



The Influence of Visual Presentations and Online Reviews on Hotel Booking Intention on the Tiket.Com Application (Case Study: Tiket.Com Application Users)

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Abstract

Tiket.com is an Online Travel Agent (OTA) that provides online hotel bookings. This study aims to analyze the effect of visual presentation and online reviews on hotel booking intention on the Tiket.com application. This research integrates visual presentation and online reviews with the Technology Acceptance Model (TAM). The variables tested consist of Visual presentation, Perceived Ease of Use, and Online review as independent variables, Perceived Usefulness as a moderating variable, and Booking Intention as the dependent variable. The type of research is quantitative with a cross-sectional design and the research subjects are users of the Tiket.com application. Data was collected by distributing questionnaires to 119 respondents. The research hypothesis was tested using the Partial Least Squares Structural Equation Model (PLS-SEM) analysis technique. Based on the results of the hypothesis, H1, H3, and H8 are not in line with previous thinking because they do not positively influence buying interest

in the tiket.com application. tiket.com applications should update booking features, and more attractive colors, update the system, reduce addsens, and update a more modern look.

Keywords: booking intention, visual presentation, online review, TAM

1. Introduction

Indonesia is famous for its natural beauty and has a variety of tourist destinations for vacation or leisure. The 2018 edition of the Lonely Planet Travel Guide and Digital Media Publisher states that Indonesia occupies the seventh position in the top ten list as one of the world's most favored and best tourist destinations. In line with this, the tourism accommodation sector, such as travel providers, is growing rapidly in Indonesia.¹ The development of digital technology supports the development of the tourism accommodation sector. Many accommodations and transportation to support tourism can be booked through applications or websites. Technological advances have provided convenience for humans in various sectors, including in the field of tourism. Technology makes it easier than in the past if someone wanted to book a hotel, they had to go directly to the hotel or booking bureau or order now by calling the available telephone number, now with the development of technology humans can order more efficiently and get various kinds of promotions by using Online Travel Agent (OTA). in 2011 reached USD 1.6 billion per year, which is predicted to increase by 30-40% and the value of hotel reservations in Indonesia through OTA reaches USD 200 million or Rp 2 trillion per year, with an average growth rate of 200-300% annually. These numbers really make Indonesia as a potential market in developing the online travel market.²

Tiket.com is one of Indonesia's pioneering online travel agents (OTA), established in 2011. Tiket.com is one of Indonesia's fastest-growing online travel

¹ Dawood Amin et al., "Examining the Impact of Visual Presentations and Online Reviews on Hotel Booking Intentions," *Tourism and Hospitality Research* 21, no. 4 (2021): 402-17, <https://doi.org/10.1177/14673584211021900>.

² Adi Wicaksono and Anita Maharani, "The Effect of Perceived Usefulness and Perceived Ease of Use on the Technology Acceptance Model to Use Online Travel Agency," *Journal of Business and Management Review* 1, no. 5 (2020): 313-28.

agents (OTA), with many competitors trying to outdo it. Tiket.com's website presents a complete range of features that accommodate various types of ticket bookings, and even the ticket booking menu can be found directly on the main homepage. To facilitate consumer understanding, Tiket.com has provided original content that explains the site's functionality. Tiket.com is one of the OTAs that provides online hotel booking services to many users in Indonesia.³ However, Tiket.com's popularity is still inferior to that of its competitor, Traveloka, as indicated by the Top Brand Award. The outcomes of the Top Brand survey from 2019 to 2022 revealed that Tiket.com and Traveloka are the two most widely used Online Travel Agencies (OTAs), with Tiket.com holding the second position.

The low use of the Tiket.com application illustrates that consumer interest in Tiket.com is also low. Purchase interest has a positive effect on purchasing decisions.⁴ However, based on Tiket.com's visual presentation both on the web page and the application, it is still unattractive with the icon size too large, unattractive colors, untidy layout, and unclear price information. In addition, the reviews and ratings given by consumers are still unsatisfactory. Referring to non-supported previous research which states that visual presentation and online reviews have a positive effect on booking intention.⁵ Thus, researchers are interested in identifying the effect of Perceived Ease Of Use on Perceived Usefulness, the effect of consumer Booking Intention, the effect of Online Reviews on consumer Purchase Intention, and the effect of Visual Presentations and Online Reviews on Booking Intention on hotel bookings in the Tiket.com application.

2. Literature Review

Consumer decisions in determining the purchase or order of a product or service are often strongly influenced by the attractiveness of the visual

³ Yosepin Paskal Darmayanti, "Pengaruh Persepsi Konsumen Atas Atribut Toko Online Terhadap Brand Preference" (Universitas Katolik Parahyangan, 2018).

