The Use of Online Travel Agent (OTA) By Non-Star Hotels in Sanur Bali

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ABSTRACT

Non-star hotels as a tourism business are nowadays using online travel agents (OTA) to market their rooms. The research on using OTA is interesting to be conducted, considering that research involving hotel management in accepting technology using the Technology Acceptance Model (TAM) is has not widely found. This study aims to analyze the influence of non-star hotel management's acceptance in using OTA by TAM, namely Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, and Behavioral Intention to Use. The study involved 59 non-star hotel managements in Sanur as the respondents. The questionnaire included 17 indicators on TAM and interviews were conducted to support the statistical analysis. Structural Equation Modeling (SEM) analysis was carried out by using the SmartPLS 3 program. The results shows that: 1) Perceived Usefulness is significantly influenced on Attitude Toward Using, 2) Perceived Ease of Use is significantly influenced on Attitude Toward Using, 3) Perceived Usefulness is significantly influenced on Perceived Usefulness, 4) Attitude Toward Using is significantly influenced on Behavioral Intention to Use, and 5) Perceived Usefulness is not significantly influenced on Behavioral Intention to Use in hotel management of non-star hotels in Sanur Bali in using OTA. Overall, the non-star hotel management accepts OTA well to be used in their hotels.

Keywords: Technology Acceptance Model, Online Travel Agent, Non-star Hotels Management, Bali.

INTRODUCTION

Background

Online Travel Agent (OTA) as a form of digital marketing communication is most widely used to market hotel products. The benefits of using OTA include increasing hotel occupancy, increasing revenue, fixing prices according to the season, as a medium for promotion and sales that are efficient and wide-reaching, and tourists have the opportunity to become repeater guests (Khomah, 2016). The disadvantages of

using OTA include reducing net sales, overbooking, negative comments from tourists (Astuti, 2015), and commission payments are quite high, which ranges from 10% to 25% according to the type and location of each property made by tourists. The hotel manager chose to keep using OTA even though the commission paid was quite high. The use of OTA is becoming a popular thing used by managers of non-star hotels in Sanur. This is indicated by as many as 59 units from 80 hotel units in Sanur using OTA. The most popular OTAs used by budget hotels in Sanur are Booking.com, Agoda, and Traveloka. Booking.com is one of the most widely used OTA by budget hotels in Sanur.

Research related to the use of technology offered by OTA using hotel managers' perceptions is still very limited (Varol and Tarcan, 2009; Ko and Yu, 2015; Iacianci, 2015; Masa'deh et al, 2018). The use of OTA in several journals uses motivational theory (Astuti, 2015), digital marketing framework (Nirmala, 2017; Jannah, 2017) and recognizes the advantages and disadvantages of using OTA (Khomah, 2016; Tooke-Marchant, 2016; Tirtayasa and Paturusi, 2016). However, it is still difficult to find research involving hotel managers using technology acceptance models in OTA. Models that have been used to see the use

of technology in the field of tourism, such as evaluating the Indonesian Ministry of Tourism website by using the theory of Information, Communication, Transaction, Relationship, and Technical-Merit (ICTRT) (Mecha et al, 2019) and do the gap analysis of smart travel implementation in airport by using the theory of UTAUT II (Unified Theory of Acceptance and Use of Technology II) (Laluyan et al, 2018). TAM (Technology Acceptance Model) can be used to assess a person's perception of technology acceptance (Davis, 1985). TAM includes four important variables that influence each other, namely Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, and Behavioral Intention to Use (Davis, 1989). Research using this model is found in measuring tourist behavior and satisfaction (Latona, 2016; Kim and Qu, 2014; Yerby, 2012).

This research is important to look at the use of OTA by non-star hotel managers in Sanur in hotel operations. This study also aims to see (i) perceived usefulness influences attitude Toward using, (ii) perceived ease of use affects attitude Toward using, (iii) perceived ease of use influences perceived usefulness, (iv) attitude Toward using influences on behavioral intention to use, and (v) perceived usefulness influences behavioral intention to use.

