

ONLINE TRAVEL AGENTS USE FOR SALES AND PROMOTION OF HOTEL IN KALIURANG YOGYAKARTA

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ABSTRACT

Although traditional travel agents have played an important role as proxies enabling travelers to make connections with hotels, the emergence of the internet has changed the traditional relationship between hotels and travel agents. Instead of a traditional agent–principal relationship, online travel agents (OTAs) seem to act as more than just intermediaries and more as business partners or vendors. Scholars have previously observed troubled, if not hostile, relationships between hotels and OTAs. There has been a growing tendency for hotel and accommodation business worldwide to use online travel agents (OTAs) to promote and sell their rooms. This research discusses the advantages and disadvantages of the promotion and sales through OTAs for hotel business in Kaliurang a famous tourism destination object in Yogyakarta. The object of the research is the hotel manager, supervisors and staff who handle the hotel promotion and sales of their accommodation business. Hotel were located in Kaliurang chosen based on cluster proportional and the informants were chosen based on purposive sampling technique. The result shows that the disadvantages in using OTAs as promotion and sales tool are rising occupancy, direct payment, and as a tool in making hotel well known worldwide. The disadvantages are decrease net sales, over booking, negative comments could downgrade the hotels rank, and OTAs make hotels website got limited traffic. The motivation of hotel managements in using OTAs is highly motivated. The dominant factor of the perception included factors in self-perception of the target, factor in the self-perception., and factors perception of situation. This research suggests to the villa management to recruit special personnel for handling OTAs as well as to manage own websites to increase the net sales.

Keywords: promotion, sales, hotel management, online travel agents

1. Background

Tourism sector in Kaliurang tourism area especially in District Pakem and Cangkringan Yogyakarta growing very rapidly starting from inn, homestay, villa up to hotel. The growth of hotels is very rapid can be seen from the development of the number of hotels in the District of

Cangkringan and District Pakem which belongs to tourist areas kaliurang

Competition between hotel businesses causes hotel managers to tend to various promotions, where the most commonly used promotions today are promotions and sales through online travel agents (OTAs). The distribution system of the tourism

Table 1. Number of Star and Non Star Hotel in Sleman Regency

Kecamatan/ <i>Districts</i>	Klasifikasi Hotel/ Hotel Clasification		Jumlah/ Total
	Bintang/ <i>Star</i>	Non Bintang/ <i>Non Star</i>	
(1)	(2)	(3)	(4)
1. Moyudan	-	-	-
2. Minggir	-	-	-
3. Sayegan	-	-	-
4. Godean	-	-	-
5. Gamping	-	4	4
6. Mlati	2	12	14
7. Depok	21	32	53
8. Berbah	-	1	1
9. Prambanan	-	-	-
10. Kalasan	1	3	4
11. Ngemplak	-	4	4
12. Ngaglik	1	8	9
13. Sleman	-	-	-
14. Tempel	-	-	-
15. Turi	-	1	1
16. Pakem	1	259	260
17. Cangkringan	-	39	39
Jumlah/ Total	26	363	389

Source : Direktori Hotel and Acommodation Sleman (bps DIY 2015)

market through the website is applied also to the hotel industry whether the website is managed independently by the hotel (booking engine) or through OTAs which is used as a media promotion and sales.

The hotel industry located in Kaliurang Yogyakarta generally utilizes website media in promotion and sales either managed by the hotel manager itself or utilizing OTAs. Preliminary observations indicate that the number of room reservations through self-managed websites is still lacking when compared to room reservations via OTAs. Tourists are more likely to make reservations via OTAs. Therefore, the tendency of hotel managers in Kaliurang Yogyakarta to conduct promotion and sales through OTAs media.

Online travel agents is an online travel agency business, focusing on selling various tourism products. Tourism businesses that work together with OTAs start from the

sale of aviation services, accommodation businesses and other tourism businesses. Some OTAs in Yogyakarta are agoda.com, booking.com, traveloka, pegipegi, trivago, mr.aladin, expedia.com, airrooms, nidaroom, etc. This article is expected to contribute knowledge about the use of OTAs as a media promotion and sales in the tourism sector.

