THESIS BY PROJECT

HOTEL COUPON PROGRAM WITH BETTER PRICES FOR CUSTOMERS TO INCREASE ROOM SALES ON THE TRAVELOKA CHANNEL

POLITEKNIK NEGERI BALI

YOHANES SAFENSON

POLITEKNIK NEGERI BALI
BADUNG
2024

THESIS BY PROJECT

HOTEL COUPON PROGRAM WITH BETTER PRICES FOR CUSTOMERS TO INCREASE ROOM SALES ON THE TRAVELOKA CHANNEL

POLITEKNIK NEGERI BALI

YOHANES SAFENSON
2215885024

TOURISM PLANNING STUDY PROGRAM
APPLIED MASTER PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024

KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
RISET, DAN TEKNOLOGI
POLITEKNIK NEGERI BALI
Jalan Kampus Bukit Jimbaran, Kuta Selatan, Kabupaten Badung, Bali – 80364
Telp. (0361) 701981 (hunting) Fax. 701128
Laman: www.pnb.ac.id Email: poltek@pnb.ac.id

POLITEKNIK NEGERI BALI

DECLARATION OF AUTHENTICITY

The undersigned below:

Name   : Yohanes Safenson

NIM   : 2215885024

Study Program   : Tourism Planning, Applied Master Program, Tourism Department, Politeknik Negeri Bali

I hereby declare that the proposed thesis by project entitled "Hotel Coupon Program with Better Prices for Customers to Increase Room Sales on The Traveloka Channel" is truly free from plagiarism. Shall in the future proven that there is plagiarism in this scientific paper, then I am willing to accept sanctions in accordance with the implemented regulation.

Thus, I made this statement letter to be used properly.

Badung, 8 July 2024

Yohanes Safenson

PROJECT BY THESIS

Prepared as One of the Requirements to Obtain

The Master's Degree in Applied Tourism (M.Tr.Par)

Tourism Planning Study Program, Applied Master Program

at Tourism Department Bali State Polytechnic

POLITEKNIK NEGERI BALI

YOHANES SAFENSON
NIM: 2215885024

TOURISM PLANNING STUDY PROGRAM
APPLIED MASTER PROGRAM
TOURISM DEPARTMENT
BALI STATE POLYTECHNIC
BADUNG
2024

THESIS BY PROJECT
HOTEL COUPON PROGRAM WITH BETTER PRICES FOR CUSTOMERS TO INCREASE ROOM SALES ON THE TRAVELOKA CHANNEL

Proposed by:

YOHANES SAFENSON

NIM: 2215885024

Approved by:

Counsellor I,   Counsellor II,

Prof Ni Made Ernawati, MATM, PhD   Dr. Dra. Ni Gst Nym Suci Murni, M. Par

NIP 196212311990101001   NIP 196405251990032001

Acknowledged by:

Head of Tourism Department   Head of Applied Master of
                                       Tourism Planning Study Program
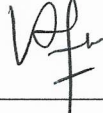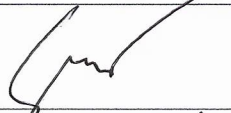
Dr. Ni Nyoman Sri Astuti, SST.Par, M.par   Dr. Dra. Ni Gst Nyn Suci Murni, M.par.
NIP 198409082008122004   NIP 196312311989101001

v

THESIS BY PROJECT

HOTEL COUPON PROGRAM WITH BETTER PRICES FOR CUSTOMERS TO INCREASE ROOM SALES ON THE TRAVELOKA CHANNEL

Has Been Tested based on **Decree of the Director of Politeknik Negeri Bali Number:**

04791/PL8/TU.01.04/2024 and declared passed on: **Monday, 08 July 2024**

The Committee for Examining the Project Thesis is:

	Name of Examiners	Signature
Head	Prof. Ni Made Ernawati, MATM, PhD NIP. 196510202000121001	
Member	Dr. Dra Ni Gst Nym Suci Murni, M. Par NIP.196405251990032001	
Member	Dr. I Ketut Budarma, M. Par, MMTHRL NIP. 196212311990101002	
Member	Dr. Made Satria Prananda Putra, SH, SE, MM NIP. 198912302022031003	
Member	Sang Putu Eka Pertama, SE, Ak., CA., M.Tr. Par Practitioner/Industry	

Acknowledged by:

Head of Tourism Department

Politeknik Negeri Bali

Dr. Ni Nyoman Sri Astuti, SST.Par.,M.Par

NIP. 198409082008122004

PREFACE

Praise and gratitude the author prays to the God of Jesus Christ because of His blessings and grace the author was able to complete the thesis entitled "**Hotel Coupon Program with Better Prices for Customers to Increase Room Sales on the Traveloka Channel**".

