this is in line with the test requirements. heteroscedasticity, that is, this research is free from heteroscedasticity symptoms.

Based on the multicollinearity test, the VIF value for the Brand Image variable is 1.470, while the Tolerance is 0.680. While the VIF value for the Price Perception variable is 1.868, while the Tolerance is 0.535. The VIF value for the Online Reviews variable is 2.644, while the Tolerance is 0.378. The VIF value for the Location variable is 2.291, while the Tolerance is 0.436. Because the VIF value of all independent variables is not greater than 10 and the Tolerance value is greater than 0.1, it can be said that there is no multicollinearity.

Inferential Analysis**Multiple Linear Analysis**

Multiple linear regression analysis was used to determine changes in the dependent variable (Y), namely the Purchase Decision which was influenced by the independent variables, namely Brand Image (X1), Price Perception (X2), Online Reviews (X3) and Location (X4). The results of multiple linear regression analysis can be seen in Table 1.

Table 1. Multiple Linear Regression Analysis Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta
		B	Std. Error	
	(Constant)			
	Brand Image	.224	.081	.197
	Price Perception	.322	.110	.235
	Online Reviews	.181	.064	.271
	Location	.176	.064	.246

a. Dependent Variable: Purchase Decision
(Source: Data processed using SPSS version 23)

Based on the results of multiple linear regression analysis in Table 1, it can be seen that the constant value is -2.060 and the Brand Image regression coefficient (X1) is 0.224, Price Perception (X2) is 0.322, Online Reviews (X3) is 0.181 and Location (X4) is 0.176. Based on the value of the constant and the value of the regression coefficient of the independent variable, it is obtained the following multiple linear regression equation:

$$Y = -2,060 + 0,224 X1 + 0,322 X2 + 0,181 X3 + 0,176 X4$$

Based on calculations with the formula $Y=a+b$ (Sugiyono, 2013b), it is obtained that the equation of the multiple linear regression line provides information that the constant value is -2,060, meaning that if the Brand Image, Price Perception, Online Reviews and Location variables are omitted, the Purchase Decision is worth -2,060. If the value of the independent variable (Brand Image, Price Perception, Online Reviews and Location) increases, then the dependent variable (Purchase Decision) will increase because the value of the independent variable is positive. The regression coefficient value of the Brand Image (X1) variable on the Purchase Decision is 0.224, meaning that if the Brand Image (X1) has increased by one unit, while the other variables are fixed, the Purchase Decision will increase by 0.224. The coefficient of Brand Image (X1) is positive, meaning that there is a positive relationship between Brand Image (X1) and Purchase Decision. An increase in Brand Image (X1) will result in an increase in the Purchase Decision. The regression coefficient value of the Price Perception variable (X2) on the Purchase Decision is 0.322, meaning that if the Price Perception (X2) increases by one unit, while the other variables remain, the Purchase Decision will increase by 0.322. The Price Perception Coefficient (X2) is positive, meaning that there is a positive relationship between Price Perception (X2) and Purchase Decision. Increased Price Perception (X2). The regression coefficient value of the Online Reviews

(X3) variable on Purchase Decisions is 0.181, meaning that if Online Reviews (X3) has increased by one unit, while other variables remain, the Purchase Decision will increase by 0.181. The coefficient of Online Reviews (X3) is positive, meaning that there is a positive relationship between Online Reviews (X3) and Purchase Decisions. An increase in Online Reviews (X3) will result in an increase in Purchase Decisions. The regression coefficient value of the Location variable (X4) on the Purchase Decision is 0.176, meaning that if the Location (X4) has increased by one unit, while the other variables are fixed, the Purchase Decision will increase by 0.176. The Location Coefficient (X4) is positive, meaning that there is a positive relationship between Location (X4) and Purchase Decision. An increase in Location (X4) will result in an increase in Purchase Decision.

T Test

This test is carried out to determine whether or not the influence of the independent variables is significant, namely Brand Image, Price Perception, Online Reviews and Locations on the dependent variable, namely Purchase Decision (Sunyoto, 2013:50).

