

**THE EFFECT OF ONLINE REVIEWS AND PRICE ON BOOKING
INTENTION WITH TRUST AS A MEDIATING VARIABLE AT
TRAVELOKA ONLINE TRAVEL AGENCY**

THESIS

Presented as Partial Fulfilment of Requirements for the Degree of Sarjana
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Business and Economics Universitas Atma Jaya Yogyakarta



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**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM
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APPROVAL PAGE

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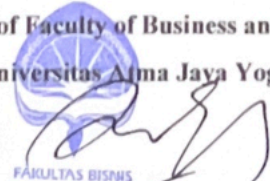

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It is a result of my independent work. I have composed, written, and completed this thesis without unauthorized assistance and have properly cited all references to the work of others. This document is a reflection of my own academic efforts, and all sources referred to are duly acknowledged in the bibliography.

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Jeannette Winona Valencia

PREFACE

First and foremost, all praise and thanks be to God Almighty for His endless grace, guidance, and strength throughout the journey of completing this thesis. Without His blessings, none of this would have been possible. This thesis is submitted as a requirement to obtain a Bachelor's degree in the International Business Management Program at Universitas Atma Jaya Yogyakarta. It is titled:

THE EFFECT OF ONLINE REVIEWS AND PRICE ON BOOKING INTENTION WITH TRUST AS A MEDIATING VARIABLE AT TRAVELOKA ONLINE TRAVEL AGENCY

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Recognizing the potential for improvement in this research, the author is aware that there may be various flaws in its writing and structure. The author will now really welcome reader input, recommendations, and critiques. The author feels that providing constructive comments can improve the quality of this research and future scholarly works, as well as the author and others working on related themes. Through this research, the author hopes to contribute to educational reasons, specifically in a related subject, by providing critical comments.

Yogyakarta, 13th of June 2025

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Abstract

In the rapidly evolving digital travel landscape, Online Travel Agencies (OTAs) such as Traveloka have become influential platforms in shaping consumer behavior, particularly in hotel booking decisions. This study investigates the impact of online reviews, price perception, and consumer trust on hotel booking intentions among Indonesian young adults aged 18–26 who have used Traveloka. Utilizing a quantitative approach, data were collected through a structured questionnaire distributed online, and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that trust plays a critical mediating role in the relationship between both online reviews and price with booking intention. Online reviews and price significantly influence consumer trust, which in turn directly affects booking intention. However, while price showed a direct influence on booking intention, the direct effect of online reviews was found to be weaker, highlighting the importance of trust as a bridge in consumer decision-making. These insights can help OTAs and hotel businesses optimize their digital strategies by enhancing transparency, fostering trust, and managing user-generated content effectively.

Keywords: *Online Travel Agencies, Traveloka, Booking Intention, Online Reviews, Price Perception, Consumer Trust.*