The preparation of this thesis is one of the requirements for graduation in the Tourism Planning Study Program, Applied Master Program, Tourism Department, Polytechnic Negeri Bali. On this occasion the author would like to thank all those who have helped in completing this thesis, to:

1. I Nyoman Abdi, SE, M.eCom as the Director of Polytechnic Negeri Bali who has given the chance to the author to study and provide the facilities in studies in Polytechnic Negeri Bali.

2. Dr. Ni Nyoman Sri Astuti, SST.Par, M.par. the Head of Tourism Department who has given the author the opportunity to study, especially in the Department of Tourism, Polytechnic Negeri Bali.

3. Putu Tika Virginia, S.Pd., M.Pd., as the Secretary of Tourism Department at Politeknik Negeri Bali, for the direction and guidelines.

4. Dr. Dra. Ni Gusti Nyoman Suci Murni M.Par., as the Head of Applied Master of Tourism Business Planning Study Program for the direction and guidelines.

5. Prof. Ni Made Ernawati, MATM., Ph.D as Supervisor I who has been willingly taking her time to give guidance and provide all supports to complete this thesis.

6. Dr. Dra. Ni Gusti Nyoman Suci Murni M.Par., as Supervisor II who provide guidance and advise to complete this thesis proposal.

7. Dr. I Ketut Budarma, M.Par, MMTHRL as internship coordinator of applied master, tourism planning study program who has been extending great assistance.

8. Mr. Ferry Unardi as the CEO of Traveloka who is giving opportunity to do internship to the writer in Traveloka Bali and Traveloka Green Office Park (GOP) Tangerang, Banten.

9. All of staff in Traveloka Bali and Traveloka Green Office Park (GOP) Tangerang, Banten who have always given their support, ideas and great to always support in every condition until the writer can complete this thesis proposal.

10. All Lecturers of Tourism Department for the knowledge and education given to the writer and all the students

11. Novi Tri Sorayani, my beloved wife for always giving great supports and loves.

12. My beloved Kids, Octaviani Sheilla Safenson, Febrian Shelvano Jonathan Safenson and Marchiano Diamond Culinan Safenson for the endless supports and loves.

13. All parties that can't be mentioned one by one, who always give their support and help during the process of this thesis.

Constructive criticism and suggestions from various parties are needed to complete the writing of this thesis. The author hopes that this thesis can be useful for all parties. Finally, the author would like to apologize if there are still errors in writing this thesis.

Badung, 08 July 2024

Yohanes Safenson

TABLE OF CONTENT

LIST OF TABLES

LIST OF FIGURES

HOTEL COUPON PROGRAM WITH BETTER PRICES FOR CUSTOMERS TO INCREASE ROOM SALES ON THE TRAVELOKA CHANNEL

Yohanes Safenson

NIM: 2215885024

ABSTRACT:

This study examines the impact of implementing a hotel coupon program on the Traveloka platform to enhance room sales at better prices. Traveloka introduced an innovative promotion tool within the TERA system, enabling hotel partners to activate these coupons. Utilizing quantitative data, the research focused on the number of participating hotels and their conversion rates. Comparative analysis of pre- and post-implementation data revealed a significant improvement: the booking conversion rate increased from 0.81% to 1.39%, and 1,324 hotels joined the program by the second semester of 2023. These results affirm the effectiveness of the hotel coupon program as a promotional tool on the TERA system, contributing to increased room sales through Traveloka.