Table 2. T Test Results

Variable	t-count	Sig	Description
Brand Image (X1)	2,753	0,007	Significant
Price Perception (X2)	2,919	0,004	Significant
Online Reviews (X3)	2,829	0,006	Significant
Lokasi (X4)	2,756	0,007	Significant
Alpha (α) 0,05			

(Source: Data processed using SPSS version 23)

Based on Table 2, it can be seen that the value of $t_{table} = 1.982$. In the Brand Image variable (X1) the value of $t_{count} > t_{table} = 2.753 > 1.982$ and the significance value $< \alpha = 0.007 < 0.05$ then H1 is accepted. This shows that Brand Image (X1) has a significant effect on Purchase Decisions. In the price perception variable (X2), the value of $t_{count} > t_{table} = 2.919 > 1.982$ and the significance value $< \alpha = 0.004 < 0.05$, then H2 is accepted. This shows that Price Perception (X2) has a significant effect on Purchase Decisions. On the Online Reviews variable (H3), the value of $t_{count} > t_{table} = 2.829 > 1.982$ and the significance value $< \alpha = 0.006 < 0.05$, then H3 is accepted. This shows that Online Reviews (X3) have a significant effect on Purchase Decisions. Also, for the Location variable (H4), the value of $t_{count} > t_{table} = 2.756 > 1.982$ and the significance value $< \alpha = 0.025 < 0.05$, then H4 is accepted. This shows that Location (X4) has a significant effect on the decision to purchase accommodation in Bali on the Traveloka.com site.

F Test

The F test is used to determine the effect of the independent variables Brand Image, Price Perception, Online Reviews and Location together/simultaneously on the Purchase Decision. The basis for making the decision on the F test consists of two considerations, namely the comparison of the value of Fcount with Ftable and based on the significance value.

Table 3. F Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1505.740	4	376.435	44.344	.000 ^b
	Residual	933.790	110	8.489		
	Total	2439.530	114			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Image, Price Perception, Online Reviews, Location

(Source: Data processed using SPSS version 23)

Table 3 shows that the value of $F_{count} > F_{table} = 44.344 > 2.69$ and the significance value $< \alpha = 0.000 < 0.05$ then H5 is accepted. This shows that Brand Image, Price Perception, Online Reviews and Location simultaneously have a significant effect on the decision to purchase accommodation in Bali on the Traveloka.com site with an error rate of 5%, 95% confidence and 111 degrees of freedom.

Coefficient of Determination Analysis

The analysis of the coefficient of determination aims to determine the percentage of the variables studied, namely the independent variables Brand Image, Price Perception, Online Reviews and Location of the dependent variable, namely Purchase Decision (Y).

Table 4. Coefficient of Determination Analysis

<i>Model Summary</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.786 ^a	.617	.603	2.914

a. Predictors: (Constant), Brand Image, Price Perception, Online Reviews, Location

(Source: Data processed using SPSS version 23)

Table 4 above shows the value of R square obtained from the analysis results is 0.617 which means that the dependent variable can be explained by the independent variable as much as 61.7% (0.617 X 100%) and the remaining 38.3% (100% - 61.7%) is explained by other variables that are not used in this study. According to Ghozali's theory (2013: 95), if the coefficient of determination interval is between 60% - 79.9% then the coefficient of determination can be said to be strong. The result of the coefficient of determination in this study is 61.7%, it can be stated that the independent variable has a strong effect on the dependent variable.

The Influence of Brand Image on the Decision to Purchase Accommodation in Bali on the Traveloka.com Site.

In testing the hypothesis, the value of tcount 2.753 is greater than ttable 1.982 with a significance value of 0.007 < 0.05, so H1 is accepted. This shows that Brand Image has a positive and significant effect on purchasing decisions for accommodation in Bali on the Traveloka.com site. The Brand Image factor that is highly considered by Traveloka users is in terms of the facilities provided by the accommodation to be used or enjoyed by consumers. Each accommodation has different facilities, amenities and different amounts. Traveloka users consider the facilities provided by accommodation in making a reservation, the more complete and good the facilities provided by a hotel are, the more decision-making consumers make in making reservations on the Traveloka.com site, and the brand of an accommodation is a reflection of quality, so that consumers believe in accommodation. with a good brand image, will be able to provide quality and excellent service or high standards to consumers. Based on this, H1 is accepted, Brand Image has a positive and significant effect on the decision to purchase accommodation on the Traveloka.com site.