⁴ Saidah Putri Sari, "Hubungan Minat Beli Dengan Keputusan Pembelian Pada Konsumen," *Psikoborneo: Jurnal Ilmiah Psikologi* 8, no. 1 (2020): 147, <https://doi.org/10.30872/psikoborneo.v8i1.4870>.

⁵ Edwin Japarianto and Stephanie Adelia, "Pengaruh Tampilan Web Dan Harga Terhadap Minat Beli Dengan Kepercayaan Sebagai Intervening Variable Pada E-Commerce Shopee," *Jurnal Manajemen Pemasaran* 14, no. 1 (2020): 35–43, <https://doi.org/10.9744/pemasaran.14.1.35-43>; Cincin Rohmatulloh and Devilia Sari, "Pengaruh Online Customer Review Terhadap Minat Beli Dengan Kepercayaan Sebagai Variabel Intervening Pada Shopee," *EProceedings of Management* 8, no. 3 (2021): 58–66.

presentation provided by the product or service. This phenomenon illustrates the importance of visual factors in influencing consumer perceptions and attitudes. Visual presentation is a way to express an idea through visual multimedia.⁶ The media can be electronic such as TV screens and websites, to physical platforms, such as billboards. In addition to skills that can satisfy consumers, the success of a presentation is determined by how much information can be received. Visual Presentation is also referred to as expressing ideas about something using visual aids directly using visual multimedia.⁷ An important goal of visual presentation is to attract customers and encourage them to buy the products presented.⁸ In studying the impact of different formats of product presentations on online consumers' understanding and recall of product information from different perspectives. It compares the influence of visual and product visual information on online users and finds out that product presentations are an important factor for the success of online retailers.⁹

Customer satisfaction can be assessed through online feedback and comments provided by customers. Online reviews are a form of evaluation provided by previous customers of information related to a particular product, covering various aspects. This provides an opportunity for consumers to gain an understanding of the quality of the product. Meanwhile, according to Hariyanto & Trisunarno, Online Reviews are considered significant because they are made voluntarily by customers who have previously purchased the product.¹⁰ In Online Reviews on online shopping sites, every consumer has the opportunity to provide reviews that are positive or negative regarding the quality of the product or service provided. If this review reflects consumer satisfaction, it will generate interest in purchasing products online.

⁶ Lijuan Zhao, "The Necessity of Visual Presentation Design in Digital Foreign Language Teaching," *SHS Web of Conferences* 157 (2023): 02008, <https://doi.org/10.1051/shsconf/202315702008>.

⁷ M. N. Willyarto et al., "Visual Aid Presentation as a Learning Method: A Case Study in Learning English of Management Students in Binus University," *Journal of Physics: Conference Series* 1566, no. 1 (2020), <https://doi.org/10.1088/1742-6596/1566/1/012023>.

⁸ Sanjita, Bista. "Effective Communication with Customers through Visual Merchandising in Physical Retail Industry. Caso Shoe Stop Oy," no. May (2018). https://www.theseus.fi/bitstream/handle/10024/148226/Bista_Sanjita.pdf?sequence=1&isAllowed=y. https://www.theseus.fi/bitstream/handle/10024/148226/Bista_Sanjita.pdf?sequence=1&isAllowed=y.

⁹ Nicholas Vanderschantz and Nicole Sijnja, "Swipe, Scroll, Add-To-Cart: A Case Study of e-Commerce Gallery Designs for Small Screen Devices," 2020.

¹⁰ Halila Titin Hariyanto and Lantip Trisunarno, "Analisis Pengaruh Online Customer Review, Online Customer Rating, Dan Star Seller Terhadap Kepercayaan Pelanggan Hingga Keputusan Pembelian Pada Toko Online Di Shopee," *Jurnal Teknik ITS* 9, no. 2 (2021): A234–39.

Assessing the adoption of technology by consumers can be accomplished through the utilization of the Technology Acceptance Model (TAM). This conceptual framework delineates the elements that impact users' willingness to embrace technology. The technology acceptance model or TAM is used and integrated to study the intention and behavior of using various information technology applications.¹¹ TAM explains the acceptance of information systems by individuals. Based on TAM theory, explains that technology acceptance is predicted by user behavioral intentions, which in turn are determined by the perceived usefulness of technology in performing tasks and the perceived ease of use. The original TAM model contains perceived usefulness and perceived ease of use as variables that influence actual use with intention of use as a moderating variable. Perceived usefulness is the level of individual belief that a system used can contribute to improving their performance. It is considered as a medium between social media attributes and competency use.¹² Meanwhile, Perceived Ease of Use is an assessment of the extent to which individuals believe that the use of technology will take place without requiring excessive effort.¹³ When the perceived ease of use of using a particular technology increases, their intention to use the technology also increases. The technology acceptance model (TAM) evaluates two determinants, namely perceived ease of use perceived use and usability, influencing individual attitudes and intentions towards using the system. Researchers have used the original TAM in studying a variety of related fields technology, marketing, hospitality and tourism and has emphasized the importance of perception determinants of ease of use and perceived benefits of using information technology.¹⁴

