Article

The Influence Of Perceived Usefulness, Perceived Ease Of Use And Perceived Quality Mysantika On Purchase Intention At Hotel Santika Bengkulu

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Abstract: This research aims to examine whether there is an Influence of Perceived Usefulness, Perceived Ease of Use, and Perceived Quality on Purchase Intention in using the MySantika application by guests from the online segment at Hotel Santika Bengkulu. This is a quantitative study. Primary data were obtained from the questionnaire results from 100 respondents. The data used are numbers and calculated using statistical methods. The data were analyzed using Multiple Linear Regression Data Analysis Method and processed using the SPSS 25 program. Based on the hypothesis testing results, for Perceived Usefulness, t count was obtained as 7.543 > t table or 1.985, and the significance value was 0.00 < 0.05, so the Perceived Usefulness variable influences the Purchase Intention variable in using MySantika. Perceived Ease of Use had a t count result of 8.217 > t table 1.985, with significance of 0.00 < 0.05, showing that the Perceived Ease of Use variable influences the Purchase Intention variable in using MySantika. Perceived Quality had a t count result of 9.451 > ttable 1.985, with a significance value of 0.00 < 0.05, indicating that the Perceived Quality variable influences Purchase Intention in using MySantika. Based on the F Test, the F value was 38.627, F table was 2.698, and the significance was 0.00 < 0.05. This shows that Perceived Usefulness, Perceived Ease of Use, and Perceived Quality simultaneously influence Purchase Intention in using the MySantika application, with a coefficient of determination (R^2) of 53.3%, and the remaining 46.7% is explained by other variables not included in this study.

Keywords: Perceived Usefulness, Perceived Ease of Use, Perceived Quality, Purchase Intention, MySantika

1. Introduction

Tourism is an important sector in the Indonesian economy. Tourism activities are considered a source of foreign exchange earnings, job and business creation, welfare improvement, and equitable distribution of income for the community. One of the industries related to the tourism industry is hospitality. The hospitality industry is one of the pillars supporting tourism development[1].

Hotel Santika Bengkulu is one of the units of Santika Indonesia Hotels & Resorts which is under the auspices of the Kompas Gramedia group. Santika Bengkulu Hotel officially began its presence on December 15, 2011. With a large number of star hotels in Bengkulu City, the competition level of room occupancy rate of several hotels in Bengkulu City are considered quite high[2].

The condition of occupancy rates and intense hotel competition in Bengkulu City requires the management of Santika Bengkulu Hotel to be able to establish good marketing plans and strategies in order to survive and develop in the face of competition[3]. This also includes trading via the internet or e-commerce-based transactions in the hotel industry,

especially in the Online market segment, which is also experiencing rapid development because consumers have used it in their daily lives for both business and personal purposes[4].

To win the competition in the Online market segment, it is necessary to pursue a special strategy through a platform that can function as a direct channel of the hotel room reservation process where the booking or purchase distribution channel is carried out directly between the producer and the end customer[5]. Because there are no intermediaries involved, the transaction costs are relatively low and the amount of commission costs incurred is also lower. Large hotel brands usually have their own websites to accommodate room reservations via online competing with several large players from Online Travel Agencies (OTA) such as Traveloka, Tiket.com, Booking.com, Agoda, Expedia and others[6]. OTAs are very popular in the eye of customers since they provide a convenient market space where customers can make purchasing decisions by searching for hotel information, checking room availability and comparing rates from several hotel competitors in one platform[7].

The Online market segment is a market that needs to be mastered considering that this market continues to grow and increase in terms of achieving occupancy rates and the amount of transaction value or revenue, and at certain hotel levels has become the majority of the segment[8]. Therefore, every hotelier is obliged to understand and carry out strategies that can win consumers from this specific online market segment[9].

Santika Indonesia Hotels & Resorts has developed a booking engine application program or platform for making room reservations called MySantika which is included in its marketing mix strategy[10]. The advantages of MySantika are the following[11]:

• Direct room reservation platform

• Special offers for members only (hot deals, payday deals)

• Method of payment : Credit card; bank transfer; bank virtual account; digital wallet.

• Automatic point redemption for MyValue members

• Offers lower prices than other online travel agents[12].

The obstacles faced by the achievement of the Online segment target or the achievement of MySantika at Hotel Santika Bengkulu are still not optimal or achieving the expected results, which still range from 15 - 18% of the ideal figure is at >= 30%.