This is supported by the opinion of Aghekyan-Simonian et al. in (Lien et al., 2015), consumers are more likely to buy products/services with established brand names. The results of this study are also supported by previous research by Ectasia and Maftukkah (2018) with the title The Influence of Brand Image and Perception of Service Quality on Purchase Decisions Through Brand Loyalty at Riez Palace Hotel Tegal, which states that brand image affects the purchasing decisions of visitors to Riez Palace Hotel Tegal . The better the image of the hotel, the higher the confidence of hotel visitors to make a purchase.

The Influence of Price Perception on the Decision to Purchase Accommodation in Bali on the Traveloka.com Site.

In testing the hypothesis, the value of tcount 2,919 is greater than ttable 1,982 with a significance value of 0.004 < 0.05, so H2 is accepted. This shows that price perception has a positive and significant effect on purchasing decisions for accommodation in Bali on the Traveloka.com site. Traveloka users are very concerned about prices and always make orders according to the funds and abilities of Traveloka users. Traveloka users do not really compare accommodation prices with other accommodation prices, because each accommodation has different services and facilities. Based on this, H2 is accepted, Price Perception has a positive and significant effect on the decision to purchase accommodation on the Traveloka.com site.

According to the opinion of Erickson and Johansson in (Lien et al., 2015) Product prices have long been considered a major predictor of consumer purchasing decisions. The results of this study are supported by previous research by Widyasari et al. (2018) with the title The Effect of Motive, Product Quality, Price Perception and Brand Image toward the Buying Decision Process which also results in the conclusion that price perception has a positive and significant effect on the purchasing decision process. This research is also supported by a similar study by (Amin et al., n.d.) with the title Effect Of Brand Image and Price Perception On Purchase Decision which states that price perception has a positive and significant effect on purchasing decisions where price perception is one of the considerations for consumers in determining the level of purchasing decisions. Price is used as a consideration for potential consumers in choosing accommodation, especially considering the current pandemic. Prospective consumers tend to choose accommodations at affordable prices with their abilities but still get the benefits, facilities and excellent service.

The Influence of Online Reviews on the Decision to Purchase Accommodation in Bali on the Traveloka.com Site.

In testing the hypothesis, it shows that the t_{count} value is 2.829 greater than t_{table} 1.982 with a significance value $<\alpha = 0.006 < 0.05$, so H3 is accepted. This shows that Online Reviews have a positive and significant impact on purchasing decisions for accommodation in Bali on the Traveloka.com site. The latest Online Reviews show the latest situation regarding the hotel and are very much needed by Traveloka users as additional information in making a booking decision. Based on this, H3 is accepted, Online Reviews have a positive and significant impact on the decision to purchase accommodation on the Traveloka.com site.

This result is supported by previous research by (Maria et al., 2016), which stated that along with the development of internet use, consumers tend to research products and collect information about products via the internet. Furthermore, it is known that the results of this study are in line with studies conducted by (Sevtiani et al., 2020) which state that online reviews have a positive and significant effect on stay decisions, which means that the increasing influence of online reviews on online travel agents, the higher the decision to stay. tourists to stay. Online reviews provide a contribution and convenience for potential consumers, especially at this time where every element of society can easily reach the internet, and based on the characteristics of respondents with an age range of 18 to 27 years, are the young generation who are very close and follow technological developments so that many understand and understand well using online accommodation booking platforms. With online reviews, potential consumers can easily find references about the situation, services, and facilities owned by the accommodation from the point of view of consumers who have made accommodation reservations.

The Influence of Location on the Decision to Purchase Accommodation in Bali on the Traveloka.com Site.

In testing the hypothesis, it shows that the t_{count} value of 2.756 is greater than t_{table} 1.982 with a significance value of $<\alpha = 0.025 < 0.05$, then H4 is accepted. This shows that the location has a positive and significant effect on the decision to purchase accommodation in Bali on the Traveloka.com site. Traveloka users in making accommodation reservations really consider accommodation locations that are easy to reach, easy access and clear addresses. Based on this, H4 is accepted. Location has a positive and significant effect on the decision to purchase accommodation on the Traveloka.com site.

This is supported by research by Sukadana and Diana (2020), which states that a location that is easy to find and close to tourist destinations is the main thing for consumers' goals, location and facilities are important to note because if visitors are satisfied, visitors will not move to another place. other. And the results of this study are in line with the research proposed by (Q. E. Putra et al., 2020) with the title The Impact of Marketing Mix on the Consumer Purchase Decision in the Surabaya - Indonesia Hotel Residence which states that location has a positive and significant influence on hotel purchasing decisions by consumers. The success of an accommodation is undoubtedly influenced by the location of the company. Consumers will consider buying by looking at the location because if the location is strategic it will also be related to consumer purchasing decisions for the product.

