

UDC 332

THE EFFECT OF REPUTATION AND PERCEIVED VALUE ON BOOKING INTENTION AS MODERATED BY VARIETY-SEEKING: THE CASE OF BOOKING VILLA IN BALI THROUGH ONLINE TRAVEL AGENT

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ABSTRACT

One way to book travel accommodation is by using OTA (online travel agent). The main focus of this research is the villa booking intention in Bali through OTA. It was assumed that booking intention is a response behavior from seeing the villa's Reputation through the OTA page as the stimuli. S-O-R theory defines that tourists' consideration, as in perceived value, is mediating the influence of Reputation on the booking intention. Moreover, the tourists' variety-seeking tendency could affect the strength of the relationship between them. This study aims to understand the influence of Reputation on perceived value and guest booking intention, the mediation effect of perceived value on the relation between Reputation and booking intention, and the moderating effect of variety seeking to the relationship between perceived value and guest booking intention. This research uses a quantitative design with confirmatory analysis. Two hundred ten people are taken as a sample by purposive sampling with some criteria, such as having plans to go to Bali and having no experience booking a Villa before. The hypothesis is tested using SEM-PLS. The result shows that reputation influences perceived value and guest booking intention; therefore, the mediation effect can be proven. The direct effect of Reputation on the booking intention is found. Lastly, the moderating effect of variety seeking between perceived value and guest booking intention is proved.

KEY WORDS

Guest booking intention, reputation, perceived value, variety seeking, online travel agency, villa in Bali.

Indonesia has a variety of tourism destinations that are in demand by the world, one of which is Bali. The increasing popularity of Bali tourism has also boosted the accommodation sector business. The number of non-star hotels and other accommodations in Bali until 2019 reached 3,912 units (Central Bureau of Statistics, 2020). In addition, there is a form of villa accommodation that is on the rise. Mr. Mangku Wayan Suteja in the Bali Villa Association assumes that of the total number of tourists who come to Bali, 60% choose a villa as their accommodation. On the same occasion, the Ministry of Tourism, through the Head of Tourism Marketing Strategy for the Asia Pacific Region, Budihardjanti, stated that the villas would be supported to be promoted as one of the favorite tourism products for tourists.

Internet penetration in the Villa business world in Bali is to be reckoned with. The process of booking villas can now be done through the website and applications on smartphones. Business partners or Online Travel Agents (OTA), such as Traveloka, Booking.com, Agoda, Expedia, and Airbnb, can be easily found. Tiarniyu et al. (2020) revealed that maximizing the intention of tourists to book through OTAs is critical to the success of service providers and the tourism sector. In addition, post-pandemic conditions make tourists want safe services without face-to-face. The use of OTA has been integrated globally so that consumers can book villas in tourist destinations without visiting directly (Loureiro et al., 2017). The following is the data on the distribution of Bali villas registered in several OTAs. Based on Table 1, Seminyak and Canggu have the highest number of villas in Bali spread over OTA, so the researchers chose these two areas as research objects.

Table 1 – Distribution of the Number of Villas by Region in Bali Province from OTA in 2021

<i>Online Travel Agent</i>	Seminyak	Canggu	Ubud	Nusa Dua	Sanur
Booking	264	118	152	21	42
Airbnb	300	300	300	44	143
Trip	1.110	428	330	33	163
Vrbo	1.000	1.000	561	20	100
Agoda	764	253	336	30	41
Total	3.438	2.099	1.679	148	490

Source: *booking.com, airbnb.com, trip.com, vrbo.com, agoda.com.*

The digitalization of the villa accommodation business directly impacts changes in consumer behavior. Consumer behavior studies how individuals, groups, and organizations choose, buy, use and use products, ideas or experiences to satisfy consumer needs and want (Kotler and Keller, 2018). Mothersbaugh and Hawkins (2016) mention that one of the main aspects of consumer behavior is consumer behavior which is influenced by how marketing practices take place as context, in this case, through OTA pages. Marketing here becomes an external factor that stimulates consumers to consider a purchase/order (Kotler and Keller, 2018). The formation of consumer behavior is in line with the S-O-R Theory. The S-O-R (Stimulus-Organism-Response) theory, as outlined by Woodworth in 1928, is used to describe how organisms mediate the relationship between stimulus and response by confirming the different mediating mechanisms operating in the organism. Within the framework of this theory, the psychological impact of prospective tourists, which is reflected by the assessment of previous tourists based on their experiences, affects their consideration of bookings. Thus, the ordering intention position becomes the marketing stimulus's expected behavioral response.

