



**EXAMINING THE INFLUENCE OF SERVICE QUALITY, PRICE,
TRUST, AND GUEST SATISFACTION TO BOOKING INTENTION ON
BOOKING THROUGH ONLINE TRAVEL AGENCY (OTAs) :
A STUDY IN GREATER JAKARTA AREA**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

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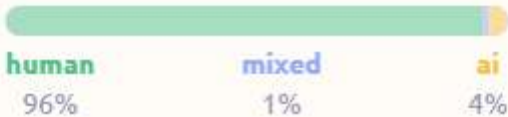
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ABSTRACT

Purpose – This research aims to examine the Influence of Service Quality, Price, Trust, and Guest Satisfaction to Booking Intention on Booking through Online travel Agency (OTAs) in Greater Jakarta.

Design/Method – This study uses a quantitative research method by developing a questionnaire as a research instrument and then collecting data using a purposive sampling technique. A total of 318 data were collected from people in Greater Jakarta. The data collected in this study were analyzed using Partial Least Squares Structural Equation Model (PLS-SEM).

Findings – All hypotheses in this study are accepted, except service quality to guest satisfaction is refuted, means all factors except service quality to guest satisfaction have significant influence to booking intention. Price influence guest satisfaction, price influence trust, trust influence booking intention, and guest satisfaction influence booking intention.

Originality – This study examines the variables that affect people's intentions to make more booking through Online Travel Agency (OTAs), which several researchers have previously examined.

Keywords – Booking Intention, Guest Satisfaction, Trust, Price, Service Quality, Online Travel Agency, OTA

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