In particular this article is structured to answer the following questions: how are the advantages and disadvantages of promotions and sales through OTAs for hotel managers at times? How is the motivation of hotel manager in Kalirang in using OTAs? and What are the dominant factors that influence the perception of hotel management in Kaliurang tourism area to the use of OTAs?

2. Theory and Research Methods

This article uses the concept of hotel management, e-marketing concepts,

online travel agents concept and tourism promotion concept. The hotel manager is the management that plays a role in the management of hotel rooms and amenities. The hotel managers targeted as respondents and informants in this research are hotel management managers ranging from hotel manager, operational manager, marketing manager, supervisor and sales staff responsible for promotion and sales of hotel rooms.

Competing OTAs have to take into account the search behavior of their customers. It has been argued that greater market transparency in electronic markets would lead to greater price competition (Bakos 1991, Benjamin and Wigand 1995). With vanishing search costs, competing firms offering undifferentiated products have to charge the same competitive price (Bertrand 1883). Undoubtedly, electronic markets on the Internet have made it far easier for consumers to search for services from various OTAs. However, initial evidence (Bailey et al. 1997, Bailey 1998, Smith and Brynjolfsson 2001) suggests that this does not hold for near-commodity products like books, CDs, and software. While we cannot determine whether all costs associated with online search have disappeared, we can certainly observe if market participants behave as if search costs were zero, by utilizing results from well-established economic models.

Vanboskirk and Riley (2011) state that Information and Communication Technology (ICT) introduces a more responsive marketing concept that is a marketing medium of the future. Hasan (2013) states that e-marketing is one of the promotional media. Marketing theory and selling practices experience various transformations due to the marketing shift from broadcast marketing and print media to

marketing using interactive media.

Online travel agents are travel agents that act as media campaigns and online sales through the website. Online travel agents website is an OTAs-managed website that distributes and facilitates customers in booking to the tourism tourism company (Australian Tourism Data Warehouse, 2013). The hotel manager in this case conducts online promotion in the form of affiliate marketing. Affiliate marketing is a profit-sharing process that allows a merchant to increase sales by registering or joining another website as a salesperson (Hasan, 2013: 671).

Tourism promotion is a marketing communication to provide information on tourism services provided by the company. Tourism promotion aims to make tourism services better known to tourists, so they can affect purchasing services. Promotion is a communication part of marketing that provides information and knowledge in an informative and persuasive way for travelers (Budi, 2013). According to Pitana and Surya Diarta (2009: 154) promotion is a means to sell that aims to gain profit through sales volume.

The theoretical basis used there are three namely the theory of tourism marketing mix, motivation theory and perception theory. Mix is a combination of various elements that aim to create an appropriate action plan for the customer in the target market (Vellas and Lionel, 2008: 143). The marketing mix for the first time was pioneered by Bor den (Yoeti, 2002: 237). The application of the marketing mix in the tourism industry is done by MacCarthy so it is known as MacCarthy's Four Ps. Four P is referred to is Product, Price, Place and Promotion. Tourism services or services have special characteristics and to explain the proposed 3P advanced, namely: People, Physical Evidence, and Process (Vellas and

Lionel, 2008: 143).

Psychological motivation theory Mc. Guire (Neal, et al., 2004: 300-305) mentions there are two types of motivation based on its form factors, namely internal motivation and external motivation. Internal motivation is caused by necessity in a person. External motivation is due to the needs outside of a person.

According to Robbins and Judge (2008: 175-176) perception is a process in which individuals organize and interpret sensory impressions to give meaning to the environment. The factors that influence perception lie in the self-forming perception, within the object or target that is defined, and in the context of the situation in which the perception is made.

This article uses a quantitative approach supported by a qualitative approach. Done by using 4 data collection techniques, namely: observation of the use of OTAs by hotel industry, questionnaires dissemination, in-depth interview and documentation study. Quantitative data obtained from the questionnaire distribution, measured using Likert scale with five-point continuum, weight 5,4,3,2,1. Measurable Indicators / variables are used as starting points in the form of questions or statements that respondents need to answer.