LITERATURE REVIEW

Previous research studies have shown that there is a significant influence between perceived usefulness, perceived ease of use, attitude Toward using, and behavioral intention to use in the TAM model (Varol and Tarcan, 2009; Kim and Qu, 2014; Yerby, 2012). However, research conducted by Latona (2016) results that perceived usefulness and perceived ease of use produce insignificant effects on behavioral intention to use. Shroff (2011) describes several indicators used in the attitude Towards using variables and behavioral intention to use. The indicators of attitude Toward using are trust, enjoyment, comfort and interest in ideas. Indicators of behavioral intention to use include self-motivation and long-term use. Harriyanti et al (2018) add indicators to motivate other users and save on bookmarks on behavioral intention to use.

Technology Acceptance Model (TAM)

TAM was developed as a theory for understanding acceptance in using information systems (Davis, 1989). TAM is also a model that implements Theory Planned Behavior (Ajzen and Fishbein, 1980). Variables in TAM include four important variables that influence each other, namely perceived usefulness,

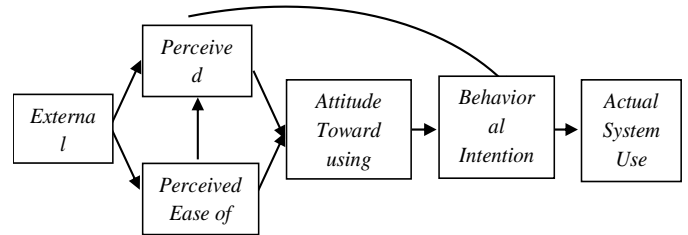perceived ease of use, attitude Toward using, and behavioral intention to use (Davis, 1985; Davis, 1989).

Figure 1. The Original Technology Acceptance Model (TAM), (Davis et al., 1989)

Perceived usefulness includes four indicators, namely productivity, effectiveness, importance for task division, and performance. Perceived ease of use contains five indicators, namely the complexity of use, ease of achieving goals, easy to understand, flexible, and providing guidance. Attitude Toward using consists of four indicators, namely trust, enjoyment, comfort, and interest in ideas. Behavioral intention to use consists of four indicators, namely self-motivation, desire to motivate other users, long-term use, and saving on bookmarks.

Room Marketing Communication

Marketing is defined as the activities of producers to move goods or services to consumers, as well as after sales service activities after products are

sold to provide guarantees and satisfaction to consumers (Yoeti, 2013). Effective marketing communication requires a combination of several different methods (Middleton et al, 2009). Some forms of promotion mix include personal selling, sales promotion, public relations, direct marketing, online marketing (e-marketing), and advertising (Hasan, 2013).

Online Travel Agent (OTA)

Online marketing is a form of marketing that uses information and communication technology. OTA entered into the category of affiliate marketing and strategic partnership marketing, namely by collaborating with other organizations and websites to promote products and services (Ryan and Jones, 2009). OTA is divided into three types, namely online booking, review, and online aggregator. Online booking functions for booking accommodation services. Reviews function as providers of reviews or experiences of tourists who have used the services offered in the media. An online aggregator functions as an online booking and review, which makes it easier for tourists to find accommodation options, compare prices and can book directly.

Budget Hotel Industry

The hotel is a tourism business which is engaged in providing services to guests who aim to gain profit (Budi, 2013). Hotels can be divided according to hotel class or called star hotels, which consists of five-star hotels, four-star hotels, three-star hotels, two-star hotels, and jasmine or non-star hotels (Soenarno, 2006). Jasmine hotels are small scale hotels usually managed by hotel owners and are provided with supporting facilities in each room (Sutisna, 2008).

RESEARCH METHODS

The study was conducted in three traditional villages in Sanur, namely Sanur Village, Sanur Kauh Village, and Sanur Kaja Village starting from February to May 2019. The study used a quantitative approach supported by qualitative data. The research respondents were managers of budget hotels in Sanur, as many as 59 people. The questionnaire included 17 indicators written in the form of statements. Interviews were conducted on respondents of the study. Table 1 contains the indicators used in this study.

