

THESIS

ONLINE CONSUMER CHARACTERISTICS AND BEHAVIOR:
INDONESIA TOURIST IN USING INTERNET FOR SEARCHING
ONLINE ROOM RESERVATIONS



Compiled

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Indonesian Tourist in Using Internet for Searching Online Room
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Indonesian Tourist in Using Internet for Searching Online Room

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Abstract

The purpose of this study is to study the Indonesian tourist in using internet for searching online room reservations were to (1) study the characteristics of Indonesia tourist in using internet for searching online room reservation (2) study the behavior of Indonesian tourist in using internet for searching online room reservation.

The samples group consists of 300 Indonesian tourists who have used internet for searching online room reservations in the past 2 years. Information and data were collected in March 2012 via online questionnaire is utilized as the research tool to collect data. The statistical methods to analyze data of this research are frequencies and cross tabulation testing. The statistical package for social science 1.9 (SPSS1.9) was employed for statistical data analysis. The research results are as follow:

The mostly of Indonesia travel, use internet for search online room reservations only 1-2 times per year except of sample group that have monthly income of more than 900,000 rupiah which use internet for search rooms online more than 6 times per year. Indonesia language is a most of language use for search of respondent, except in the outbound travel group.

single bed and double bed room type receive most searched, except in the sample group that have a monthly income more than 9,000,000 rupiah that the mostly of married status travel with family and couple which in each trip there are companion 3-5 people which the mostly of them search single bed and family room type. The mostly of Indonesian tourist use internet for search the hotel less than or equal 3 star that is the most of sample group. Except, the group which age more than 42 years old that graduate doctor degree have occupation is government/state enterprise employees on monthly income more than 6,000,000 rupiah including ever outbound travel they are search the hotel more than 3 star.

The mostly of traveler search rooms online on the price less than 300,000 rupiah per night. Except, traveler that graduate master degree, have a monthly income between 6,000,001-9,000,000 rupiah and travel with friend at work which the mostly search the hotel price 300,001-600,000 rupiah per night. The mostly of Indonesian tourist use the term of search only one day. except, traveler that age more than 34 years old, graduate higher bachelor degree, government/state enterprise employees, have a monthly income more than 6,000,000 rupiah, travel 5-6 time per year, ever outbound travel, married status and travel with couple which they are use 2-3 days for search.

The most of traveler search rooms online before travel not over 2 days. Except, the traveler group that age more than 42 years old, graduate higher bachelor degree, occupation group are employee of private companies/Personal business/housewife and other, have a monthly income more than 9,000,000 rupiah, have to stay or study overseas and travel 5-6 times per year by trains and air plane, the number of travel 3-5 people per trip and the mostly travel with family. Traveler these groups use during 3-7 days for search online room reservations in advance. The mostly of Indonesian tourist more than 90% use internet for search online room reservations more than one website.

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Any mistake which probably happened here, unavoidably, I in the position of the researcher was the only one who has accepted that.

Methawat Phutornpukdee

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