Intention to order is a consumer behavior that desires to buy or choose a product based on experience, use, and desire for a product (Kotler and Keller, 2018). In a digital situation, the ease of use and perceived design of the digital platform are also able to increase the intention to order by consumers (Baek and Ok, 2017). Intention to order by consumers does not appear by itself but is influenced by several factors. One of the external factors that have been shown to affect ordering intentions includes online reviews (Chan et al., 2019), more commonly known as Reputation. Reputation has been proposed in the literature as an important predictor that can trigger cognitive intentions and subsequent consumer behavior (Loureiro et al., 2017; Su et al., 2018).

Reputation plays a very important role in the service market because the pre-purchase evaluation of service quality is unclear and incomplete (Su et al., 2018). A good evaluation result shows that the villa has a good reputation based on the after-consumption effect. This condition leads to the importance of the villa's Reputation to be considered in investigating the intention to book. The initial survey was conducted by researchers on 28 tourist respondents who consider villas as accommodation when traveling to Bali. Pre-survey results show that the level of reviews as a form of Reputation on OTA is an important factor that tourists consider, followed by the price of accommodation. The Reputation of a villa is summarized in the accommodation reviews and ratings on each OTA. On average, hosts who have a good reputation get a score of 4.5 to 4.9 on a scale of 5. This shows that a good reputation is a reason for consumers to make accommodation reservations, so Reputation becomes a stimulus in making reservations.

One experimental study using TripAdvisor's OTA showed that Reputation in the form of a rating positively influences online hotel booking intentions (Casado-Diaz et al., 2017). However, different results appear in the research of Shahnaz and Wahyono (2016), which shows that Reputation has no significant effect on buying interest at Lazada. Reputation as a public judgment also does not affect ordering intentions (Hafeez et al., 2019). Based on public assessments, consumers do not attach importance to an accommodation with a good or bad reputation. Other reasons encourage consumers to have an intention to order, such as a strategic location or affordable prices according to the personal perception of tourists.

Kotler and Keller (2018) mentioned the personal factors of consumers as an important

factor in the formation of ordering intentions. In the S-O-R theory, if the Reputation of the villa on the OTA page becomes a stimulus, then the consumer's factor is the organism. The element of the organism used in this research is Perceived Value. Aulia et al. (2016) stated that Perceived Value is a consumer's overall assessment of the usefulness of a product based on perceptions of what is received with what is expected. From a multidimensional perspective, Watanabe et al. (2019) describe four dimensions of Perceived Value, namely economic value related to the exchange value of products/services, the emotional value related to the affection that arises with ordering products/services, functional value regarding the use value of product/service features and social value related to the social degree obtained after purchase. Product/service.

Research on the influence between Perceived Value and intention to buy has been widely studied. However, there are still differences in research results and conclusions regarding these two variables. Pool et al. (2016) show that the Reputation of the company positively influences the Perceived Value of Bank consumers in Iran. Lien et al. (2015) mention that the perceived value of a hotel has a significant and positive effect on the intention to book online bookings. In contrast to consumers of traditional Kaeng cloth in Manado, it shows that Perceived Value does not significantly affect purchase intention (Lomboan, 2017). That is, the form of service received will be perceived differently by consumers, so it is necessary to examine tourists' perception of villas as products offered.

There is a tendency for consumers' Perceived Value to be affected when faced with instructions on the Reputation of service providers (Tiamiyu et al., 2020). Casado-Diaz et al. (2017) concluded that Reputation is the value of a service. When a service company has a good reputation, it is easier for consumers to perceive that the company will serve well. However, other factors such as the listed price and the number of reviews also contribute to consumer considerations, so it is unclear how Reputation plays a role in perceived value to generate ordering intentions.

As a result of the limited activities during the Pandemic, people tend to have a strong latent motivation to seek a variety of actual travel activities, so Variety Seeking emerges as an important factor in consumer travel choices. In the hospitality and travel literature, Variety Seeking has been most studied regarding the nature of individuals moving or revisiting tourist destinations or restaurants (Hong and Desai 2020). Individuals who prioritize variety Seeking actively seek and try different experiences. The moderating effect of variety Seeking was investigated by Natalia and Nieves (2019) and found that there are major differences between variety Seeking and non-Variety Seeking. Customer value appears more dominant in consumers with higher variety-seeking behavior. In another study, Delgado et al. (2019) found that the level of Variety Seeking (low/high) had a moderate effect on the overall relationship with the hotel, individuals with a wide variety of Seeking seeking new experiences or stimuli to meet the optimal level of stimulation. This study aims to determine the influence of Reputation to represent external factors (stimulus) that can positively or negatively affect consumers' perceived value, customer thoughts and ideas about the benefits of OTA (organism), to make a booking or not to book a villa through OTA (response). The following is the conceptual framework and hypotheses of this research.