Tabel. 1.1 Room Night Production from MySantika compared to other OTAs (Year 2021 to 2023) at Hotel Santika Bengkulu:

Online Travel Agencies (OTA)	2021	2022	2023
kliknbook.com - B2B Dynamic,	13		
Booking.com	113	155	90
Agoda Company Pte, Ltd (Singapore),	95	0	266
WebBeds Dynamic,	2	16	0
Keytel,	7	0	0
Hotelbeds B2C,	30	51	218
Santika Online Reservation (MySantika),	**167**	**264**	**805**
Tiket.com (Global Tiket Network, PT)	499	721	555
Expedia.com	247	173	223
PegiPegi.com	68	113	0
Traveloka	2,249	2,473	1,935
MG Bedbank - B2B Dynamic Rate,		194	400
Total Room Nights	3,490	4,160	4,492

From the table above, it is known that Room night production from brand.com or MySantika compared to the total production of the number of rooms sold from the Online

segment in 2021 reached 4.79% and increased in 2022 by 6.35% and in 2023 reached 17.92%[13].

With achievements that tend to increase from year to year, Santika Bengkulu has entered a positive growth stage, but there is still a lot that needs to be improved to reach the > = 30% level. Many efforts are needed to increase the achievement of its targets through the MySantika application. Therefore, it is necessary to conduct this research in order to find out how much influence the independent variables of Perceived Usefulness, Perceived Ease of Use and Perceived Quality have on the dependent variable of Purchase Intention and can also provide suggestions for hotel management[14].

2. Materials and Methods

2.1. Literature Review

2.1.1. Perceived Usefulness

Perceived Usefulness is defined as the extent to which a person believes that using a particular system will improve his job performance (Davis, n.d.,1989). According to (Chawla & Joshi, 2019 in (Naufaldi & Tjokrosaputro, 2020), Perceived Usefulness refers to the belief that using a technology can improve the user's performance. Applying this definition to the context of online shopping, usability refers to the degree to which consumers believe that using the Internet as a medium will enhance their performance or productivity, thereby ultimately improving the outcomes of their shopping experience[15].

The results of the study [16]show that: Perceived usefulness, perceived ease of use and perceived risk have a positive effect on purchase intention; Perceived usefulness, perceived risk and purchase intention have a positive effect on usage behavior; Perceived ease of use has no positive effect on usage behavior. In research[17], it is explained that perceived value and perceived usefulness are the key factors that drive consumer purchase intention. Research by [18]from respondents who use Tiktok Shop feature, shows that perceived usefulness, perceived ease of use and compatibility with lifestyle have a positive influence on purchase intention[19].

However, (Ramayah, T., 2005) examined perceived usefulness does not affect online purchase intentions. (Haba, H., Hassan, Z., & Dastane, 2017) research also provides results of perceived ease of use has no effect on purchase intention. In research (Sandy & Firdausy, 2021) found that perceived usefulness has no significant effect on Go-Pay consumer reuse intentions, but perceived ease of use and trust have a significant effect on Go-Pay consumer reuse intentions. This study makes the hypothesis as follows[20]:

H1 : How does Perceived Usefulness of MySantika affect Purchase Intention at Hotel Santika Bengkulu?

2.1.2. Perceived Ease of Use

Perceived Ease of Use refers to the degree to which a person believes that using a particular system will provide convenience (Davis, n.d., 1989). It is derived from the definition of "easy, without difficulty or effort". An application that consider easier to use than other app is likely to be accepted by users. (Arta & Azizah, 2020) suggest that perceived ease of use is a system that is designed to make it easier for its users and does not cause difficulties.

In research (Iqbal et al., 2018) shows that perceived ease of use has an insignificant effect, while perceived usefulness has a positive effect on online trust and purchase intentions via mobile devices. In research by (Raninda et al., 2022) shows that it is found that perceived usefulness, perceived ease of use, perceived security and cashback promotions simultaneously have an effect towards behavioral intention on electronic wallets. The results from (Isma et al., 2021) research show that: Perceived usefulness and perceived ease has a positive effect on purchase intention; perceived risk has a positive influence on purchase intention; perceived usefulness, perceived risk and purchase intention has a

positive influence on usage behavior; perceived ease of use does not have a positive influence on usage behavior. Therefore this study makes the hypothesis as follows:

H2 : How does Perceived Ease of Use of MySantika affect Purchase Intention at Hotel Santika Bengkulu?

2.1.3. Perceived Quality

Perceived quality can be defined as the customer's perception of the overall quality or superiority of a product or service compared to other alternatives based on its intended use. Perceived quality is the overall intangible feeling referes to such brand, generally based on fundamental aspects inherent in the brand such as reliability and performance (Aaker, 2016).