Based on Mc psychological motivation theory. Guire there are two motivational factors: internal and external motivation (Neal, et al., 2004: 300-305). Measurement of motivation is formed by six internal motivation variables and four external motivation variables. The three factors that influence perception are perception factors within the self-organizer (F1), the perception factor of the target self (F2), and the situation perception factor (F3) (Robbins and Judge, 2008: 175-176). Perceptual measurements are formed by five variables of F1, five variables of F2, and three

variables of F3.

The study was conducted in Kaliurang tourist area from May to June 2017. The population in this study were hotel managers who served as managers, supervisors, and staff who handled hotel promotion in Kaliurang. The number of hotel and lodging managers in Kaliurang is 299 hotels (BPS DIY, 2015). The total number of respondents is 66 by using the Slovin formula. Hotel taking based on cluster proportional sampling technique and determination of respondents and informants with purposive sampling technique.

The results of the analysis are described with qualitative descriptive narratives based on in-depth interviews on the advantages and disadvantages of promotion and sales through OTAs conducted by hotel managers in Kaliurang. Motivation of hotel management in Kaliurang to use OTAs as media of promotion and sales using descriptive qualitative analysis technique. Analysis of factors influencing perception of hotel manager in Kaliurang on the use of OTAs as a media of promotion and sales using factor analysis technique with SPSS 21 software.

3. Results and Discussion

3.1 Characteristics of Participants

The number of respondents used were 66 respondents from different hotels. Hotel management respondents in Kaliurang. Table 2 shows the distribution data of respondents.

3.2 Advantages and Disadvantages of Promotion through Online Travel Agent

Based on the explanations of some hotel managers, can be summarized some of the advantages of online travel agents as a media promotion and sales for hotel managers as follows:

Online travel agents are instrumental

Table 2. Distribution of Respondent Characteristics of Hotel Managers in Kaliurang

Respondents Identity	Respondents	Number of Persons	Percentage
Marital Status	Married	45	68%
	Not Married	21	32%
	Total	66	100%
Gender	Male	36	55%
	Female	30	45%
	Total	66	100%
Position	Hotel Manager	1	2%
	Operational Manager	27	41%
	Marketing Manager	17	26%
	Supervisor	11	17%
	Sales Staff	10	15%
	Total	66	100%
Group Age	25-34 years	38	58%
	35-54 years	27	41%
	55+ years	1	2%
	Total	66	100%

Source: Data Processing Results, 2017

to hotel occupancy rates. This can be seen from the data occupancy of the average hotel from each informant mentioned that the reservation through online travel agents provide the highest contribution when compared with media promotion and other sales.

Using online travel agents can adjust the price. Prices can be raised and lowered at any time adjusted to the season. Under the payment system, hotels accepting booking through online travel agents will receive direct payments, unlike offline travel agents generally make payments 1 month after the guests check out. The travel agents online range is wider and virtually unlimited where hotels are more quickly known worldwide, for now travelers prefer to make online reservations online, and other advantages of using online promotional and sales travel agents are cost-effective in terms of time and cost.

Another advantage is if guests are satisfied with the service of the hotel, it will likely be a guest repeater. However, some of

the losses of promotional media and online travel agents sale for hotel managers in Kaliurang are as follows: Nett sales earned hotel reduced because they have to pay commissions to online travel agents. The use of online travel agents by hotel managers on average more than two, there are using five, eight even up to 14 travel agents online. The server of each travel agency online is different, so the possibility of over booking can happen. Hotel managers will generally make transfers to other hotels with similar classes and prices, but this may cause tourists to feel unhappy or dissatisfied and may not comment favorably on hotels on online travel agents or on tripadvisor.com tourist community websites a barometer for world travelers. Unfavorable comments can also be caused by less satisfied tourists to service, comfort and security that tourists feel during the stay.