Table 1. Research Variables and Indicators

Variable	Indicator	Code	Number of Indicators
Perceived usefulness (PUS)	1. Productivities 2. Effectiveness 3. Importance of task sharing 4. Performance	PUS1 PUS2 PUS3 PUS4	4
Perceived ease of use (PEU)	1. Complicated 2. Ease of achieving goals 3. Easy to understand 4. Flexible 5. Providing instructions	PEU1 PEU2 PEU3 PEU4 PEU5	5
Attitude Toward Using (ATU)	1. Trust 2. Enjoyment 3. Comfort 4. Interest in ideas	ATU1 ATU2 ATU3 ATU4	4
Behavioral intention to use (BIU)	1. Self motivation 2. Motivating other users 3. Long-term use 4. Saving on *bookmark*	BIU1 BIU2 BIU3 BIU4	4
Number of Indicators			17

The TAM model is applied in this study, where exogenous variables include perceived usefulness and perceived ease of use, while endogenous variables include attitude Toward using and behavioral intention to use. Figure 2 shows the structural equation model in this study.
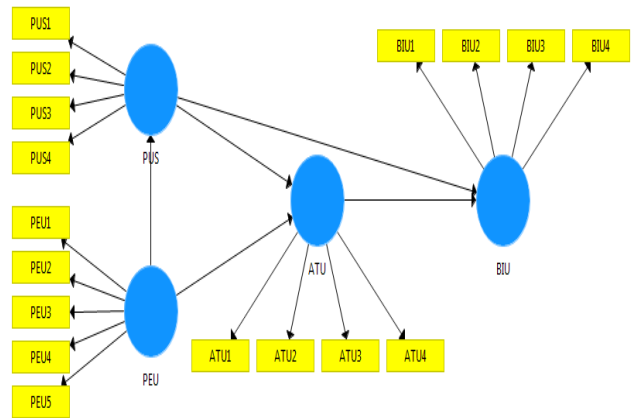

Figure 2. Structural Equation Model of the Use of OTA by Melati Hotels in Sanur

The data were analyzed using SEM analysis based on Partial Least Square (SEM-PLS) using the SmartPLS Version 3 program. Respondent characteristics were calculated using descriptive statistical analysis.

RESULTS AND DISCUSSION

Online Travel Agent at Non-Star Hotels in Sanur

The popularity of using online travel agents (OTA) in Sanur can be seen from the fact that many jasmine hotels use OTA to introduce and market hotel products. The convenience provided by OTA is also felt by tourists, where they can book a room without having to wait long or without coming directly to the hotel to ask for room availability. The OTA's names used by budget hotels in Sanur can be seen in Figure 3.
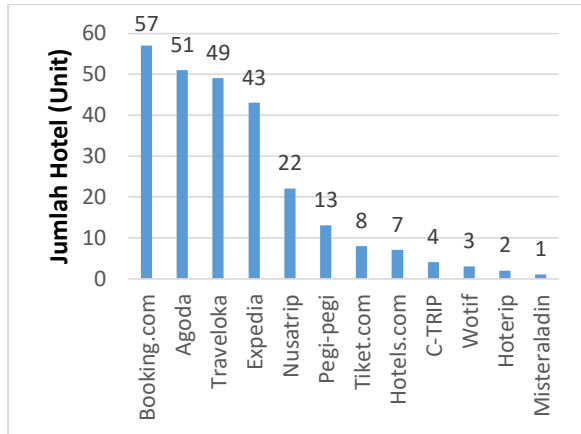
Figure 3. OTA at Non-Star Hotels in Sanur for May 2019

Non-star hotels in Sanur that use OTA are 59 units from 80 hotel units in total. The most used OTAs by this budget hotel are Booking.com (96.61%), Agoda (86.44%), Traveloka (83.05%), Expedia (72.88%) and Nusatrip (37.29%). Booking.com's popularity as an OTA with the highest percentage of usage is due to a wider range of tourists in various countries, sites that can be accessed in 43 languages and representative offices throughout the world, including in Bali, which can facilitate communication between hotel managers and parties of OTA.