Consumers manifest their intention to engage with particular offers by actively placing orders or making reservations in advance. Athapaththu &

¹¹ Yu Chih Huang et al., "Examining an Extended Technology Acceptance Model with Experience Construct on Hotel Consumers' Adoption of Mobile Applications," *Journal of Hospitality Marketing and Management* 28, no. 8 (2019): 957–80, <https://doi.org/10.1080/19368623.2019.1580172>.

¹² Vika Gustyana Mulyani, Moh Farid Najib, and Alexandre Desausa Guterres, "The Effect of Perceived Usefulness, Trust and Visual Information toward Attitude and Purchase Intention," *Journal of Marketing Innovation (JMI)* 1, no. 1 (2021), <https://doi.org/10.35313/jmi.v1i01.12>.

¹³ Ivan Naufaldi and Miharni Tjokrosaputro, "Pengaruh Perceived Ease Of Use, Perceived Usefulness, Dan Trust Terhadap Intention To Use," *Jurnal Manajerial Dan Kewirausahaan* 2, no. 3 (2020): 715, <https://doi.org/10.24912/jmk.v2i3.9584>.

¹⁴ Amit Tariyal, "A Study on the Influence of EWOM Platform Characteristics on the Perceived Usefulness and Subsequent Purchase Decision of Millennials with Reference to Hotel Industry," 2022.

Kulathunga define Booking Intention refers to the desire and readiness of consumers to order products or services from a particular website platform.¹⁵ Increased consumer drive to obtain specific products or services, is the main factor that encourages consumers to carry out actual purchases. According to Xu & Schrier, booking intention is associated with a determining factor in customer intention to place an order when searching for product attributes online, so booking intention is placed as an aspect of information search in the pre-travel stage.¹⁶ Meanwhile, according to Widokarti & Priansa, booking intention is a person's tendency to buy a brand by taking action with a purchase with the possibility of consumers doing research.¹⁷ It can be concluded that purchase interest is a person's desire to buy a product by taking action supported by the ability to buy.

According to Yang Yang, hotels with excellent online ratings are encouraged to adopt promotions to attract consumers and increase sales, which can be beneficial for maintaining market share and financial status of hotels in Indonesia in the long term. Conversely, a low-rated hotel should prioritize increasing its online rating or cultivating a prestigious reputation by improving service quality and diversifying its facilities rather than relying on unreasonable price promotions, which may be futile or even backfire in attracting customers. The higher the online rating, the more likely the hotel is to be included in the customer rankings. set of considerations and then recorded.¹⁸

The conceptual framework in this study is a replication model of previous research developed by Amin et al.¹⁹ The use of a replication model in the research framework because this model has been tested on different samples, so it is hoped that the research results will be more valid and there will be fewer errors. This study's independent variables (X) are Visual Presentations, perceived ease

¹⁵ Jayani Chamarika Athapaththu and KMSD Kulathunga, "Factors Affecting Online Purchase Intention: Effects of Technology and Social Commerce," 2018.

¹⁶ Xiaowei Xu and Thomas Schrier, "Hierarchical Effects of Website Aesthetics on Customers' Intention to Book on Hospitality Sharing Economy Platforms," *Electronic Commerce Research and Applications* 35 (2019): 100856, <https://doi.org/10.1016/j.elerap.2019.100856>.

¹⁷ Donni Juni Priansa Joko Rizkie Widokarti, "Komunikasi Pemasaran Terpadu Dalam Industri Pariwisata," 2019.

¹⁸ Xingbao Simon Hu and Yang Yang, "Determinants of Consumers' Choices of Hotel Online Searches: A Comparison of Consideration and Booking Stages," *International Journal of Hospitality Management* 86 (2020): 102370, <https://doi.org/10.1016/j.ijhbm.2019.102370>.