Research by (Sabillah & Widiyanesti, 2021), states that the dimensions of web quality namely usability, information quality, and service interaction quality simultaneously affect customer satisfaction. (Wulandari & Wulandari, 2023) state that brand awareness, perceived brand quality, brand association and brand loyalty have a significant positive effect partially and simultaneously on purchasing decisions. This study makes the hypothesis as follows:

H3 : How does Perceived Quality MySantika affect Purchase Intention at Hotel Santika Bengkulu?
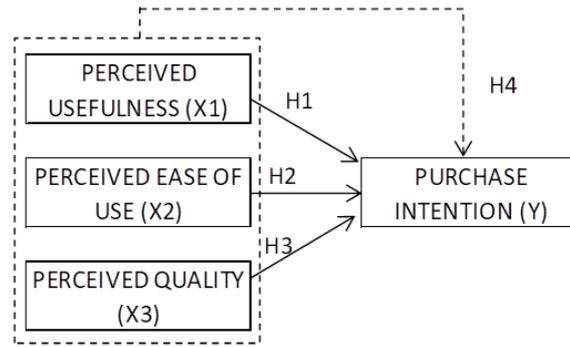
2.1.4. Purchase Intention

Purchase intention can be understood as a pleasant attitude towards an object that motivates individuals to try to obtain it by paying money or sacrifice. (Kotler et al., 2021) argue that purchase intention can be arises after the process of alternative evaluation. During the process of evaluation, a person will determine a series of choices for the product he wants to buy or own based on its brand and purpose. According to (Muchlisin, n.d., 2023) purchase intention is the intention of person or consumer to buy and own a product or service with many predetermined factors, for example product quality, advantages or disadvantages of the product compared to competing products and the price offered.

The results of (Sivaram, 2019), show that there is a positive and significant effect of brand awareness on purchase intention; positive and significant effect of brand awareness on perceived quality; positive and significant effect of perceived quality on purchase intention. According to (Al-Mazied, 2021) research which examines the factors that influence online purchase intentions by examining 4 factors namely: attitude, trust, perceived usefulness and perceived ease of use. And the result was all hypotheses are supported and have significant influence on purchase intention. This study makes the hypothesis as follows:

H4 : How is the effect of Perceived Quality, Perceived Ease of Use and Perceived Quality MySantika simultaneously on Purchase Intention at Hotel Santika Bengkulu?

2.2. Research Method

Picture3.1 Framework of Analysis

Description:

⟶ partially

- - - -> simultaneously

Source   :   Technology Acceptance Model, Davis, 1989; Perceived Quality, Aaker, 1991; Purchase Intention, Schiffman & Kanuk, 2008

A quantitative approach was used ini this study. Questionnaire were used to obtain primary data from 100 hotel guests in April - May 2024 who used online platforms or online travel agencies (OTAs) as their source of booking hotel rooms. This study uses a 5-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree) for all items.

The data analysis method used in this study is multiple linear regression techniques. Testing research instruments using validity tests and reliability tests. Several tests were also carried out to ensure that the multiple linear regression model used was not problematic with Classical Assumption Test (normality, heteroscedasticity and multicollinearity tests). For hypothesis testing using Partial Significance Test (t-test), Simultaneous Significance Test (F-test) and Coefficient of Determination (R^2).

3.   Results

From the validity and reliability test results, it was found that the data was declared valid and reliable. For the Classical Assumption Test (normality, heteroscedasticity and multicollinearity tests) it was found that all tests were not problematic. For hypothesis testing using the Partial Significance Test (t-test) and Simultaneous Significance Test (F-test) is explained as shown in the following table[21] :

Table 3.1. Hypothesis Testing Results 1, 2, 3 and 4

Variable	Equation 1			Hypothesis Confirmation
	Coefficient Value	t- statistic	Sig.	
Perceived Usefulness	.388	7.543	.000	All
Perceived Ease of Use	.621	8.217	.000	hypothesis
Perceived Quality	.728	9.451	.000	accepted
R Square	.547			
Adj R Square	.533			
F	38.627			
Sig.	.000			

Source: Data processed, 2024

In the first hypothesis in this study, Perceived Usefulness has an effect on Purchase Intention at Hotel Santika Bengkulu. Based on the regression results in table 3.1, it can be[22] seen that the first hypothesis from the test results shows the coefficient value of the Perceived Usefulness variable is 0.388 and with a sig result of 0.00 where the sig value is <0.05, which means that there is a positive and significant effect of the Perceived Usefulness

variable on Purchase Intention[23]. From the table above, it is also obtained that the t-count value is 7.543 while the t-table is 1.985. From these results it can be concluded that if t-count> t-table, the significant value is smaller than 5%[24].

In the second hypothesis in this study, it is suspected that Perceived Ease of Use has an effect on Purchase Intention at Hotel Santika Bengkulu. It can be seen in the[39] second hypothesis that the test results shows the coefficient value of the Perceived Ease of Use variable is 0.621 and with a sig result of 0.00 where the sig value is <0.05, which means there is a positive and significant effect of the Perceived Ease of Use variable on Purchase Intention. From the table above, the t-count value is 8.217 while the t-table is 1.985. From these results we can concluded that if t-count> t-table, the significant value is smaller than 5%[25][26].

