

Perceived Value and Attitude with Trust as Mediating Variable toward Intention to Booking Hotel Online

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ABSTRACT: The background of this research is a change in consumer behavior from traditional hotel room reservations to modern online reservations. The purpose of this study is to understand the factors that influence the intention to book hotel rooms online through websites. The study was conducted on 152 respondents who had previously booked hotel rooms online through the official website of hotels in Indonesia, especially around the Greater Jakarta area. The analysis method uses quantitative data with the SEM analysis method using Lisrel Version 8.8 to test the significance level of perceived value and attitude directly to intention to book and through the mediation of the trust variable. The value factor receive and attitude had a positive and significant effect on the intention to order directly, while the trust factor as a mediating variable had no significant effect on the intention to order. The level of trust is not a significant determining factor, possibly because consumers already have their own perceptions of the hotel and the hotel has its own superiority value in the eyes of consumers. The implications of this research can be used as a consideration to understand what considerations consumers use regarding booking hotel rooms online through websites.

Keywords: trust, intention to book, perceived value, attitude

I. INTRODUCTION

The Internet is currently an important distribution channel for the hospitality industry (Lien et al., 2015). The development of technological advances has also led to many hotels increasing their business operations through the integration of information technology (Kim et al., 2017). The real manifestation of the integration is the emergence of various online hotel room booking channels such as through the official website of the hotel, third-party service sites and also through mobile phone applications.

The convenience obtained in booking hotel rooms online is expected to increase customer satisfaction so that it will be easier to immediately complete the room booking process (Aeknarajindawat, 2019). Bookings made through hotel websites have a greater advantage when compared to bookings through third party websites because there are no additional costs to be incurred. Based on previous research, several factors can influence the intention to book hotel rooms online through websites, including trust, perceived value (Kim et al., 2017) and attitude (Agag & El-Masry, 2017). 2016).

Ajzen and Fishbein's Theory of Reasoned Action (TRA) which was developed around 1975 explains that a person's beliefs can influence his attitude to form behavioral intentions in using an item (Aeknarajindawat, 2019). Furthermore, by Davis in 1986 the theory was equipped with two dimensions of assessment, namely usefulness and ease of use, so that the technology acceptance model (TAM) was formed which is currently widely used to test how a person's attitude towards a technology is (Buabeng-Andoh, 2018). The purpose of this study is to provide an understanding of what factors affect consumers in booking hotel rooms through the website.

II. LITERATURE REVIEW

Perceived value has the sense that consumer's assessment of the utility of a product or service as a whole based on the perception of the received and provided reflects the interrelationship with the perceived benefits and risks. Benefits in this context relate to the benefits of the product or service while risk relates to the costs incurred to buy the product or service (Gan & Wang, 2017). Carlson in his research reveals that the value of profits through online purchases has a significant impact on consumer satisfaction (Carlson et al., 2015).

The dimension used for the perceived value in this study is quality and reasonable price. According to (Hapsari, 2019) service quality has a positive effect on consumer ratings, which means that if quality increases, consumer value also increases. While price is an aspect that is often the main consideration for determining decisions

when buying or evaluating a purchase. Consumers in general will compare the prices offered by websites and look for the best price alternatives (Kim et al., 2017).

Attitude is defined as the overall evaluation of the behavior of a particular individual. The more favorable the attitude towards the behavior, the stronger the individual's intention to perform a behavior (Confente & Vigolo, 2018). This is in line with Ajzen's theory reasoned action (TRA) which then in the next development in determining the attitude of acceptance to technology using Davis's technology acceptance model theory with indicators of usefulness and ease of use.

This study uses two dimensions to identify consumer attitudes, namely usefulness and ease of use. The concept of usefulness in the context of online ordering refers to consumers feeling that hotel reservations and online payments are useful so that they become a determinant in predicting whether consumers will make online reservations or not (Abdullah et al., 2016). While the concept of the value of ease of use can moderate the relationship between consumer trust and service quality which is generally negative because generally respondents in certain age categories are not very good at using technology (Iqbal, 2020).

The development of the internet today makes it possible to display the profile of a lodging accommodation intensively, intangible and impersonal so that this creates uncertainty for consumers. Information listed on websites such as prices, advertisements, facilities, brands, and other symbols is useful for developing consumer trust in the early stages before placing an order (Ratnasingam, 2012).

Trust is a psychological state consisting of intentions based on positive expectations and intentions or behavior of other parties. The concept of trust in this study is related to the reasonableness of prices and facilities provided by hotel management (Lien et al., 2015). Consumer trust needs to be maintained by the hotel because it can be related to sustainable hotel reservations in the future (Ponnappureddy et al., 2017). Consumer trust in service providers can help reduce the risk of unsafe conditions and can lead to the maintenance of long-term relationships between sellers and buyers. The concept of trust in this study was built with two dimensions of honesty and review.