Figure 4. Taman Agung Hotel and Bali Senia Hotel (I Gusti Agung Mirah Sanjiwani)

Characteristics of Respondents

Characteristics of research respondents include gender, age, last education, and position. Respondents were dominated by women (50.85%) and followed by men (49.15%). Respondents with an age range of 26-35 years were 42.37% were more in number that than those with other age ranges, the age range of other respondents ranging from 36-45 years (20.34%), less than 25 years (18.64%), 46-55 years (11.86%), and 56-65 years (6.78%). The most recent education held by respondents was at the Diploma IV / undergraduate level (40.68%), followed by the education level of High Schools / Vocational Schools (35.59%), Diploma III and postgraduates (respectively 8.47%) and Diploma I (6.78%). Front Office Department staff became the positions that used the most

OTA system in hotel operations, amounting to 38.98%, followed by the Sales and Marketing Department Managers (23.73%), Sales and Marketing Staff (16.95%), and Front Office Department Managers (3.39%). Other positions (16.95%) who also use the OTA system more often are the owner, owner representative, operational manager, assistant manager, and front office department supervisor.

Test Validity and Reliability

The questionnaire was tested first on 30 respondents outside the study site with the consideration that the respondents had the same characteristics as those at the study site and understood the use of OTA. The test results produced two indicators that were invalidly discriminatory, namely the save indicator on bookmarks (BIU4) and ease of achieving the goal (PEU2) which had a cross loading value that did not meet the criteria, so that both indicators were removed from the model. The reliability test used the criterion that the indicator has good reliability if the value is> 0.60 (Chin, 1998 in Suryawardani, 2018). Indicators tested produce values> 0.60 which means reliable. Test on 30 respondents produced 15 valid and reliable indicators.

The suggested convergent validity test is having a value> 0.70 considering the indicators on the model are reflective (Ghozali, 2014). Tests on 59 respondents at the study site produced two indicators that were not convergently valid, namely the trust indicator (ATU1) and the complexity of use (PEU1) with values of 0.606 and 0.567, respectively. Table 2 presents the results of the second stage of the test after omitting the two indicators.

Table 2.Outer Loading Value and Average Variance Extracted (AVE) Indicator (Second Stage Test)

Indicator	AVE	Variable			
		PUS	PEU	BIU	ATU
PUS1		0.828			
PUS2		0.829			
PUS3	0.699	0.872			
PUS4		0.815			
PEU3			0.830		
PEU4	0.722		0.875		
PEU5			0.844		
BIU1				0.915	
BIU2	0.731			0.835	
BIU3				0.864	
ATU2					0.841
ATU3	0.760				0.835
ATU4					0.888

The outer loading value in Table 2 shows that the value of each indicator> 0.70 which means that 13 indicators are convergently valid. Validity test can also

be seen on the AVE value with the provisions of value> 0.50 (Ghozali, 2014). AVE value on each variable meets the criteria, where the greatest AVE value is owned by Attitude Toward Using, which is 0.760. The average value of AVE is 0.728, which means that all constructs have a "good" category.

Table 3. Cross Loading Value (Second Stage Test)

Indicator	Variable			
	ATU	BIU	PEU	PUS
ATU2	0.841	0.644	0.545	0.674
ATU3	0.835	0.606	0.546	0.643
ATU4	0.888	0.718	0.706	0.851
BIU1	0.759	0.915	0.622	0.757
BIU2	0.602	0.835	0.451	0.604
BIU3	0.641	0.864	0.514	0.581
PEU3	0.581	0.585	0.830	0.654
PEU4	0.637	0.557	0.875	0.613
PEU5	0.584	0.414	0.844	0.565
PUS1	0.765	0,634	0.514	0.828
PUS2	0.642	0.613	0.610	0.829
PUS3	0.760	0.659	0.678	0.872
PUS4	0.684	0.598	0.599	0.815