Compared to hotels' web sites, OTAs have the advantage of offering to consumers a one-stop-shop for book hotel rooms and even buying the entire holiday (O'Connor,

2008b), mostly at a convenient price (Lee et al., 2013). Additionally, OTAs have built their success on economies of scope, aggregating products and reducing costs to provide the final consumers with cheaper solutions and using data mining, direct mail, and loyalty programs, thus profiling the consumers and pushing travel products to them in different ways (Toh et al., 2011). Finally, the use of different business models (Lee et al., 2013) and smarter business practices related to pricing (Tso and Law, 2005; Enz, 2003) enables OTAs to provide cheaper room rates than those offered by hotel brand web sites (Gazzoli et al., 2008).

Given this background and the relevance of technologies for communication and online commerce purposes, the current research provides a supply-side perspective on the importance of social media and the OTAs in terms of online sales. In particular, the potential factors influencing the perceived importance stated by hoteliers towards the two technologies are investigated by applying a quantitative approach (i.e. ordered logit class of models) for analysis of ordered categorical variables. The econometric analysis further estimates the relative impact (i.e. marginal effects) of the explanatory factors on the importance of the two technologies investigated in terms of online sales. Additionally, the current research proposes analysis of the importance of social media and OTAs for sales within the same sample of hoteliers. This allows the investigation of potential differences in the way hoteliers perceive the importance of social media and OTAs (in this case, as explained below, Booking.com) as generators of online sales. Finally, based on the results obtained from the analysis performed, the current research outlines professional contributions and managerial implications for both the hospitality and OTAs industries.

Online travel agents generally dominate keywords or keywords on behalf of the hotel, this causes when customers search the hotel, but search engine results will lead to online travel agents, where online travel agents are at the top position while the hotel standalone website appears in a position further down. The top position on search engines is always occupied by Adwords ads. This makes the booking engine on the hotel's standalone website get less traffic portion in the online market (see Photo 1).

3.3 Motivation of Hotel Management Using Online Travel Agents

In general, the motivation of hotel managers in Kaliurang against the use of travel agents online as a media promotion and sales is at a very high level of motivation with an average value of 4.32. The average score of internal motivation is 4.41 and external motivation 4.23. This indicates that internal and external hotel managers are motivated to use online travel agents as a media of promotion and sales.

Variables with very high motivation as many as seven out of 10 internal and external motivation variables, namely: the need for consistency variables (Y1.1), the need for achievement achievement in this case increased occupancy hotel (Y1.2), the need for responsibility (Y1. 3), the need for causal attributes (Y1.4), the need for something new in this media promotion and sales (Y1.6) which is an internal motivation variable and the need for affiliation (Y2.7), the need for wages (Y2 .8) which is an external motivational variable. While the other 3 variables including high motivation are: Variable requirement will be personal control (Y1.5) which is internal motivation, variable requirement to imitate promotion of other hotel (Y2.10) and Variable requirement of ease of registration of hotel become partner of travel agent online