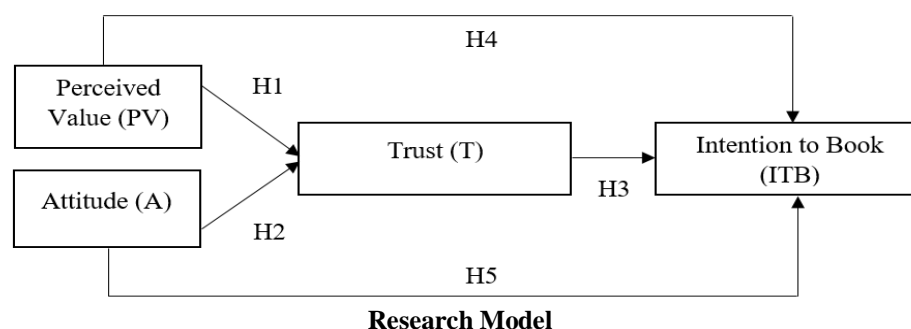
The theory of intention to book is taken from Theory of Reasoned Action (TRA), namely the intention to engage in certain behaviors is considered as a determinant of whether a person is actually involved in the behavior (Schifter & Ajzen, 1985). If a person perceives the more positive a behavior or action then they perceive the behavior as important to friends, family or society in general. Another impact will be the greater the possibility of individuals to form intentions to engage in these behaviors (Heller, 2013).

Online booking intention has a definition, namely the willingness to make online reservations and stay at certain hotels (Sreejesh & Anusree, 2016). The higher the level of consumer understanding of technology, it affects the intention of booking hotel rooms online, therefore there is a need for development that increasingly meets consumer needs in terms of technology and information so that hotel room reservations online are growing rapidly (Wang et al., 2015). This study uses two dimensions, namely willingness and consideration.

III. RESEARCHS METHODS

3.1 Research Model

From the above explanation, this paper developed the research framework as shown below in Figure 1. Perceived value and attitude as independent variables will affect trust as a mediating variable. In addition, perceived value and attitude will have effects on the intention to book as a dependent variable. The image below provides an overview of the research model.



The above model shows that to get a positive decision from the intention of ordering online, a positive relationship is needed between independent variables, namely perceived value and attitude directly and indirectly through the mediation of trust variables.

3.2 Hypothesis

Based on the literature review and interviews, the results of previous research and the above framework, the hypotheses are as follows:

- H1 : perceived value positively and directly influences trust
- H2 : attitude positively and directly influences trust
- H3 : trust positively and directly intention to book
- H4 : perceived value positively and directly influences intention to book
- H5 : attitude positively and directly influences intention to book

3.3 Methodology

The research was conducted on consumers who have made online bookings and stayed at RedDoorz properties. Quantitative approach is used to test the research model, the significance of the relationship between variables and factors and hypotheses. The data used for the quantitative method was obtained by distributing questionnaires to respondents online. The survey distribution stage consists of pretest survey activities, research model formation, confirmation studies and data analysis (Supriyatin, et al., 2019). The pretest was conducted using 40 respondents who had booked a hotel room at least once online. The test carried out is in the form of a validity test using the Pearson Correlation method by looking at a significance value of <0.05 it can be said to be valid and a reliability test using the Cronbach Alpha value limit of 0.6 so that it can be declared reliable (Purnomo, 2016).

The sampling method used in this research is probability sampling with simple random sampling technique. The number of respondents used in this research amounted to 152 respondents. The criteria for respondents who can fill out the questionnaire are men or women aged between 19 and over 49 years who have ordered RedDoorz online within the last one year at least once. The research location is in the territory of Indonesia with the research time from February 2021 - July 2021. The data that has been obtained is then analyzed by Structural Equation Modeling (SEM), which is a multivariate technique by combining aspects of multiple regression and factor analysis to estimate the interdependence relationship simultaneously. Apart from being not only a good tool for dealing with complex traditional research, SEM can also be used to help assess the acceptance, use and success of newly developed technologies (Xiong et al., 2015). The tools used for testing are SPSS and Lisrel software.

IV. RESULT AND DISCUSSION

The study was conducted using the SEM method to determine the relationship between the independent variable perceived value and attitude to the dependent variable trust and intention to book.