Keywords: hotel coupon, conversion rate, promotion, Traveloka platform, TERA system

CHAPTER I

INTRODUCTION

1.1 Background

This thesis explores the role of Traveloka as a leading online travel company in Southeast Asia, providing a comprehensive platform for various travel needs. With a vast array of offerings, including flights, hotels, trains, packages, and activities, Traveloka has established partnerships with numerous domestic and international airlines, offering over 200,000 routes worldwide. The company boasts the largest direct accommodation inventory, diverse payment options, and 24/7 are the customer service in native languages.

Despite Traveloka's popularity, factors influencing users' purchase intentions in online travel applications, particularly the significance of pricing, are examined. Price, a crucial variable in marketing, impacts consumer intentions, with online platforms offering lower prices and greater efficiency than physical stores. The study also considers the influence of peak seasons on price fluctuations, prompting users to make early bookings.

Furthermore, the thesis delves into Traveloka's initiatives to enhance its hotel partner exposure through integrated marketing platforms. The introduction of the Traveloka Accommodation Coupon, referred to as the Coupon Program, aims to provide discounts directly to potential customers, increasing transaction volumes and user awareness. The Hotel Coupon Program allows hoteliers to generate

coupons within Traveloka's platform, offering cheaper rates and marketing benefits, contributing to increased sales volume and customer loyalty.

Recognizing challenges in the market, including intense competition and economic factors, the thesis emphasizes the importance of adaptive pricing strategies for businesses. By monitoring market trends and conducting competitive analyses, companies can maintain a strong position and competitiveness. Ultimately, the research provides insights into Traveloka's strategies, focusing on pricing and marketing innovations to address market challenges and maintain a competitive advantage.

From the current performance result from Individual hotels and chain hotels, the traffic is good but the conversion still low in average **0.81%** from the total traffic (see Figure1).

Sampling Hotel: Current Performance Q2 2022					
Hotel Category	Number of Hotels	Average Daily Traffic	Average Conversion Rate	Average Daily Booking	Average Gross Booking Value (GBV)
Individual Hotels	2000	2000000	0.75%	15000	1,200,000
Archipelago International Indonesia	150	400000	1.13%	4500	1,340,000
Tauzia Hotels	60	200000	1.00%	2000	1,225,000
Swiss-Belhotel International Hotels & Resorts	65	220000	1.05%	2300	1,265,000
Santika Group	70	280000	0.93%	2600	1,270,000
OYO Rooms	500	700000	0.64%	4500	600,000
Total	**2845**	**3800000**	**0.81%**	**30900**	**1,145,356**

Figure 1. 1 Traveloka's Data Q2 2022

According to figure 1.1, there are still found the gap between the company's expectations of the overall conversion rates resulting from the current performance and therefore pushing the improvement to increase to conversion rates from the Hotel Coupon Program is one of the solutions.

1.2 Formulation of Problems

Based on the above background the author describes the Problem Formulation in this study as follows:

1. How is the coupon program developed in TERA Traveloka System as Promotion tools to increase the conversion rate of hotel participants?
2. What is the Model of coupon program development to increase the conversion rate in Traveloka Platform?

The Hotel Coupon Program on the Traveloka platform aims to revolutionize the way travellers find and book hotels. By offering exclusive discounts, personalized recommendations, and a seamless user experience, this program intends to enhance customer satisfaction, increase hotel bookings, and drive revenue growth.

1.3 Objective of The Study

The objective of this study is to develop a hotel coupon program that offers better prices for customers to support room sales on the Traveloka channel. The program aims to enhance customer satisfaction, increase bookings, and contribute to the overall success of hotel businesses.

Customer Engagement Strategy is very important and by developing an effective customer engagement strategy is crucial for the success of the hotel coupon program. This involves understanding the preferences and behaviour of customers on the Traveloka channel and creating targeted promotional offers to encourage bookings. Analysing data related to customer preferences, travel patterns, and previous booking history will be essential in designing personalized and compelling coupon offers. Market Research Timeline:

1. Competitor Analysis, conduct comprehensive research on existing hotel coupon programs offered by competitors. Analyse their pricing strategies, promotional tactics, and customer engagement methods.

2.Customer Feedback Collection, implement surveys, interviews, and feedback forms to gather insights from customers who have used hotel coupon programs in the past. Understanding their experiences and expectations will provide valuable input for program development.