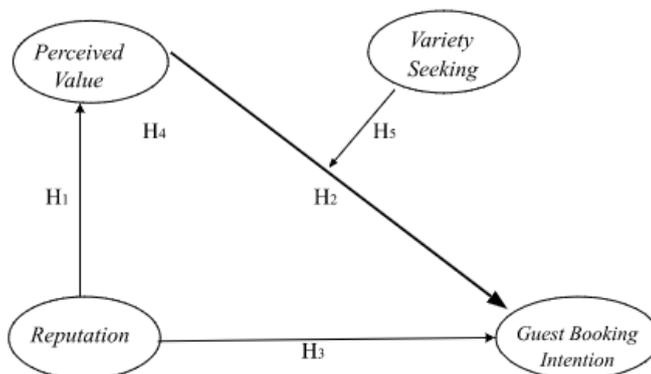


Figure 1 – Research Conceptual Framework

- H1: Reputation has a positive and significant effect on the Perceived Value of tourists.
 H2: Perceived Value has a positive and significant effect on tourist booking intentions.
 H3: Reputation has a positive and significant effect on tourist booking intentions.
 H4: Perceived Value mediates the relationship between reputation and tourist booking intentions.
 H5: Variety Seeking moderates the relationship between Perceived Value and travelers' booking intentions.

METHODS OF RESEARCH

A quantitative research design is used in this study. The endogenous variable in this study is the intention to order; the exogenous variable is the perceived value reputation as a mediator and variety seeking as a moderator. The population of this study is domestic tourists who intend to book a villa in Bali using OTA. The purposive sampling technique was used with the criteria (1) at least 17 years old; (2) domestic tourists who intend to book villas in Bali through OTA; and (3) have never booked a villa as accommodation. A total of 210 samples were obtained from online questionnaires distributed for two weeks. The measuring instrument used in this study is the Reputation Scale, adapted from Loureiro et al. (2017) and Balan and Adriana (2017) into 12 items. The perceived value measurement tool adapts from Peng et al. (2018) and Watanabe et al. (2019) in 13 items. The variable of guest booking intention was measured by the adaptation scale of Randi (2016) and Arifani and Hariyanto (2019) in 12 items. Variety seeking is measured by a scale based on an adaptation of Sheorey et al. (2014) and Delgado et al. (2019) into 19 items. All measuring instruments have been tested for validity and reliability. The reputation scale has a Cronbach alpha of 0.783, the perceived value scale has a Cronbach alpha of 0.765, the guest booking intention scale has a Cronbach alpha of 0.776, and the variety seeking scale has a Cronbach alpha of 0.802. All scales have good reliability scores. The analysis technique used is a structural equation model (Structural Equation Modeling - SEM) based on variance or component based SEM, known as Partial Least Square (PLS). Descriptive statistics are also used to identify the characteristics of respondents.

RESULTS AND DISCUSSION

Test results

The test results using PLS are summarized in the following tables. Table 2 shows that the R-square value for the Reputation variable on Guest Booking Intention is 0.858, including both, which shows that it has a large influence of $0.858 \times 100\% = 85.8\%$. The R-square value for the Reputation variable on the Perceived Value of 0.375 has a large influence of $0.375 \times 100\% = 37.5\%$. This indicates a weak influence, where the influence is said to be strong if it is above 60%.

Table 2 – R-square test results

	R Square	R Square Adjusted
<i>Guest Booking Intention (Y)</i>	0,858	0,856
<i>Perceived Value (M)</i>	0,375	0,372

Source: Primary data processed, 2022.

Q-square calculation can be seen as follows: $Q^2 = 1 - [(1-R1^2) (1-R2^2)] = 0,911$.

Based on these calculations, the obtained Q-square value of 0.911 is more than 0, so it can be concluded that the model has a predictive relevance value or the model deserves to be said to have a relevant predictive value.