4.1 Validity and Reliability Test

The validity test was measured using SPSS with the Pearson correlation test method, namely by correlating the item score with the total score. Based on the criteria, a significance value of less than 0.05 data is considered valid (Purnomo, 2016). The results of the validity test showed that the variables tested had a significance value below 0.05.

Table 1. Validity and Reliability Test Results

Variables	Dimensions	Validity	Reliability
Perceived value (PV)	Quality (I)	.702	.800
	Quality (II)	.732	
	Quality (III)	.806	
	Reasonable price (I)	.713	
	Reasonable price (II)	.786	
Attitude (A)	Usefulness (I)	.667	.824
	Usefulness (II)	.831	
	Ease of use (I)	.821	
	Ease of use (II)	.725	
	Ease of use (III)	.788	

Trust (T)	Honesty (I)	.652	.640
	Honesty (II)	.645	
	Honesty (III)	.576	
	Reviews (I)	.511	
	Reviews (II)	.634	
Intention to book (ITB)	Willingness (I)	.794	.801
	Willingness (II)	.781	
	Willingness (III)	.772	
	Consideration (I)	.703	
	Consideration (II)	.693	

Based on the results of data processing in the table above, all items are valid for cronbach alpha values above 0.5. For the reliability test, four variables are reliable because the Cronbach's alpha value is above 0.6, namely, perceived value (0.800), attitude (0.824), trust (0.640) and intention to book (0.801).

4.2 Test of Assumption

The test of assumption is to provide certainty that the regression equation obtained is accurate in estimation, unbiased and consistent. There are two test assumptions in this study measured, namely, a normality test, and linearity test.

Normality Test

The normality test performed with *multivariate normality* showed the results that the data did not meet the assumption of *multivariate normality* because the P-Value Skewness and Kurtosis values were <0.5 but this can be overcome by looking at the GoF NNFI parameter > 0.9 which is 0.96.

Table 2. Normality Test Results

Skewness			Kurtosis			Skewness & Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
118,383	20,722	0,000	533,067	10,705	0,000	544,009	0,000

Linearity Test

Linearity test is conducted to determine whether the variables in the study have a significant linear relationship or not. A good correlation shows that there is a linear relationship between the independent variable and the dependent variable. The results of the linearity test are indicated by the *deviation from linearity* number which shows a number > 0.05. Based on the test results, the results show that all *deviation from linearity* numbers show numbers above 0.05.

Table 3. Linearity Test Results

Variable relationship	Deviation from linearity
Perceived value – Trust	0.687
Attitude - Trust	0.226
Trust – Intention to book	0.255

Goodness of Fit Test

Structural Equation Modeling (SEM) does not have a single measure to test hypotheses about the model. Several types of fit indices are needed to measure the degree of model suitability. The goodness of fit test of the research model is used to test how well the goodness of fit level of the research model.

Table 4. Goodness of Fit Test Results

Index	Result	Cut off value	Criteria
CFI	0.97	≥0.9	Fit
TLI/NNFI	0.96	≥0.9	Fit
NFI	0.92	≥0.9	Fit
IFI	0.97	≥0.9	Fit

RMSEA	0.061	≥ 0.08	Fit
GFI	0.86	≥ 0.9	Marginal Fit

Based on the results of the tests carried out, it is obtained that the index measured mostly meets the goodness of fit test aspect with a value above the cut value of 0.9 while one index is classified as marginal fit because it has not met the cut value threshold.

Hypothesis Test

Hypothesis test is carried out to make decisions related to data analysis and answer questions related to the research being carried out. Hypothesis testing is based on the t-value with a significance level of 0.05. If the t-value 1.96. According to Kline (2015) a variable is said to have a significant influence on other variables, if the t-value is greater than the critical t-value of 1.96.

Table 5. Hypothesis Test Results

Variables	T-Value	Results
Perceived value → Trust	4.06	Accepted
Attitude → Trust	2.20	Accepted
Trust → Intention to book	0.46	Rejected
Perceived value → Intention to book	3.28	Accepted
Attitude → Intention to book	2.04	Accepted

Based on the t-test conducted, the results show that there are 4 variable relationships that meet the significant criteria, while 1 variable relationship between trust and intention to book has a value below the t-value criteria limit.

Mediation Analysis

Mediation test is used to determine whether the relationship through a mediating variable is significantly capable of being a mediator in the relationship.

Direct and Indirect Influence Among Variables

Direct and indirect influence among variables test was conducted to find out how much influence was created between the independent variables on the dependent through the mediating variable and without going through the mediating variable.

