

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

This research investigated the influence of website interactivity, brand awareness, brand image, brand value, and consumer purchase intention on hotel booking through website applications which was located in Yogyakarta that had a minimum requirement of 3-star hotel. The results of this research proved that there was positive and significant effect of two-way communications of a website (social interactivity) on brand awareness and brand image and there was positive and significant brand awareness on brand image and brand value.

The hotel offered website to facilitate the tourists/visitors to do ticket booking through the website application. Website also provided some important information related to the image of the hotel, as the facilities provided, room type, etc. Under these conditions, via the hotel website, visitors can be more aware of brand awareness that had impact on the brand image of hotel by good image of hotel. It would increase the brand value hotel that would affect the purchase intention of visitors.

5.2 Research Limitations

In terms of limitations, there were several considerations, as follows:

1. The population in this research was limited to customers who book hotel which was located in Yogyakarta that had a minimum requirement of 3-star hotel through the website application.
2. The sample of this research was 120 respondents only because of the difficulty of researcher in finding the sample.

5.3 Recommendations

1. To improve the consumer purchase intention, hotels can provide special discounts for consumers who booked the hotel through the hotel website application.
2. For researchers who want to to do research with similar theme, researcher can add other independent variables that can affect consumers to book via the website application.