3.Market Trend Assessment, Explore the latest trends in the hospitality industry, specifically related to customer demand for discounted hotel offers. Identify emerging market opportunities and potential challenges. Collaboration with Hotel Partners Establishing strong partnerships with a diverse network of hotels is essential for the success of the coupon program. This involves negotiating mutually beneficial agreements, outlining promotional terms, and ensuring seamless integration of the program with hotel management systems. Developing an efficient communication channel with hotel partners will facilitate the smooth implementation and ongoing management of the coupon program.

User Experience Improvement Enhancing the user experience on the Traveloka channel is integral to the success of the hotel coupon program. This involves optimizing the booking process, providing transparent information on coupon benefits, and offering user-friendly features for seamless redemption. Implementing feedback mechanisms to continually improve the customer journey and addressing any issues related to coupon usability will be a key focus area. Quality Assurance & Feedback Loop Establishing a robust quality assurance framework is essential to ensure the effectiveness and credibility of the hotel coupon program. This involves thorough testing of coupon redemption processes, monitoring customer experiences, and implementing prompt resolutions for any

issues. Implementing a continuous feedback loop from both customers and hotel partners will enable ongoing improvements and adjustments based on real-time insights.

Marketing and Promotions Strategy, developing a comprehensive marketing and promotions strategy will be crucial in creating awareness and driving engagement for the hotel coupon program. This includes leveraging digital marketing channels, social media campaigns, and targeted email promotions to reach potential customers.

Implementing dynamic pricing strategies, limited time offers, and seasonal promotions will further enhance the appeal of the hotel coupon program.

The objective of this research includes:

1. Developing Hotel Coupon Program as Promotion tools in TERA system to increase the conversion rate and sales volume using Hotel Coupon Program in Traveloka Platform.

2. The Model of tool of Promotion to increase the conversion rate and sales volume in Traveloka Platform.

1.4 Significances of The Study

This proposed study aims to understand how to increase the sales volume for hotel rooms on Traveloka platform with new model of promotions or tactical product besides the existing model of promotion on the platform with the easy process from the hotel side through the Extranet channel (TERA) and bring more attention for customers through the Traveloka's application. This study is significant because it can provide valuable insights into the potential benefits of

hotel coupon program on the Traveloka channel and bring more customer for hotel to increase sales volume with better conversion rate. In this research the writer hopes that it can give contribution to the hotel partners, customer and Traveloka. It has two major significances i.e.: practical and theoretical significances:

1. The theoretical Significance this research gives solution to find out better model of promotion program on the Traveloka platform.

2. The Practical Significance:

   a. For students

   The writer hopes that the result of this research can be used as a reference to improve the ability of student in understanding more about promotion model through the Online travel platform.

   b. For the Polytechnic Negeri Bali

   The result of this research can help the Polytechnic Negeri Bali for the reference of the developing new product on the Online Travel Platform / Online Travel Agent (OTA).

   c. For Traveloka

   The hotel coupon program is aimed to increase the transaction volume for Traveloka from the hotel who will participate in the Traveloka hotel coupon Program and to increase the conversion rate from the participation hotels from 0.81% to 1.00%.

   d. Other researchers

   In order to give additional information for other researcher who wants to conduct further research on the related field.

CHAPTER VI
CONCLUSION AND RECOMMENDATION

6.1 Conclusion

The development of a hotel coupon program requires meticulous planning, strategic partnerships, and consistent monitoring for long-term success. By offering value to customers and enhancing the hotel experience, the program contributes to increased customer loyalty and business growth for participating establishments. Ultimately, the success of the program hinges on its ability to adapt to evolving customer needs and industry dynamics. The Purpose of establishing hotel coupon program on Traveloka platform is to build the right ecosystem between sourcing, marketing, and production and ensure it's working. The program itself can be used as an acceleration program for hotel partners through TERA system to increase the rooms sales through the Traveloka platform. The program was created to be easy adoption program for the hotel partners, provide enough coupons to be marketed to bring more traffic or production to hotel, because if brings traffic or production to hotel, the hotel is willing to participate again, spread it to fellow hotels, and we can grow organically.