Based on table 3, the p-value of the Perceived Value variable on Guest Booking Intention is moderated by variety Seeking at 0.041, compared to a significant value of 0.05. Because the p-value < significant ($0.041 < 0.05$) with a beta value of -0.029 and a t-statistics value of 2.347 compared to a t-table of 1.96. Because the value of t-statistics > t-value

(2.347 > 1.96), it can be concluded that Variety Seeking can moderate the effect of Perceived Value on Guest Booking Intention.

Table 3 – Direct Effect Test Results

n/n	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Moderating Effect -> Guest Booking Intention (Y)	-0,029	-0,039	0,012	2,347	0,041
Perceived Value (M) -> Guest Booking Intention (Y)	0,132	0,142	0,044	2,997	0,013
Reputation (X) -> Guest Booking Intention (Y)	0,258	0,242	0,051	5,022	0,001
Reputation (X) -> Perceived Value (M)	0,612	0,604	0,031	19,837	0,000

Source: Primary data processed, 2022.

The p-value of the Perceived Value variable on Guest Booking Intention is 0.013, which is compared to a significant value of 0.05. Because the p-value < significant (0.013 < 0.05) with a beta value of 0.132 and a t-statistics value of 2.997 compared to a t-table of 1.96. Because the value of t-statistics > t-value (2,997 > 1.96), it can be concluded that Perceived Value has a positive and significant effect on Guest Booking Intention.

The p-value of the Reputation variable on Guest Booking Intention is 0.001, compared to a significant value of 0.05. Because the p-value < significant (0.001 < 0.05) with a beta value of 0.258 and a t-statistics value of 5.022 compared to a t-table of 1.96. Because the value of t-statistics > t-value (5.022 > 1.96), it can be concluded that Reputation has a positive and significant effect on Guest Booking Intention.

The p-value of the Reputation variable to the Perceived Value is 0.000, compared to a significant value of 0.05. Because the p-value is < significant (0.000 < 0.05) with a beta value of 0.612 and a t-statistics value of 19.837, which is compared to a t-table of 1.96. Because the value of t-statistics > t-value (19.837 > 1.96), it can be concluded that Reputation has a positive and significant effect on Perceived Value.

Table 4 – Indirect Influence Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Reputation (X) -> Perceived Value (M) -> Guest Booking Intention(Y)	0,081	0,086	0,029	2,825	0,018

Source: Primary data processed, 2022.

The p-value of the Reputation variable on Guest Booking Intention is mediated by the Perceived Value of 0.018, which is compared to a significant value of 0.05. Because the p-value < significant (0.018 < 0.05) with a beta value of 0.081 and a t-statistics value of 2.825 compared to a t-table of 1.96. Because the value of t-statistics > t-value (2.825 > 1.96), it can be concluded that Perceived Value can mediate Reputation's influence on Guest Booking Intention.

The effect of Reputation on Perceived Value

Reputation is important in providing a perceived value to a product/service. Especially in the service sector, information about the quality of service performance is minimal without being tried before. Consumers become difficult to assess the quality of service. For this reason, Reputation is an early marker for consumers to perceive the quality of service (Hansen et al., 2008). On the first booking, travelers do not have enough information to judge the quality of service, so they rely on the Reputation generated via OTA. This provides a perception of risk and fear in choosing a service (Pool et al., 2016). Based on the S-O-R theory, external factors such as Reputation become a stimulus that can affect an individual's cognitive and behavioral intentions (Kim and Kim, 2017). Reputation is an important factor in

the OTA ecosystem, where there is a tendency for consumers to rely on and consider the company's Reputation in the decision-making process, which affects the Perceived Value of service providers. OTAs have a better chance of signaling information that can positively influence consumer perceptions of value. Therefore, there is a tendency for consumers' Perceived Value to be affected when faced with instructions on the Reputation of service providers (Tiamiyu et al., 2020). This study's results align with research conducted by Chang (2013), which identified a positive influence of Reputation on consumers' Perceived Values where the perceived functional and emotional values work as a critical mediating role. Su et al. (2018) mentioned that Reputation plays a very important role in the service market because the pre-purchase evaluation of service quality is unclear and incomplete. Reputation has been proposed in the literature as an important predictor that can trigger cognitive intentions and subsequent consumer behavior (Loureiro et al., 2017; Su et al., 2018).