¹⁹ Amin et al., "Examining the Impact of Visual Presentations and Online Reviews on Hotel Booking Intentions."

of use, and Online Reviews. Meanwhile, the dependent variable in this study is Booking intention (Y). This study also involves moderating variables, namely perceived usefulness. The research framework is described as follows:

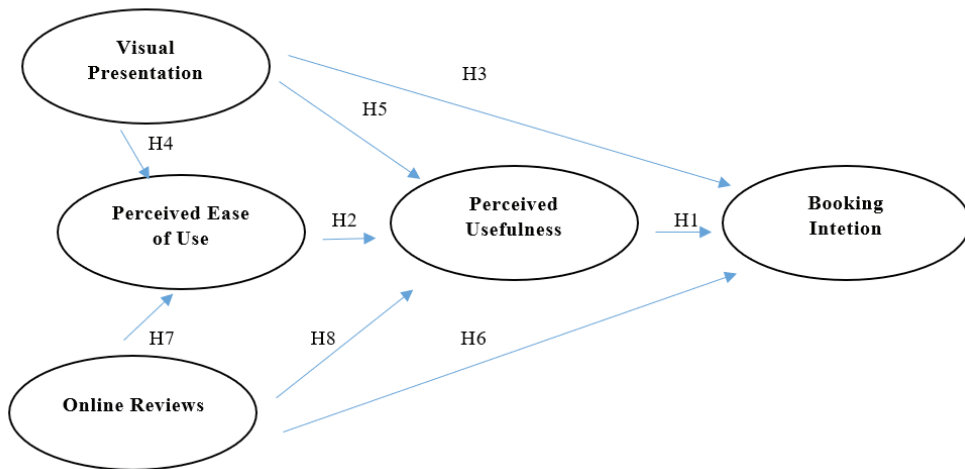


Figure. 1 Conceptual framework

In the described framework, hypothesis testing is essential for gaining a clearer understanding of the relationship between the independent and dependent variables. In this study, the focus is on investigating the impact of visual presentation and reviews on booking intention. The hypothesis derived from the framework is as follows:

The more attractive the level of visual presentation, the easier it will be for users not to waste a lot of time searching for the hotel information (perceived usefulness), so it will attract more customers to make reservations (booking intention). Previous research revealed that there was a significant effect between visual presentation and booking intention.

H1: Perceived usefulness has a positive influence on booking intention.

The variables perceived ease of use and perceived usefulness form an intention to use in the minds of consumers. More clearly, the variable's perceived ease of use and usefulness create value consumers will consider. Users who have encountered convenience in performing an activity are inclined to adopt devices that enhance the ease of task execution.

H2: Perceived ease of use has a positive influence on perceived usefulness.

Visual presentations focus on displaying images and information contained on web pages. so that it will attract many customers as the consumer's intention and motivation to make purchases voluntarily in a state of placing an order (booking intention).

H3: Visual presentations have a positive influence on booking intention.

Visual presentations within companies use specific shapes, colors and fonts to convey a specific message and stand out from their competitors. the degree to which a person believes that using a technology will be effort-free. Perceived ease of use is based on the degree to which potential users expect the new system to be used without difficulty.

H4: Visual presentations have a positive influence on perceived ease of use.

Visual presentations focus on displaying images and information contained on web pages. The more attractive the level of visual presentation, the easier it will be for users not to waste a lot of time looking for information (perceived usefulness), the consistency of this style is what makes visual communication in business successful and efficient and provides benefits

H5: Visual presentations have a positive influence on perceived usefulness.

Online reviews are a useful information source for most travelers to generate their intentions and make trip decisions. Understanding how online reviews affect travelers' online booking intentions is vitally important for hotels to optimize e-WOM as a marketing tool.

H6: Online reviews have a positive influence on online booking intention.

Online reviews serve as a valuable source of information and social evidence that directly influence how individuals perceive the ease of use of a product, service or technology. Positive reviews can reinforce ideas about simplicity and ease of use, while negative reviews may raise concerns. As a result, businesses often prioritize ensuring a positive user experience to improve the perceived ease of use of their products.

H7: Online reviews have a positive influence on perceived ease of use.

Online reviews provide tangible evidence of the benefits and practical value that a product or service offers. By showcasing real-world successes and addressing potential concerns, reviews play a pivotal role in influencing

individuals' perceptions of how useful a product or service will be in their own lives or work.

H8: Online reviews have a positive influence on perceived usefulness.