Photos 1 Google Search Results

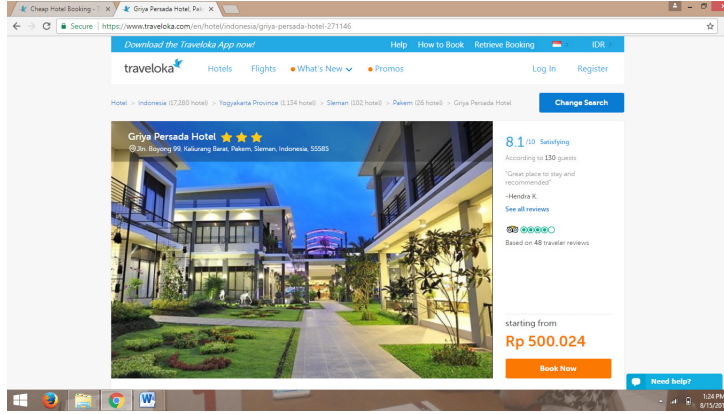
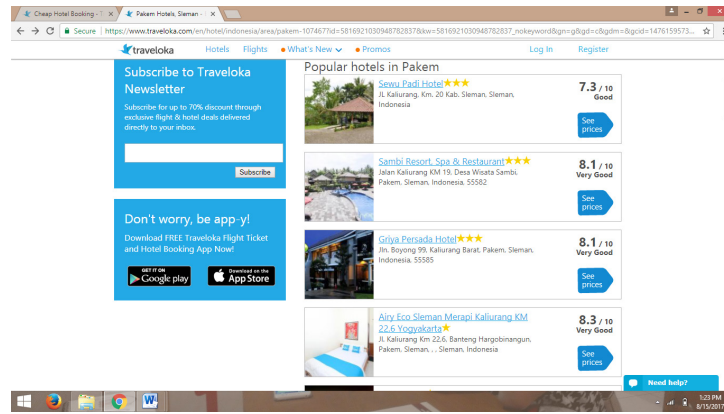
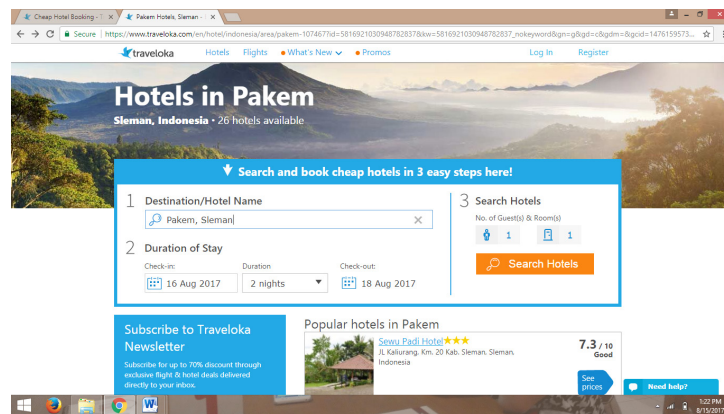
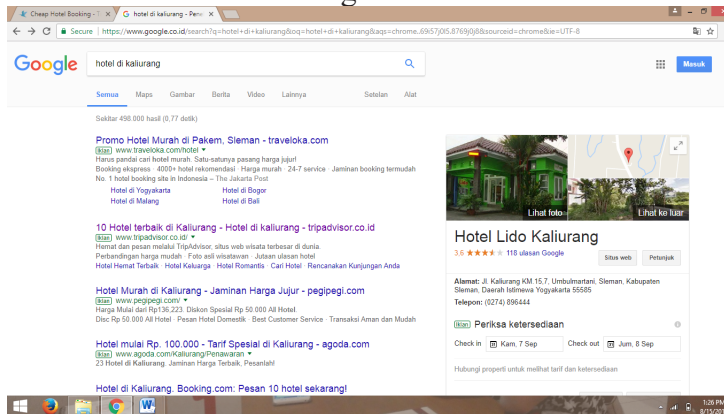


Table 3 Statistics Average 10 Variables Motivation

Variable	Factor	Score average
Score average	1. The need for consistency (Y1.1)	4.59
	2. The need for achievement (Y1.2)	4.53
	3. The need for responsibility (Y1.3)	4.29
	4. The need for attribute causes (Y1.4)	4.42
	5. The need for personal control (Y1.5)	4.17
	6. The need for something new (Y1.6)	4.44
	Average	4.41
External Motivation	1. The need for affiliation (Y2.7)	4.35
	2. The need for wages (Y2.8)	4.32
	3. The need for easy registration of hotel managers become an online travel agents partner	4.09
	4. The need to imitate (Y2.10)	4.14
	Average	4.23
	General Average	4.32

Table 4 Statistics Average 13 Perception Variables

Factor	Variable	Score average
Factors Inside the self of the person (hotel manager)	1. Attitudes (X1.1)	4.53
	2. Motives (X1.2)	4.27
	3. Interest (X1.3)	4.27
	4. Experience (X1.4)	4.55
	5. Expectations (X1.5)	4.47
	Average	4.42
Factors Inside self target (online travel agents)	1. Something new (X2.6)	4.41
	2. Perception of front display (X2.7)	4.35
	3. Online travel agents background (X2.8)	4.44
	4. Cooperation (X2.9)	4.08
	5. Similarity of use (X2.10)	3.85
	Average	4.23
Situation Factors	Time (X3.11)	4.39
	Working Conditions (X3.12)	4.55
	Social Situation (X3.13)	4.50
	Average	4.48
	General Average	4.37

Source: Data Processing Results, 2017

(Y2.9) which is an external motivation. This indicates that internal and external hotel managers are motivated to use online travel agents as promotional and sales media, where internal motivation is greater when compared to external motivation (Table 3).