The effect of Reputation on guest booking intention

Based on the results of data analysis, Reputation has a positive and significant effect on Guest Booking Intention. This means that the better the Reputation, the more guest booking intentions will be. The Reputation of a villa through OTA can be seen from the online rating. The Reputation built through this review can estimate consumer behavior, service/product sales, and consumer perceptions of the information provided (Liu and Park, 2015). A good reputation makes consumers feel that the risk that will arise from orders will be lower, so the intention to buy a service is easier to emerge (Qalati et al., 2021). Atcharyakarn and Zhang (2021) reinforce the role of Reputation for tourists. They feel that the information provided is more up-to-date and reliable. Another reason why Reputation in an online transaction is important is the lack of face-to-face communication. Tourists feel more comfortable and safe choosing a service if it has a good and familiar reputation, rather than services that are not known at all by other tourists (Mohseni et al., 2016). This study's results align with the research conducted by Casado-Diaz et al. (2017), which found that Reputation in the form of a rating positively influences the intention to book hotels online. Su et al. (2018) mentioned that Reputation plays a very important role in the service market because the pre-purchase evaluation of service quality is unclear and incomplete. Reputation has been proposed in the literature as an important predictor that can trigger cognitive intentions and subsequent consumer behavior (Loureiro et al., 2017; Su et al., 2018).

Perceived Value in Mediating the Effect of Reputation on Guest Booking Intention

The results show that Perceived Value can mediate Reputation's influence on Guest Booking Intention. This means that the higher the Reputation followed, the higher the Perceived Value, and the higher the Guest Booking Intention. Consumer perception of a service is the beginning of the consideration of purchase or order. When the collected perceptions give positive or negative evaluations, the intention to place an order or purchase increases or decreases; thus, it should be noted that the perception of value from tourists also affects the strength of the impact of a service reputation on booking intention. Alamsyah et al. (2020) state that consumer perceived value is the principle of consumers in buying products. If this principle increases, it will lead to purchase intention. The role of perception in improving the relationship between service reputation and interest in purchasing/order has been proven in the research of Mathur and Gangwani (2021). Back again to the perception, this is a consideration of the risks and sacrifices consumers make before getting the benefits of the product/service. The higher the perceived value, the greater the consumer's intention to buy a product or service (Gan and Wang, 2016). This argument is in line with the S-O-R theory, which explains how the consumer's cognition can be influenced by external factors and subsequently lead to behavioral responses. This study's results align with research conducted by Chen et al. (2015); Liu et al. (2015) found that Perceived Value is an important mediating factor between exogenous constructs and behavioral intentions.

Variety Seeking in Moderating the Effect of Perceived Value on Guest Booking Intention

It is concluded that Variety Seeking is able to moderate the effect of Perceived Value on Guest Booking Intention. The existence of alternatives provides space for consumers to be able to move from one product to another, without the need for dissatisfaction from the products that have been tried before. Variety Seeking is the tendency to switch brands to look for other stimuli, beyond the functional value of a product/service (Sanchez-Garcia, et al., 2012). In a business in the form of services such as villa accommodation, tourists do not know what activities or services may be missed from the determination of an accommodation. For consumers with high Variety Seeking, they will be affected by the information and advertisements posted on the company's website (Davis et al., 2021), in this case, the villa page on the OTA. Furthermore, Sanchez-Garcia, et al. (2012) stated that in the tourism business, returning to a previously visited destination is the same as ignoring the potential of other destinations. The explanations above show that the level of the Variety Seeking tendency of a tourist can affect the level of intention in booking accommodation. The results of this study are in line with research conducted by Assaker and Hallak (2013) showing the moderating effect of Variety Seeking in the relationship between satisfaction and re-visit intentions, so that satisfied tourists are less likely to return to a particular destination because they seek a variety of destinations.

CONCLUSION

The results show that reputation affects perceived value and guest booking intention, so its mediating role can be proven. Then, the direct influence of Reputation on booking intention is also seen. Finally, it was found that variety seeking could moderate the relationship between perceived value and guest booking intention. Reputation is used as the main information for tourists in assessing a villa before making a booking. Tourists will select this information based on the personal value of the villa page on the OTA, which is also influenced by the behavior of looking for activity variety in their vacation. This study shows an interaction between external reputation factors and internal perceived value factors in producing an ordering intention response. It is also proven that organisms, in this case, tourists, play an important role as mediators between external stimuli and behavioral responses through their perceived value. The existence of variety-seeking is also taken into account because the level of variety-seeking tourists can moderate ordering intentions. The suggestion that can be given is that the Villa Management can focus on the Reputation of the Villa in OTA by increasing the accuracy of the villa information listed, increasing the comfort of the villa, and discussing it in more detail in the OTA. Villa management can also include more information about activities and attractions that can be done around the villa and need to be active in digital marketing through popular social media such as Instagram.

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