

ABSTRACT

The rapid development of technology has also helped companies in the hotel industry create easy transactions and reservation activities. One of these supports is provided in the form of an Online Travel Agent (OTA). One of the reasons consumers use OTA is because they can see reviews. Perceived value felt by consumers in the past is one of the reasons consumers continue to use OTA. It turns out that men and women have different ways of communicating and processing information, including when viewing online reviews. This study aims to examine the effect of online reviews, perceived value, and gender on the intention to reuse the Agoda OTA application in Indonesia. The research method used is a quantitative one. The sampling technique used was non-probability sampling, with a total sample size of 400 respondents. The data analysis method used is Structural Equation Modeling-Partial Least squares (SEM-PLS) analysis using the SmartPLS 3.0 application.

The results of the research show that the quantity of online reviews has a positive and non-significant influence on the continuance intention to use; the quality of the online review is positive and significantly influenced on the continuance intent to use (continuation of intentions to use); the amount of online review has a negative and nonsignificant effect on the utilitarian value; the quantitative and significant influence of the on-line review on the hedonic value (continuance of the intentions of use); and the quality and significance of the review has positive and substantial influence upon the utilitarian value (utility value); the quantities of reviews on the internet are negative and not significantly affected by the continuous intention of use; and the gender does not moderate the relationship between the quantities of online comments on both the utility and hedonic values; and gender has not moderated the relationship of quality between online reviews on both utility values and hedon values.

The suggestions that researchers can give to the Agoda company are to improve the review feature by adding an image or video feature as a form of real visual reviews from consumers and providing incentives to customers who want to provide reviews. Future research can explore other factors regarding review quality and moderating variables. For example, source credibility and argument quality affect review quality. In moderation, consider the attitude factor.

Keywords: Agoda, Reviews, Value Perception, Utilitarian Value, Hedonic Value, Continuance Intention, Gender