The third hypothesis in this study, Perceived Quality has an effect on Purchase Intention at Hotel Santika Bengkulu. In the third hypothesis, the test results show the[28] Perceived Quality variable coefficient value of 0.728 and with a sig result of 0.00 where the sig value is <0.05, which means that there is a positive and significant effect of the Perceived Quality variable on Purchase Intention. From the table above, the t-count value is 9.451 while the t-table is 1.985. From these results it can be concluded that if t-count> t-table, the significant value is smaller than 5%[27].

The fourth hypothesis in this study, Perceived Usefulness, Perceived Ease of Use and Perceived Quality together have a positive effect on Purchase Intention[29][30]. From the results of hypothesis testing in table 3.1, it can be seen that the F statistical value is 38,627 with a significance value of p = 0.000 <0.05[38].

Coefficient of Determination Test (R2) can be explained in the following table:

Table 3.2. R2 Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740a	.547	.533	1.813

a. Predictors: (Constant), TOTAL_PQ, TOTAL_PU, TOTAL_PEU

Source : SPSS 25

In the data table 4.2 above, it shows that the Adjusted R Square variable is 0.533.

4. Discussion

Based on the table 4.1 above, the 1st hypothesis of the effect of Perceived Usefulness MySantika on [32] Purchase Intention is accepted or the first hypothesis is accepted. This means that the higher the Perceived Usefulness of MySantika users, the better the level of Purchase Intention for the MySantika application. The greater the aspects of usefulness or benefits provided to guests from the online segment to make room reservations, the more it will increase their buying interest[31].

The 2nd hypothesis of the effect of Perceived Ease of Use MySantika on Purchase Intention is accepted or the second hypothesis is accepted. This means that the higher the Perceived Ease of Use of MySantika users, the better the level of Purchase Intention for the MySantika application[37]. The more guests feel the ease of using MySantika in making room reservations, the more they will increase their purchase intention through MySantika. Hotel guests will find it easier to determine the purchasing channel they choose if they can understand and find it easy to use[33].

The 3rd hypothesis of the effect of Perceived Quality on Purchase Intention at Hotel Santika Bengkulu is accepted or the third hypothesis is accepted. This means that the higher the Perceived Quality of MySantika, the better the level of Purchase Intention for

the MySantika application. The more guests feel the good quality of MySantika, the more they will increase their purchase intention to make room reservations through MySantika[34].

The 4th hypotesis which indicates that together, the Perceived Usefulness, Perceived Ease of Use and Perceived Quality variables have a positive and significant effect on Purchase Intention and the fourth hypothesis is accepted[36]. The more Online guests get aspects of usability, ease of use, good quality from MySantika, the more they will increase their interest in buying or making room reservations through MySantika[35][41].

From the Table 3.2 above, Coefficient of Determination Test (R2) result can be concluded that Perceived Usefulness, Perceived Ease of Use and Perceived Quality MySantika simultaneously affect Purchase Intention at Hotel Santika Bengkulu by 53.3% while the remaining 46.7% is explained by other variables which is not studied in this research[40][42].

5. Conclusion

Based on the results of the discussion described earlier, it can be concluded:

1) Perceived Usefulness has a positive and significant effect on Purchase Intention. This means that the higher the Perceived Usefulness of MySantika users, the better the level of Purchase Intention for the MySantika application.

2) Perceived Ease of Use has a positive and significant effect on Purchase Intention. This means that the higher the Perceived Ease of Use of MySantika users, the better the level of Purchase Intention for the MySantika application.

3) Perceived Quality has a positive and significant effect on Purchase Intention. This means that the higher the Perceived Quality of MySantika, the better the level of Purchase Intention for the MySantika application.

4) Together Perceived Usefulness, Perceived Ease of Use and Perceived Quality have a positive and significant effect on Purchase Intention. This means that the more Online guests get aspects of usefulness, ease of use, good quality from MySantika, the more interest in buying or making room reservations through MySantika will increase.

In this study there has many limitations that expected to be improved by future researchers, which are:

1) The sample in this study was only conducted at Hotel Santika Bengkulu. It is better to take samples from several Santika Hotel units spread across several other regions in Indonesia.

2) There are still other variables that can be included in the study that have not been tested by researchers.

Based on the discussion results and conclusions, further research is recommended as follows:

1) Increase the number of samples and subject's research for other Santika Hotel units in several regions.

2) To include other variables that affect Purchase Intention such as Perceived Value, Trust, Risk, Brand Image or other variables.

3) It is also necessary to carry out a consistent and comprehensive promotional program regarding MySantika that can reach potential consumers from the online segment.

4) Adaptation to technology that is reliable, easy to understand and use, fast, efficient and has more value is also very important to be applied to MySantika. This needs to be mastered and owned by MySantika to be able to target all potential consumers who use online room reservations.

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