

ABSTRACT

The development of increasingly advanced technology has a significant impact on the trading business sector, one of which is the tourism industry sector. Online Travel Agent is a business variant that is closely related to the tourism industry sector, because the products offered include traveling needs for tourists or travelers, one of them is hotel room rental.

In addition to the variety of product choices offered, online travel agents must understand consumer desires in meeting their needs when choosing and ordering hotel rooms, so the purpose of this study is to be able to find out what factors influence consumers when using online travel agents (OTA). The data collection method used is a quantitative method. The population in this study are individuals who have or will use online travel agents, and the sample in this study was obtained as many as 340 respondents. Data collection was done by distributing questionnaires through social media and then processing the data using descriptive analysis and Partial Least Square Structural Equation Model (PLS-SEM).

The results showed that variables such as the quality of the value of benefits, the value of social status, the value of preferences, and the value of information on purchase intention had a positive and significant effect. Then the Preference Value variable on Purchase Intention which is moderated by the Visibility variable, and the Monetary Value variable on Purchase Intention moderated by the Privacy & Security Concerns variable also has a positive and significant effect.

Keywords: *Consumer Preference, Consumer Behavior, Online Travel Agent (OTA), Purchase Intention, PLS-SEM.*