3.4 Dominant Factors Affecting Hotel Management Perceptions

In general, the perception of hotel managers in Kaliurang on the use of travel agents online as a media promotion and sales is very agree with the average value of perception 4.37. The average rating of each factor is: (1) The highest average factor of perception of the situation is 4.48. (2) Mean factor of perception from inside of the pengarti (hotel manager in Kaliurang) 4.42. (3) The average factor of perception from within the target (online travel agents) got the lowest score of 4.23 (Table 4).

The result of perception factor analysis of hotel management in Kaliurang on the use of travel agents online as a media of promotion and sales is a combination of factor scores from three factors consisting of: perception factor from self of the pengarti, perception factor in target self, and situation factor. The value of Kaiser-

Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) is 0.708 greater than 0.5 which means that all observed variables are feasible to be factored. The KMO value of 0.718 and the Sig 0,000 value at which the Sig value <0.05 indicates that the correlation between the factor-forming factor of the join can be explained by other factors and the exact factor analysis is performed. (Table 5.19). This indicates that the perception factor of hotel management in Kaliurang on the use of travel agents online as a media of promotion and sales is indeed determined by three factors, namely the perception factor of the self-organizer (F1), the perception factor in the target (F2), and the situation factor F3) in Table 5.

The result of anti image correlation analysis between factor of F1, F2, and F3 as perception form factor is presented in Table 5 which shows that factor F1, F2, and F3 have statistically significant correlation with anti image correlation value more than 0,5 (Santoso, 2014: 78).

The influence of each factor on the combined factors can be determined from the value of communality in Table 7. Communality states the percentage of

Table 5 Results of KMO and Bartlett's Test of Perception Factor

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.718
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig
	107376
	3
	.000

Table 6 Interpersonal Correlation Matrix of Perceptions

Factor		F1	F2	F3
Anti-image Covariance	F1	.352	-.209	-.088
	F2	-.209	.311	-.154
	F3	-.088	-.154	.496
Anti-image Correlation	F1	.702a	-.633	-.210
	F2	-.633	.668a	-.392
	F3	-.210	-.392	.819a

Source: Data Processing Results, 2017

Table 7 Commuality of Variables of Perception Factors

Factors	Initial	Extraction
F1	1,000	.823
F2	1,000	.858
F3	1,000	.742

Source: Data Processing Results, 2017

Table 8 Eigenvalue, Percentage of Variance and Cumulative Percentage of Variance from Three Perception Factors

Component Initial Eigenvalues	Extraction Sums of Squared Loadings	Total	% of Variance	Total Cumulative%	% of Variance	Cumulative%
1	2,423	80,759	80,759	2,423	80,759	80,759
2	,377	12,582	93,340			
3	200	6.600	100,000			

Source: Data Processing Results, 2017

influence of each factor F1, F2, and F3 on the perception factor of hotel management in Kaliurang against the use of travel agents online as a media of promotion and sales that can be explained (F1) is 82,3%, self perception factor (F2) is 85,8%, and situation factor (F3) is 74,2% (Table 7) .

Table 8 shows that the perception factor of hotel management in Kaliurang on the use of travel agents online as promotion and sales media can represent the forming component of 80.759% of the total variance, which means that formed one factor representing the three factors F1, F2, and F3 with the root value feature (eigenvalues) of 2.423 (> 1.00).

The result of matrix component analysis as in Table 8 shows the correlation or correlation of each factor of F1, F2, and F3 to the formed factor (join factor). The higher the matrix component value of each factor, the stronger the relationship or the greater the influence in the formation of perception factor of the hotel manager in Kaliurang against the use of travel agents online as the media of promotion and sale, and vice

versa. Referring to Table 8 it can be seen that the target perception factor (F2) has the strongest correlation to the perception factor with the correlation coefficient of 0.926, followed by the perception factor of the self-organizer (F1) with the correlation coefficient 0.907, and the weakest factor situation (F3) with correlation coefficient 0.861.