3. Method

Casual research is research conducted through experiments and non-experiments to describe the causes of a problem. The method used to find evidence of cause and effect between variables.²⁰ The population in this study is a subject related to Tiket.com application users who intend to order through the Tiket.com application. To facilitate this research, researchers used G*Power to determine the number of Tiket.com application users, namely 119 users, with 35 respondents used in sampling. The sampling technique in this research framework uses a nonprobability sampling technique, which is a sampling technique that does not allow the population to have the same opportunity to be selected. Using purposive sampling, where purposive sampling is a way of selecting samples that are selected deliberately by the researcher because the sample is representative of the population.²¹

The data analysis carried out in this study is using the Smart PLS application with the following stages:

1. Perform data processing by testing Validity on Factor Loading and AVE (Average Variance Extracted) values using the Smart PLS application.
2. Perform data processing by testing the reliability of the Composite Reliability and Cronbach's Alpha values in the Smart PLS application.
3. Testing the Structural Test R2 (R-squared) in the Smart PLS application to assess how much influence the variables have on buying interest.
4. Conduct hypothesis testing on five research indicators using the Smart PLS application.
5. Analyzing the results of the Hypothesis Test against the hypotheses found in previous research.

²⁰ Indrawati, "Metode Penelitian Manajemen Dan Bisnis Konvergensi Teknologi Komunikasi Dan Informasi," Bandung: PT Refika Aditama, 2015.

²¹ Amin et al., "Examining the Impact of Visual Presentations and Online Reviews on Hotel Booking Intentions."

4. Result and Discussion

The characteristics of the respondents are the criteria given to the research subject so that the source of information in the research is targeted appropriately. This is determined by the type of research. Of the 119 respondents, the research studied by the author was to take 35 respondents to be sampled in this study. The characteristics of the respondents who were sampled are as follows:

Table 1. Respondent Characteristics

Respondent Characteristics	Description
Name	119 names have filled out the questionnaire
Gender	51 people are male, and 68 people are female.
Age	10-25 (Gen Z) = 60 respondents 26-41 (Millennial/Gen Y) = 41 respondents 42-57 (Gen X) = 18 respondents 58-76 (Baby Boomers) = 0 respondents
Income/Month	< Rp. 2,000,000 = 41 respondents Rp. 2,000,000-Rp.5,000,000 28 respondents Rp. 5,000,000-Rp.10,000,000 = 36 respondents >Rp. 10,000,000 = 14 respondents

Based on the table above, 119 names were listed in the census data, and 35 respondents were taken as samples in this study. There are 48% male and 52% female. The age of these respondents also obtained 46% of Gen Z, 31% of Gen Y, 23% of Gen X, and 0% of Baby Boomers. Whereas in monthly income there are respondents with an income of 38% earning < Rp.2,000,000, 23% earning Rp.2,000,000-Rp. 5,000,000, 29% earning Rp.5,000,000-Rp.10,000,000 and 10% earning > Rp.10,000,000. The distribution of this questionnaire was carried out through the Instagram application, WhatsApp, and spread from friend to friend.

The reason for the income of respondents who have an income of > Rp.2,000,000 is because the age range of those who fill in the cosigner data is 10-25 of them based on researcher analysis, out of 46% of Gen Z ages 18-22, 37% still have an income below minimum wage in Indonesia and do not even have an income.

The validity test refers to a level to which the data that has been collected from the object of research reflects the actual situation. In this study, the validity test carried out was the convergent validity test. The Convergent Validity Test is a validity test that aims to determine the validity of each relationship between indicators and their constructs or latent variables. This validity test tested the Factor Loading Value and AVE (Average Variance Extracted) Value Test. The Reliability test, according to Sugiyono (2017: 130) states that the reliability test is the extent to which the results of measuring using the same object will produce the same data.²² This reliability test is also generally used as a tool to measure the consistency of a questionnaire which is an indicator of a variable or construct. In this reliability test, the test is also carried out on the Composite Reliability Value and Cronbach's Alpha Value.

Factor Loading value is a factor value that shows the correlation between indicators and their constructs. Indicators with low values indicate that Indicators with low loading values indicate that these indicators do not work in the measurement model. The Factor Loading value will be declared valid if the Factor Loading value of each indicator is above 0.6. However, if a value of less than 0.6 is found, it is deleted because it will produce erroneous results at the end of the study. The deleted result is BI5 with a result of 0.566 which can be concluded to produce a Factor Loading value of less than 0.6. The following is a picture of the results of the Factor Loadings Value test using the Smart PLS application:

²² Sugiyono, *Metode Penelitian Kuantitatif Kualitatif Dan R&D* (Bandung: Bandung : Alfabeta, 2020).