Discriminant validity can be assessed by looking at the value of loading each indicator, where the value is expected to have a higher value when compared to indicators for other latent variables. Table 3 shows that the indicator value on each latent variable has a better value than the other variables. The indicators in Table 3 have met the criteria

so that the indicators have been discriminatory valid. Valid indicators are also tested for reliability. The reliability test results show a value> 0.60, where Perceived Usefulness (PUS) has a value of 0.903, Perceived Ease of Use (PEU) has a value of 0.886, Attitude Toward Using (ATU) has a value of 0.891, and Behavioral Intention to Use has a value of 0.905. The value of each variable is > 0.60 so that the indicator has good reliability.

SEM Analysis of Online Travel Agent (OTA) usage by Non-Star Hotels in Sanur
Evaluation of the Measurement Model (Outer Model)

Evaluation of the measurement model is done to see the relationship between variables and their constituent indicators. The significance value of the indicator and its variables can be seen by performing the bootstrapping procedure. The outer model results on the Perceived Usefulness and Perceived Ease of Use variables can be seen in Table 4 and Table 5.

Table 4. Outer Model Results in Perceived Usefulness Variables

Code	Indicator	Outer Loading	T Statistics	P Values
PUS1	Productivity	0.828	11.091	0.000
PUS2	Effectiveness	0.829	10.038	0.000
PUS3	Importance of task sharing	0.872	17.284	0.000
PUS4	Performance	0.815	9.546	0.000

Table 5. Outer Model Results from the Perceived Ease of Use Variable

Code	Indicator	Outer Loading	T Statistics	P Values
PEU1	Complicated	0.567	3.334	0.001
PEU3	Easy to understand	0.835	16.065	0.000
PEU4	Flexible	0.851	17.819	0.000
PEU5	Providing instructions	0.819	19.947	0.000

The highest outer loading value on each variable can be interpreted as the indicator that best represents its constituent variables. The indicator "importance for the task division" can represent the variable Perceived Usefulness (PUS) because it has the greatest value (0.872). The indicator "flexible" can represent the variable Perceived Ease of Use with a value of 0.851. All indicators on the variable Perceived Usefulness and Perceived Ease of Use can reflect the latent variable

significantly, which has a significance level below 5%.

Table 6. Outer Model Results from the Variable Attitude Toward Using

Code	Indicator	Outer Loading	T Statistics	P Values
ATU1	Trust	0,606	5.839	0.000
ATU2	Enjoying	0,835	13.092	0.000
ATU3	Comfort	0,797	9.836	0.000
ATU4	Interest in the idea	0,874	27.851	0.000

Table 7. Outer Model Results from the Variable Behavioral Intention to Use

Code	Indicator	Outer Loading	T Statistics	P Values
BIU1	Self-motivation	0.915	44.022	0.000
BIU2	Desire of motivating other users	0.835	11.538	0.000
BIU3	Long-term use	0.864	18.018	0.000

The indicators that make up the Attitude Toward Using and Behavioral Intention to Use variables in Table 6 and Table 7 can reflect the latent variables significantly, which are at a significance level of less than 5%. The indicator "interest in ideas" can represent the Attitude Toward Using variable with the

highest value compared to other indicators, which is equal to 0.874. The indicator "self motivation" can represent the Behavioral Intention to Use variable by having a loading value of 0.915.
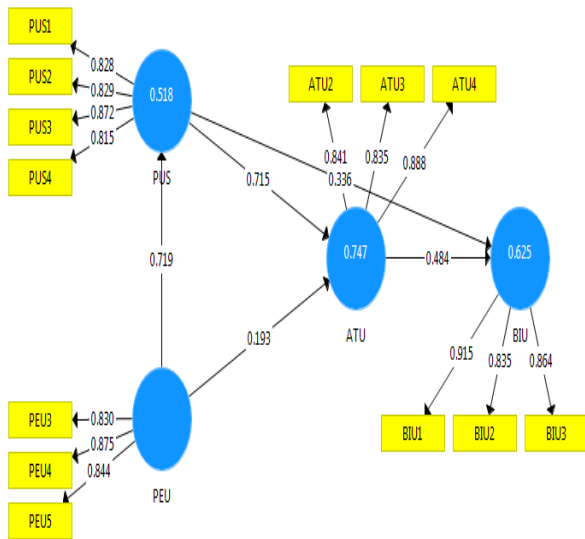