The Concept of hotel coupon program in Traveloka for hotel partners to participate on the program is to create a package for hotels to join where they get extra exposure during the campaign or without campaign to create more awareness for customers who will book the hotel. During the coupon creation process on TERA system, the hotel can find the tools of promotion in TERA system, and they

can create the hotel coupon program by the hotel partners, the hotel can select from several package of hotel coupon campaign with the variation level of exposure and discount nominal. The Market Manager (MM) of Traveloka also approached the hotel directly and offered the package and explaining the exposure benefits. At the beginning of the hotel coupon program activation on TERA system, the Market Manager is assisting the hotel partners to create the hotel coupon program on the TERA system upon receive the agreement from hotels to set up on TERA system.

The Hotel Coupon Program is developed in Traveloka TERA system with the aimed of increasing the conversion rate of hotel participants and as the output of the product is also introduce the model of coupon program in Traveloka platform, this is to answer the formulation problem of this thesis in the background chapter.

The hotel coupon program has been successfully developed and established in Traveloka TERA system and the program is proven improve the conversion rate from 0.81% to 1.39% as below graphic.

The first graphic below explained that sampling hotel performance in Q2 2022 (April to June 2022) was without hotel coupon program and without any promotions was created by the hotels, it has shown that the conversion rates was at 0.81%. To understand the performance review of the product, it's necessary to describe the conversion rate calculation to help the measure of the effectiveness of the hotel coupon program performance on Traveloka Platform and how it the marketing campaign in turning visitors into customers. This is explained how to calculate it using the total number of bookings and total visitors:

Conversion Rate Formula:

$$\text{Conversion Rate} = \left(\frac{\text{Total Number of Bookings}}{\text{Total Number of Visitors}} \right) \times 100\%$$

The Steps of Calculate Conversion Rate:

1. Identify the Total Number of Bookings: This is the number of completed bookings or sales transactions over a specific period.
2. Identify the Total Number of Visitors: The total number of unique visitors (Customer visits / click) to hotel landing page on Traveloka platform over the same period.
3. It will be Divide the Total Number of Bookings by the Total Number of Visitors: It will give a decimal that represents the proportion of visitors who made a booking.
4. Then multiply by 100 to Get a Percentage: This converts the decimal to a percentage, making it easier to interpret.

The Calculation of conversion rate in figure 6.1 as follows:

1. Total number of bookings: 30.900
2. Total number of visitors: 3.800.000

The formula calculations are: $$\text{Conversion Rate} = \left(\frac{30,900}{3,800,000} \right) \times 100\%$$

= 0.81% (rounded 2 decimal)

So, the conversion rate is approximately 0.81%

Sampling Hotel: Current Performance
Q2 2022

Hotel Category	Number of Hotels	Average Daily Traffic	Average Conversion Rate	Average Daily Booking	Average Gross Booking Value (GBV)
Individual Hotels	2000	2000000	0.75%	15000	1,200,000
Archipelago International Indonesia	150	400000	1.13%	4500	1,340,000
Tauzia Hotels	60	200000	1.00%	2000	1,225,000
Swiss-Belhotel International Hotels & Resorts	65	220000	1.05%	2300	1,265,000
Santika Group	70	280000	0.93%	2600	1,270,000
OYO Rooms	500	700000	0.64%	4500	600,000
Total	**2845**	**3800000**	**0.81%**	**30900**	**1,145,356**

Figure 6 1 Sampling Hotel Performance

In the second graphic below, it has shown that after the hotel activated the hotel coupon program on the TERA System the conversion rates at 1.39% or increased by 0.58%.

The calculation conversion rate for figure 6.2 are:

- Total bookings: 1.465.780 bookings

- Total visitors: 105.200.000

$$\textbf{Conversion Rate} = \left(\frac{1,465,780}{105,200,000} \right) \times 100\%$$