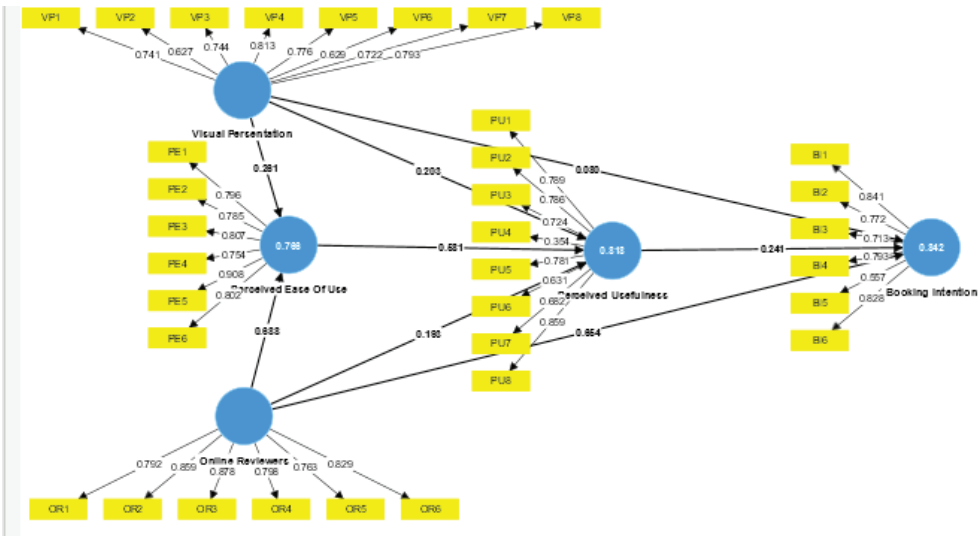


Figure 2 Factor Loadings Test Results for Each Indicator

From the figure, the Factor Loading test results for each indicator produce a Factor Loading value above 0.6. The figure also shows that the relationship between Visual Presentation and Online Reviews on Perceived Ease Of Use is fulfilled and closely interconnected by obtaining a Factor Loading value of 76% (0.767) on the influence of buying interest in the tiket.com application. In the Visual Presentation, Perceived Ease Of Use and Online Reviews indicators on Perceived Usefulness is fulfilled and closely interconnected by obtaining a Factor Loading value of 81% (0.816) on the influence of buying interest in the tiket.com application. In the Visual Presentation indicator, Perceived Ease Of Use, Online Reviews, and Perceived Usefulness on Booking Intention have been fulfilled and are closely related to the influence of buying interest in the tiket.com application with a Factor Loading value of 81% (0.819). Based on the results, we can conclude that the test on Factor Loading from each Indicator has been fulfilled because each indicator contained in the figure has met the standard Factor Loading value above 0.6. This is also in line with previous research that the five indicators have good and positive results on Purchase Intention on the tiket.com application.

**Table 2. Assessment Of Reflective and Formative (Composite)
Measurement Models**

Indicators	Items	Loadings	CR	Rho_A	AVE
Visual Presentation	VP1	0,740	0,879	0,876	0,538
	VP2	0,629			
	VP3	0,742			
	VP4	0,811			
	VP5	0,776			
	VP6	0,632			
	VP7	0,722			
	VP8	0,793			
Online Reviews	OR1	0,795	0,910	0,903	0,674
	OR2	0,859			
	OR3	0,879			
	OR4	0,797			
	OR5	0,761			
	OR6	0,828			
Perceived Ease Of Use	PE1	0,793	0,901	0,894	0,656
	PE2	0,786			
	PE3	0,807			
	PE4	0,756			
	PE5	0,908			
	PE6	0,802			
Perceived Usefulness	PU1	0,787	0,882	0,855	0,513
	PU2	0,785			
	PU3	0,721			
	PU4	0,355			
	PU5	0,776			
	PU6	0,639			
	PU7	0,683			
	PU8	0,863			

Indicators	Items	Loadings	CR	Rho_A	AVE
Booking Intention	BI1	0,851	0,861	0,857	0,639
	BI2	0,789			
	BI3	0,723			
	BI4	0,794			
	BI6	0,833			

In the table above, the average Variance Extracted) is a value that illustrates the amount of variance or diversity in manifest variables that can be owned by latent constructs. Thus, the greater the variance or diversity of manifest variables that can be contained by latent constructs, the greater the representation of manifest variables on latent constructs. The AVE (Average Variance Extracted) test will be declared successful or valid if the AVE (Average Variance Extracted) obtains test results above 0.5 from each variable. The test results on Booking Intention obtained 63% (0.639), Average Variance Extracted Test Results. On Online Reviews obtained 67% (0.674) Average Test Results of Extracted Variance, on Perceived Ease Of Use is 65% (0.656) Average Test Results of Extracted Variance, on Perceived Usefulness obtained 51% (0.513) Average Test Results of Extracted Variance, and on Visual Presentation obtained 53% (0.538). Based on the table above, it can be concluded that the results of the AVE (Average Variance Extracted) Test on all indicators being tested are valid because the test value results are above 0.5.