Figure 5. Structural Model Results in the Outer Model

Evaluation of Structural Model (Inner Model)

The relationship between latent variables structurally is done by evaluating the inner model. Evaluation of this model is done by looking at the direct effect and indirect effect on each variable. The significance test was carried out using a significance level of 5%.

Table 8. Value of Direct Effect

Hypot hesis	Exog enous Varia ble		Endogeno us Variable	Origi nal Samp le	T Stati stics	P Valu es
H1	PUS	⇨	AT U	0.715	7.71 0	0.00 0
H2	PEU	⇨	AT U	0.193	1.96 5	0.05 0
H3	PEU	⇨	PUS	0.719	10.5 52	0.00 0
H4	ATU	⇨	BIU	0.484	3.14 5	0.00 2
H5	PUS	⇨	BIU	0.336	1.93 5	0.05 4

The hypothesis to be tested can be seen in the effect of each exogenous variable. All influences show positive values. Four hypotheses show a significant effect, which has a p-value <0.05. The insignificant effect on the fifth hypothesis is caused by a significance level that exceeds 5%.

Table 9. Value of Indirect Effects

Exoge nous Varia bles	Mediation Variables		Endogen ous Variable s	Sam ple Mea n	T Stati stics	P Valu es
PUS	⇨ ATU		⇨ BI U	0.35 2	2.63 0	0.00 9
PEU	⇨ PUS		⇨ BI U	0.23 3	1.84 8	0.06 5
PEU	⇨ PUS		⇨ AT U	0.50 6	5.66 9	0.00 0
PEU	⇨ PUS	⇨ AT U	⇨ BI U	0.25 2	2.45 9	0.01 4
PEU	⇨ ATU		⇨ BI U	0.09 4	1.66 0	0.09 8

The value of indirect effects produces three significant effects and two non-significant influences. Perceived Usefulness has a significant influence on

Behavioral Intention to Use if mediated by Attitude Toward Using, while the direct effect indicates the influence of the two variables is not significant.

Structural equation models can also be evaluated by looking at the R2 value, where the range of values exceeds 0.67 indicating the "strong" model, the range of values 0.67-0.33 indicates the "moderate" model and 0.33-0.19 indicates that the model "Weak", "moderate" and "weak" (Ghozali, 2014). Perceived Usefulness (PUS) and Behavioral Intention to Use (BIU) values are 0.518 and 0.625, respectively, which are in the "moderate" category. Attitude Toward Using (ATU) has a value of 0.747 which means the "strong" model. The average value of R2 is 0.630.

Model Feasibility

The structural equation model using 13 indicators is then calculated to see the feasibility of the model designed through the Goodness-of-Fit value. The model is said to be good if the GoF value> 0.50 (Tenenhaus et al, 2015). The feasibility of the model with GoF can be calculated using the following formula:

$$\text{GOF} = \sqrt{\text{communality} \times \overline{\text{R}^2}}$$

Source: Tenenhaus, et al (2005: 173)

The average value of communality is obtained from the average value of AVE. The average root AVE multiplied by the average R2 yields a value of 0.607. This value indicates that the GoF value> 0.50, which means the model is categorized as good and can be used to test hypotheses.

DISCUSSION

Perceived Usefulness influences Attitude Toward Using OTA on Melati Hotel Managers in Sanur

Perceived Usefulness significantly influences Attitude Toward Using, this hypothesis is supported by previous studies (Varol and Tarcan, 2009; Kim and Qu, 2014; Yerbi, 2012). The manager of a non-star hotel in Sanur feels that OTA is beneficial, so that the manager shows a positive attitude to use OTA. Managers of non-star hotels in Sanur believe that using OTA can increase their productivity, effectiveness and performance in hotel operations. Result of an interview with Laraswati, Sales and Marketing A Department Staff at Puri Sading Hotel was as follow:.