$= 1.39\%$

So, the conversion rate is 1.39%

The impact of Conversion rate after activate Coupon Program			
Period : Sept - Dec 2023 (4 months)			
No	Chain Name	Visitors	# Transaction	Conversion rate in%
1	Archipelago International	20,000,000	369580	1.85%
2	OYO Rooms	25,000,000	296197	1.18%
3	Tauzia Hotels	16,600,000	168084	1.01%
4	Swiss-Belhotel International Hotels & Resorts	12,350,000	139830	1.13%
5	Intiwhiz International	5,600,000	75179	1.34%
6	Horison Hotels Group	5,400,000	67083	1.24%
7	MaxOneHotels.com	3,200,000	51264	1.60%
8	Waringin Hospitality	2,400,000	45880	1.91%
9	Zuri Hotel Management	2,800,000	44804	1.60%
10	Santika Group	2,300,000	43040	1.87%
11	Azana Hospitality	2,150,000	40111	1.87%
12	Louvre Hotels Group	1,900,000	33466	1.76%
13	Dafam Hotels	2,100,000	32819	1.56%
14	Best Western International, Inc.	1,800,000	29515	1.64%
15	PHM Hospitality	1,600,000	28928	1.81%
	Total	105,200,000	1465780	1.39%

Figure 6 2 The Impact of Conversion Rate After Activate Coupon Program

The model of hotel coupon program is now available on TERA system and its accessible by the hotel partners as shown by the "TEST hotel" below graphic

Figure 5.1: TERA hotel coupon activation

Coupon Information

Coupon Code

Benefit Type

Booking Period

Stay Period

Purchase Condition

Coupon Limit

Benefit Type

Select the benefit type for this hotel coupon

○ Percentage (%)

○ Fixed Amount

Hotel coupon based on percenta

Discount Percentage

0   %

Add discount amount here

Maximum amount of discount that can be redeemed using this coupon

IDR   0

Booking Period

Start Date   End Date

📅   📅

☐ Set booking hours

Select booking period and set booking hours here

Coupon Information

Coupon Code

Benefit Type

Booking Period

Stay Period

Purchase Condition

Coupon Limit

Stay Period

Stay Period   No Selected Dates

[Reset]   [Today]   < >

June 2024	July 2024	August 2024
Mon Tue Wed Thu Fri Sat Sun	Mon Tue Wed Thu Fri Sat Sun	Mon Tue Wed Thu Fri Sat Sun
1 2	1 2 3 4 5 6 7	1 2 3 4
3 4 5 6 7 8 9	8 9 10 11 12 13 14	5 6 7 8 9 10 11
10 11 12 13 14 15 16	15 16 17 18 19 20 21	12 13 14 15 16 17 18
17 18 19 20 21 22 23	22 23 24 25 26 27 28	19 20 21 22 23 24 25
24 25 26 27 28 29 30	29 30 31	26 27 28 29 30 31

Select stay periods here

This coupon is only available on the following days:

☑ Mon ☑ Tue ☑ Wed ☑ Thu ☑ Fri ☑ Sat ☑ Sun

Purchase Condition

Minimum purchase amount

IDR   0

input purchase conditions here

Figure 6 3 The model of hotel coupon program

The Hotel Coupon Program on the Traveloka platform has been proven to help hotel partners to increase the sales volume through Traveloka platform. The Product has been launching and hotel can create to activate the hotel coupon program at any time independently and set the discount, coupon quota, and other standard requirement directly through TERA system.

6.2 Recommendation

This chapter provides actionable recommendations based on the conclusions drawn from the study on the hotel coupon program's impact on Traveloka's booking rates and customer loyalty. These recommendations aim to

enhance the effectiveness of the program, ensuring sustained growth and customer satisfaction.

Based on the results of this Thesis by Project, the author recommends as follow:

1. For Traveloka Product Management team:

This Program has been designed and structured as follows:

- Diverse Coupon Offerings: Now the hotel coupon program is available on TERA system based on percentage discounts based on booking values to cater to different customer segments, Fixed amount discounts by provide fixed amount discounts for more straightforward value propositions but the program can also expand to provide Bundle Offers, by create packages that combine hotel stays with other services like airport transfers or local experiences.

- Tiered Loyalty Program Integration, the hotel coupon program can expand its capabilities create a tiered system where customers earn higher-value coupons or exclusive offers based on their booking frequency and spend.

- Implement a points-based system where customers accumulate points for every booking, which can be redeemed for coupons.