In the table above we can see that the acquisition of the Composite Reliability value on Booking Intention is 86% (0.861), on Online Reviews 91% (0.910), on Perceived Ease Of Use is 90% (0.901), on Perceived Usefulness is 88% (0.882) and on Visual Presentation is 87% (0.879). Based on the test results on the Composite Reliability Value, it can be stated that the Composite Reliability Value is declared reliable because it has stated that each variable is above the value of 0.7.

Next is Cronbach's Alpha Value Test. This test is a form of benchmark used to describe the correlation or relationship between the scale made with all existing variable scales. The instrument used in the variable is also said to be reliable if it has a Cronbach's Alpha Value of more than 0.60. In the table above the results of Cronbach's Alpha Value test on Booking Intention are 85%

(0.857), Online Reviews 90% (0.903), Perceived Ease Of Use obtained a value of 85% (0.894), Perceived Usefulness obtained a value of 85% (0.855) and on Visual Presentation is 875 (0.876) Based on the test results on the Cronbach's Alpha Value, it can be stated that the Cronbach's Alpha Value is reliable because it is above 0.60.

Structural testing is an evaluation of an object to determine its physical strength before it is launched as a product to conform to predetermined standards. This structural model is a model that describes the relationships that form or explain the causality between factors. Test R^2 (R-squared) is a number that ranges from 0 to 1, which indicates the magnitude of the combination of independent variables that can affect the value of the dependent variable. Value R^2 (R-squared) is usually used to assess how much influence certain independent latent variables have on the dependent latent variable. Value R^2 (R-squared) can be expressed as follows:

- a. Value $R^2 \leq 0.25$ (25%), a weak relationship
- b. Values $R^2 0.26 - 0.74$ (26% - 74%), moderate/medium relationship
- c. Value $R^2 \geq 0.75$ (75%), strong relationship

The following is a table of test results R^2 (R-squared):

Table 3. Structural Test Results R^2 (R-squared)

Indicator	R-square	Adjust R-Square
Booking Intention	0,819	0,802
Perceived Ease of Use	0,769	0,752
Perceived Usefulness	0,816	0,798

Based on the test results of the Structural R^2 (R-squared), the value of purchase interest is 75%. This means that the relationship between buying interest and other variables has a strong relationship with each other. That way, the remaining 25% of the influence is explained by other variables outside those discussed in this study.

The following are the results of hypothesis testing on the five indicators using the Smart PLS application:

Table 4. Hypothesis Results on the Five Indicators

Hypothesis	Original Sample (O)	Sample average (M)	Standard Deviation (STDEV)	T statistic (O/STDEV)	P-Value (Values)
H1: Perceived Usefulness > Booking Intention	0,203	0,224	0,167	1,213	0,225
H2: Perceived Ease Of Use> Perceived Usefulness	0,584	0,591	0,201	2,899	0,004
H3: Visual Presentation > Booking Intention	0,114	0,110	0,110	1,037	0,300
H4: Visual Presentation > Perceived Ease Of Use	0,256	0,247	0,129	1,924	0,054
H5: Visual Presentation > Perceived Usefulness	0,202	0,195	0,105	1,924	0,054
H6: Online Review > Booking Intention	0,651	0,623	0,153	4,344	0,000
H7: Online Review > Perceived Ease Of Use	0,692	0,703	0,101	6,843	0,000
H8: Online Reviews Perceived Usefulness	0,188	0,188	0,176	1,069	0,285

This study found that H1, namely the relationship between Perceived Usefulness and Booking Intention, cannot be accepted because the P-value result obtained is 0.225. In the sense that Perceived Usefulness and Booking Intention in this study contradict research conducted by (Japariato & Anggono, 2020) which reveals that Perceived Usefulness strengthens the influence of other variables, such as Perceived ease of use on booking intention. But this is the opposite, that perceived usefulness does not strengthen the influence of other variables on consumer purchase intention/decision. The Tiket.com application should conduct regular market research to find out what changes are happening to the market and consumers. In this case, the variable perceived security has a significant but lower effect for online repurchase intention on the Tiket.com application. In several previous studies, perceived security is one of the factors that can affect online repurchase intention in e-commerce. This must be analyzed related to the absence of influence on online repurchase intention and

is used as a basis for analyzing other supporting factors that can affect online repurchase intention on the Tiket.com application.

