

ABSTRACT

At first, the scarcity cue was used in conventional sales and was seen as a sales driver, but this tactic is currently being used in online sales as well, especially in e-commerce and Online Travel Agents (OTA). There are two types of scarcity cues that have high practical relevance, namely supply and popularity cues. Although these two types of scarcity cues are widely used in OTA, e-commerce, or even Micro, Small and Medium Enterprises (MSMEs) in Indonesia, there is still little research that discusses the effect of scarcity cues in Indonesia, and no one has even discussed the combination of both scarcity cues.

The purpose of this study was to examine the effect of scarcity cues (supply and popularity cues) on hotel booking intentions mediated by perceived urgency and value on the Tiket.com platform in Indonesia. Tiket.com was chosen as the object of this research because it is the second most popular OTA in Indonesia which applies both scarcity signals to its hotel booking page.

The research method used is quantitative method with causal-predictive purposes. In this study, the data used is primary data obtained from survey results using a questionnaire shared through the Google Form platform to 385 respondents who are the residents of Indonesia, aged 18-57 years, and have used OTA. The sampling method used is non-probability with a purposive sampling design type of judgment sampling. Processing of the data is carried out using Partial Least Square (PLS) to test the validity and reliability. For the hypothesis itself were tested using PLS and ANOVA.

In this study was found that scarcity cues can affect perceived scarcity, where the type of scarcity cue that has the most effect is the type that combined supply and popularity cues. Perceived scarcity also can affect purchase intentions, which is mediated by the perceived urgency and value by customers. The magnitude of the influence exerted by perceived scarcity on purchase intention is greater when mediated by the customer's perceived value.

From the results of this study, researchers suggest Tiket.com to increase the number of scarcity cues that combining supply and popularity cues. Tiket.com is also advised to improve the application quality of scarcity cues so that the customer's perceived value is higher. In addition, researchers also suggest further research in order to find out other types of scarcity cues.

Keywords: Scarcity cues, Booking Intention, Perceived Urgency, Perceived Value, Tiket.com