Table 6. Direct and Indirect Influence Test Results

Models	Direct Result	Indirect Result
Perceived value → Trust → Intention	0.165	0.038
Attitude → Trust → Intention	0.277	0.028

Based on the mediation test conducted, it is known that the value of the direct influence of the variable perceived value is greater than the value of the indirect influence as well as the attitude variable which has a greater direct influence than the indirect effect. This shows that the direct effect is greater than the value of the indirect effect.

The results of the research and testing of the first hypothesis state that perceived value has a positive and significant effect on the level of trust. The results of this study are in line with research by Sullivan & Kim (2018) which states that perceived value has a positive and significant effect on trust and is the main determinant of post-purchase trust. Other studies also mention that if consumers feel a good value from a product after purchase, then trust in the product will increase (Prameka et al., 2016). The second test shows that attitude positive and significant effect on trust. Previous research has shown that there is a significant relationship between the attitudes represented by the dimensions of ease of use and usefulness which in this case is associated with the Technology Acceptance Model of trust consumers in purchasing products online (Benamati et al., 2010).

The next hypothesis test states that trust has no significant effect on intention to book. Previous research has shown that there is a positive relationship related to the relationship of trust to intention to book in the hotel industry in Malaysia (Choon Ling et al., 2011), while Lien et al.'s (2015) study stated that the effect of trust on booking intention shows the value of not significant and shows that trust is not a predictor in influencing hotel booking decisions in Taiwan. Based on the research findings, although trust related to online ordering through a website has a positive effect, this result does not have a significant effect. This is because consumers

intend to book a RedDoorz hotel room based on the supporting facilities, promotions provided and the ease of accessing the hotel property to be ordered. This difference may be due to other perceptions regarding the management of the RedDoorz hotel chain. The RedDoorz hotel chain is classified as a Virtual Hotel Operator whose operational activities are carried out individually by the hotel owner so that each hotel has different facilities and promotions even though they are at the same type or level.

Another reason that is considered why trust does not have a significant effect is that the respondents used in this study are customers who have often stayed at the hotel used for the survey, therefore the respondents are no longer focused on how other guests respond online to the quality of the hotel. But prioritizes how the hotel can meet the essential needs of guests. Several respondents mentioned that the hotel where they stayed had access close to where they wanted to work or have business and the prices offered were cheaper. In addition, guests usually don't take long to complete their needs, so guests tend not to pay attention to the in-depth information displayed on the website and various comments left by other guests regarding the state of the hotel.

The fourth hypothesis test states that the effect of perceived value has a positive and significant effect on intention to book. This study shows that the relationship between perceived value and intention to book has the highest significance value among the relationships between other variables. The results of the fifth hypothesis test show that attitude has a positive and significant effect on intention to book. The influence of attitudes measured in this study is related to the convenience of consumers in using the website to make reservations, besides that measurements are also made on the benefits obtained by consumers when making reservations through the website whether it can help solve problems related to the hotel room reservation process. The results show that consumers find it easier to book hotel rooms and are useful in helping to solve problems related to the preparation of travel plans.

V. CONCLUSION

Through this research, it is hoped that business owners and practitioners in the hospitality sector can understand consumer behavior related to booking hotel rooms online, especially bookings through hotel websites. Things related to the value received and the effect of website usability in facilitating online hotel room reservations need to be highlighted in order to increase booking intentions, therefore it is necessary to have a website development plan that pays attention to aspects of usability and convenience as supporting factors.

The results of the first test state that the higher the perceived value by consumers, it further increases trust consumers related to online room reservations. The results of the second test show that the more positive attitude consumers show, the higher the trust consumer's booking hotel rooms online. According to the results of the third test, it is stated that the variable trust has no significant effect on intention to book this is due to differences in consumer perceptions regarding the management of the RedDoorz hotel with other hotel chains. The results of the fourth hypothesis test state that the greater the perceived value consumers related to booking hotel rooms online, the higher the intention to book online. Based on the fifth hypothesis test, it shows that the more positive the attitude shown by consumers regarding booking hotel rooms online, the higher the intention to book online.

Researchers realize that there are various obstacles and obstacles in the data collection process. The factor of the number of respondents being studied is one of the obstacles because the researcher only uses 152 respondents, this is due to time constraints and unsupportive situations. In addition, the number of questions asked still needs to be developed so that the studies carried out can be more in-depth. The locations used as research sites are also limited in the Greater Jakarta area. This study only targets respondents with the intention of booking through the hotel's official website, while online hotel room booking activities have now expanded not only through hotel websites but can also be obtained through mobile phone applications, third party websites and various other online channels.

Further research can use a wider variable so as to understand more deeply the factors that can affect the intention to book hotel rooms online. Future research should consider online ordering intentions not only through the website but also through other online distribution channels.

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