The results of H2, namely perceived ease of use, has a positive effect on usefulness by obtaining a value of 0.004 which states that is in line with research conducted by (Chairunnisah et.al, 2020), which states that perceived ease of use affects perceived usefulness where both have a significant relationship to fulfill the level of user expectations of a system in this case also found a very significant influence of perceived ease of use of a technology, the perceived usefulness can be increased and then translated be an icrearase in behavioral intention and acceptance of tecnologia.²³

In the findings of H3, namely, the relationship between visual presentation does not have a positive effect on booking intention with a value of 0.300. his is also not in line with previous research conducted by (Budiman & Sherlin, 2021), which states that visual presentation and booking intention have a significant influence, but in fact, in the findings conducted by researchers, it is the opposite, visual presentation and booking intention do not have a positive influence on the appearance displayed so that many customers are interested in placing an order.preferably, consumers must choose between several options (hotels) easch include several attributes for example pirce, location and facilities, that could potentially be an attraction to buy.²⁴ In the findings of H4, the relationship between visual presentation and perceived ease of use is closely related and has positive results with a P-value of 0.054. In the findings of this hypothesis, there is no statement found by researchers regarding previous research related to H4, but it can be concluded that visual presentation and perceived ease of use are stated to have a positive influence on each other because the presence of an attractive appearance will be able to attract the level of expectations of users for the system to run smoothly without problems.

In the findings of H5, namely, visual presentation has a positive effect on perceived usefulness which obtained a P-Value of 0.054. In this study, the authors have not found previous research findings related to this. However, in this finding the appearance of the images displayed will make it easier for users

²³ Dahlan Abdullah et al., "The Effects of Perceived Interactivity, Perceived Ease of Use and Perceived Usefulness on Online Hotel Booking Intention: A Conceptual Framework," *International Academic Research Journal of Social Science* 3, no. 1 (2017): 16–23.

²⁴ Eyal Ert and Aliza Fleischer, "Mere Position Effect in Booking Hotels Online," *Journal of Travel Research* 55, no. 3 (2016): 311–21, <https://doi.org/1177/0047287514559035>.

to find hotel information or other places they want to visit. In the findings of H6, online reviews are positively related to booking intention with a P-value of 0.000.

In the findings H7, the findings are that online reviews positively influence perceived ease of use with a P-value of 0.000. Likewise, just like before in this study, researchers have not found previous research related to this, but the authors can conclude that online reviews will also provide an assessment to provide users convenience and confidence in the assessments they have made. Furthermore, in the last hypothesis, the findings found in H8, online reviews do not positively affect perceived usefulness by obtaining a P-value of 0.285. Online reviews do not have a positive influence on perceived usefulness in finding the right hotel. This often happens because of inaccuracies in the system, so many consumers become disappointed. negative comments would be the most influential factor on intentions to reserve a room, and this influence could be negative. In addition, it would be important to respond to consumer comments particularly when they are negative.²⁵

Based on the results of the hypothesis above, H1, H3, and H8 are not in line with previous thinking because they do not have a positive influence on buying interest in the tiket.com application. Meanwhile, the results of H2, H4, H5, H6, and H7 are hypotheses that are in line with previous thoughts and have a good and positive influence on buying interest in the tiket.com application.

5. Conclusion

With the Visual Presentation and Online Review features, it can have a very good and positive and significant impact on booking intention. The presence of visual presentation features attracts the attention of users/consumers who can quickly and easily obtain various kinds of information with predetermined options and improve the hotel's or application's quality. Based on the hypothesis, H1, H3, and H8 are not in line with previous thinking because they do not positively influence buying interest in the tiket.com application. Meanwhile, the results of H2, H4, H5, H6, and H7 are hypotheses that are in line with previous thoughts and have a good and positive influence on buying interest in

²⁵ Demetris Vrontis et al., "The Impact of E-Service on Hotels' Booking: Adjusted TAM Framework for Customers' Intentions to Book Hotels Online," *Global Business and Economics Review* 26, no. 3 (2022): 285–313.

the tiket.com application. The effect of buying interest of people who have filled out questionnaires with 119 respondents and 35 respondents used as sampling on the five indicators related to the tiket.com application can be stated to have a high purchase interest value by obtaining 75% which has a close relationship between the five indicators/variables.

Based on the results of the hypothesis results, the suggestions that can be given by the author, first, provide an attractive appearance using modern colors to attract the attention of consumers buying interest. Second, update features to make it easier for users to use the system. Third, provide a review column using a rating and provide photos from each side of the hotel to attract consumers so that they do not feel disadvantaged after ordering because it does not match expectations.

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