The Influence of Brand Image, Price Perception, Online Reviews, and Location on the Decision to Purchase Accommodation in Bali on the Traveloka.com Site.

In testing the hypothesis, it shows that the value of $F_{count} > F_{table} = 44.344 > 2.69$ and the significance value $<\alpha = 0.000 < 0.05$, then H_0 is rejected and H_a is accepted. This shows that Brand Image, Price Perception, Online Reviews and Location simultaneously have a positive and significant effect on the decision to purchase accommodation in Bali on the Traveloka.com site. Prospective consumers in ordering accommodation on the Traveloka.com site consider the brand image of an accommodation, price, online reviews of consumers who have already made reservations, as well as accommodation locations that are easily accessible.

Brand Image, Price Perception, Online Reviews and Location have a strong influence on the decision to purchase accommodation by Traveloka application users compared to other independent variables not examined in this study. This shows that the good or bad Brand Image, Price Perception, Online Reviews and Location will greatly affect the Purchase Decision, therefore the management needs to improve and pay attention to Brand Image, Price, Online Reviews and Location so that potential consumers can be more confident to take Buying decision. Based on this, H5 is accepted, Brand Image, Price Perception, Online Reviews, Location have a simultaneous effect on the decision to purchase accommodation on the Traveloka.com site.

Discussion of Research Results

Based on the results of research on the Determinants of Accommodation Purchase Decisions in Bali on the Traveloka.com Site, it is known that the Brand Image, Price Perception, Online Reviews and Location variables have a strong influence on Accommodation Purchase Decisions, this is seen from the results of the

coefficient of determination test, Brand Image variable, Price Perception, Online Reviews and Locations contributed 61.7% to the Purchase Decision. This indicates that potential consumers before choosing to book an accommodation, pay attention to the image of the accommodation, the price offered, the reviews given by consumers who have booked, and the location of the accommodation. Meanwhile, for another percentage of 38.3%, it is influenced by other variables that are not used in this study. Based on this, it is assumed that there are other variables that have an influence on the decision to purchase accommodation on the Traveloka.com site, such as the influence of CHSE certification on consumer decisions in choosing accommodation on the Traveloka.com site, because on the Traveloka.com accommodation search display there are the words "CleanAccommodation Accommodation with a CHSE certificate that meets the cleanliness protocol from the Ministry of Tourism and Creative Economy" under the name of the accommodation listed on the accommodation search display. Thus, it can be assumed that the CHSE certification can influence consumer decisions in choosing accommodation, especially at this time. In addition to CHSE certification, there are also variables that can be assumed to influence the decision to purchase accommodation, namely the promotion of each accommodation. This is reinforced by the statement of Erdin and Kasmita (2020), Promotion is also part of the necessary marketing activities in order to convince consumers of the products offered so that consumers are interested in buying and using services or not which will influence consumers to determine their decision to stay at the hotel.

In addition, due to the limitations of the problem in this study, namely the Effect of Brand Image, Price Perception, Online Reviews, and Location on the Decision to Purchase Accommodation in Bali by Indonesian People on the Traveloka.com Site, it is possible that the results of the influence of Brand Image, Price Perception, Online Reviews, and Locations on Accommodation Purchase Decisions will be different if examined in other areas other than Bali. This is due to differences in demographics, natural conditions, and destinations found in each region. Thus, it can be used as a reference for further research.

Conclusions

Based on the results of the study, it shows that brand image, price perception, online reviews, and location have a positive effect on influencing customers to make accommodation reservations in Bali through the Traveloka.com site. The coefficient of determination test produces an R square value of 0.617, which means that brand image (X1), price perception (X2), online reviews (X3), and location (X4) have an effect of 61.7% on accommodation purchases. decision (Y), while the remaining 38.3% is influenced by other factors outside the variables in this study. An increase in each of the independent variables (brand image, price perception, online reviews, and location) will result in an increase in purchase decisions. The coefficient of each independent variable is positive, meaning that each independent variable (brand image, price perception, online review, location) and purchasing decisions have a positive relationship.

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