Based on the result of factor perception analysis of hotel management in Kaliurang on the use of travel agents online as media of promotion and sale, indicate that each factor has its own influence. Based on the three factors that influence perception, the perception factor in the target that has the greatest influence on the perception of the hotel manager in Kaliurang on the use of travel agents online as a media of promotion and sales, followed by the perception factor from the self of the pengarti, and the least influence is factor situation. Interpretation of perceptual factor analysis of hotel management in Kaliurang on the use of travel agents online as a media of promotion and sale is hotel manager prioritizing target

Table 9 Situation Factor Matrix with Varimax Rotation

Factor	Component
F1	.907
F2	.926
F3	.861

Source: Data Processing Results, 2017

in this case travel agent compared with situation factor like time, work condition and social condition.

4. Closing

4.1 Conclusion

From the whole stages of the research can be drawn conclusion as follows: Firstly, the use of online travel agents by hotel managers in Kaliurang is felt to be more profitable than the loss. The benefits include increasing occupancy of the hotel, the price can be adjusted by season, get paid directly, is a promotional media and sales that sparing and reaching the whole world, and if guests feel satisfied over the hotel service will be a guest repeater. While the losses are nett sales will be reduced, over booking, online travel agents control keywords or keywords on behalf of the hotel, causing the hotel standalone website difficult to get the portion of traffic in the online market. Apart from the advantages and disadvantages of online travel agents for hotel managers in Kaliurang as a media promotion and sales, research shows that the highest reservation obtained by hotel managers in Kaliurang through online travel agents. Average reservations obtained through online travel agents accounted for 47.30 percent of the total hotel reservations per year.

Second, the motivation of hotel management in Kaliurang to use travel agents online as media of promotion and sale in general is very high. The average internal and external motivation of hotel managers in using online travel agents as a

media promotion and sales is very high and if compared to internal motivation is higher than the external motivation.

Third, the perception of hotel management in Kaliurang against the use of travel agents online as a media promotion and sales in general is strongly agreed. Factors that have the greatest influence on the perception of hotel managers in Kaliurang regarding the use of travel agents online as a media promotion and sales are (1) the perception factor from within the self target where the background of online travel agent plays a very important role in its use as a media campaign and sales. (2) the perception factor from within the self, where the attitude of the hotel manager to online travel agents plays a very important role. (3) situational factors, where the working conditions have the most influence on the use of travel agent online as a media campaign and sales.

4.2 Suggestions

Based on the results of the analysis that has been done and the conclusions obtained then the following suggestions given to the manager of the hotel in Kaliurang, among others:

Hotel managers should employ specialized personnel handling the management of travel agents online on hotel availability data, as most hotels use more than two travel agents online.

Hotel managers should keep and always improve services, ensure the comfort and security of tourists to avoid negative

comments written by tourists on online travel agents. Negative comments tend to lower the ranking of hotels, and conversely if tourists feel satisfied and provide positive comments, will certainly increase the sale value of the hotel.

Online travel agents are able to help increase hotel occupancy, and are able to make the hotel better known by potential customers. Therefore, hotel managers are advised to increase cooperation with online travel agents.

Online promotions should not only focus on using online travel agents, but still maintain the hotel's self-contained website. Because travelers who make reservations through the hotel's self-contained website will certainly provide a higher net sales when compared with reservation through online travel agents.

With regard to hotel online management and personnel, the human factor emerged as a key issue for hoteliers. Being effectively active, both in OTAs, implies having personnel with different skills and training needs. A counter effect for the model OTAs is further associated with the personnel dedicated to online sales management.

This research is a preliminary research about factors perceptions of hotel managers in Kaliurang against the use of online travel agents, of course, still many have shortcomings and require improvement. To other researchers in the future in order to develop research from the perspective of tourists and other research on media promotion of other online tourism.

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