2. Hotel Partners:

The hotel coupon program is now available on TERA system; therefore, the hotel partners can use this program to accelerate the programs to increase the sales volume through Traveloka platform. The hotels can activate independently the program through the TERA system and hotel can

choose the discount based on the percentage or based on fixed amount discount.

REFERENCES

Adams, R., Bessant, J., & Phelps, R. (2006). Innovation management measurement: A review. *International Journal of Management Reviews*, *8*(1), 21–47.

Al-Shammari, M. (2023). Modeling strategic planning for sustainable competitive advantage in supply chain management. *Verslas: Teorija Ir Praktika*, *24*(1), 102–108.

Creswell, J. W. (2010). Research design pendekatan kualitatif, kuantitatif, dan mixed. *Yogyakarta: Pustaka Pelajar*.

Gao, Y. L., Guillet, B. D., & Wang, P. (2021). Effect of price change alert on perceptions of hotel attribute-based room pricing (ABP) versus traditional room pricing (TRP). *International Journal of Hospitality Management*, *92*, 102725.

Gholami, M. H., Asli, M. N., Nazari-Shirkouhi, S., & Noruzy, A. (2013). Investigating the influence of knowledge management practices on organizational performance: an empirical study. *Acta Polytechnica Hungarica*, *10*(2), 205–216.

Hana, U. (2013). Competitive advantage achievement through innovation and knowledge. *Journal of Competitiveness*, *5*(1), 82–96.

Hashem, T. N. (2020). Examining the influence of covid 19 pandemic in changing customers' orientation towards e-shopping. *Modern Applied Science*, *14*(8), 59–76.

Jing, G. (2020). *Analysis Of The Influence Of Traveloka E-Commerce Service Quality Towards Customer Satisfaction In Indonesia*.

Kotler, P., & Keller, K. L. (2009). Menejemen Pemasaran. *Penerbit: Erlanggga. Jakarta*.

Martínez-Román, J. A., & Romero, I. (2017). Determinants of innovativeness in SMEs: disentangling core innovation and technology adoption capabilities. *Review of Managerial Science*, *11*, 543–569.

Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook*. sage.

Moleong, L. J. (2007). *Metodologi penelitian kualitatif edisi revisi*.

Porter, M. E., & Kramer, M. R. (1985). Advantage creating and sustaining superior performance. *Competitive Advantage; Harvard Busines School Publishing: Brighton, MA, USA.*

Purwono, F. H., Ulya, A. U., Purnasari, N., & Juniatmoko, R. (2019). *Metodologi Penelitian (Kuantitatif, Kualitatif dan Mix Method)*. GUEPEDIA.

Raya, A. B., Andiani, R., Siregar, A. P., Prasada, I. Y., Indana, F., Simbolon, T. G. Y., Kinasih, A. T., & Nugroho, A. D. (2021). Challenges, open innovation, and engagement theory at craft smes: Evidence from Indonesian batik. *Journal of Open Innovation: Technology, Market, and Complexity*, *7*(2), 121.

Regina, K., Agusinta, L., & Setyowati, T. M. (2021). the Effect of Sales Promotion on Purchase Intention Through Customer Perceived Value on E-Commerce During the Covid-19 Pandemic. *Advances in Transportation and Logistics Research*, *4*, 240–249.

Silaen, S. (2018). Metodologi penelitian sosial untuk penulisan skripsi dan tesis. *Bogor: In Media*, 23.

Sugiyono, D. (2017). *Metode penelitian kuantitatif, kualitatif, dan R&D. bandung: Alfabeta. Procrastination And Task Avoidance: Theory, Research and Treatment*. New York: Plenum Press, Yudistira P, Chandra.

Sugiyono, S. (2018). Metode Penelitian Pendidikan Pendekatan Kualitatif, Kuantitatif dan R & D. *Alfabeta, Bandung*.

Syahrini, A., & Arif, E. (2019). The Influence of Price, Trust and Sales Promotion on Purchase Intention of Traveloka Mobile Application. *J. Ilm. Manaj. FEB UB*, *8*(2), 1–8.

Wang, D., Martin, B. A. S., & Yao, J. (2021). Do discount presentations influence gift purchase intentions and attitudes of Chinese outbound tourists? *Journal of Travel Research*, *60*(5), 1104–1122.