

ABSTRACT

Tiket.com is an Online Travel Agent (OTA) that provides online hotel bookings. The use of Tiket.com in Indonesia is still in second place, even though Tiket.com has an attractive web/application appearance and good customer reviews. This study aimed to analyze the effect of visual presentation and online review on hotel booking intentions on Tiket.com. The Study integrates visual presentation and online review with the Technology Acceptance Model (TAM). The research variables consist of Visual presentation, Perceived Ease of Use, and Online review as independent variables, Perceived Usefulness as a moderating variable, and Booking Intention as the dependent variable. The type of research used is quantitative with a cross sectional design and the research subjects are users of the Tiket.com. Data was collected by distributing questionnaires to 119 respondents. Partial least squares structural equation modelling (PLS-SEM) was used to test the proposed hypotheses in this study.

Keywords: *booking intention, visual presentation, online review, TAM*