"OTA provides benefits to find out which market is the current trend, such as providing newsletters and following campaigns. OTA is also useful for marketing hotel products directly to guests without having to spend a lot of money, unlike conventional forms of marketing in general and OTA really helps increase room sales "

Based on data on room sales for the period of 2016-2018 and the results of interviews with hotel managers, 74.58% or 44 hotels had more rooms sold from bookings made through OTA, while 25.42% or 15 hotels were sourced from direct booking. The decision to adjust the price and availability of the right room with consideration of market trends and seasons will be able to assist managers in increasing room production. The perceived increase in work productivity can lead to a high sense of trust in OTA considering that room marketing through OTA is more significant when compared to other room booking sources.

Perceived Ease of Use influences Attitude Toward Using OTA on Melati Hotel Managers in Sanur

Perceived Ease of Use significantly influences Attitude Toward Using, this hypothesis is supported by previous studies (Varol and Tarcan, 2009; Kim and Qu, 2014; Yerbi, 2012). The use of OTA for managers of non-stasr hotels in Sanur generally provides convenience, both in terms of access and ease of study, so managers choose to use OTA. Interview with Gusti Ayu Putu Sarini, Operations Manager at Taman Agung Hotel, was as follow:

"OTA provides ease of payment for tourists wanting to stay at a hotel, for example, last minute booking, they can book and pay directly at the hotel. They can come directly to see the rooms and if they are not pleased because they want a beachside hotel, they can immediately leave because the hotel does not charge a cancellation fee for last minute booking. However, there are also tourists who book a room one night, after they come and see the room is good, they can for one week stay here. The price is a benchmark for guests, if given a published rate sometimes guests ask why OTA prices can be cheaper, so hotels are difficult to compete in price. We try to provide good service so that guests feel satisfied and can provide positive reviews on the OTA website.

Attitude can also be influenced by beliefs (Latona, 2016), where beliefs cover two important things, namely

perceived ease of use and perceive usefulness. The perceived ease makes the hotel manager to be positive and willing to accept OTA to be used to market rooms.

Perceived Ease of Use affects the Perceived Usefulness of OTA Use in Managers of Melati Hotels in Sanur

Perceived Ease of Use has a significant effect on Perceived Usefulness, this hypothesis is supported by previous research (Varol and Tarcan, 2009; Kim and Qu, 2014; Yerbi, 2012). The manager of a non-star hotel in Sanur feels that OTA is very easy to use, so that positive benefits can be felt in using OTA. Result of an interview with I Wayan Suliana, Manager of the Front Office Department at Puri Mango Hotel was as follow:

"If a guest complains, the complaint is immediately followed up. Negative guest reviews will also be reported during the briefing, so that other things that need to be improved so that later we will get a good impression and also many tourists stay here".
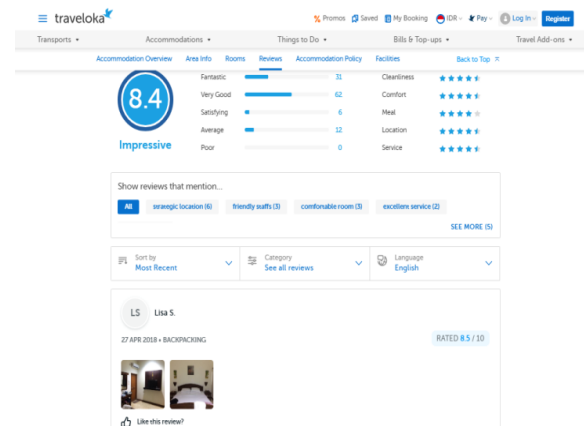

Figure 6. Traveler Reviews on the Sanur Indah Hotel on Traveloka

Reviews on an internet site are also believed to influence the desire to book a hotel and can be used to improve services on these accommodations (Bhaskara, 2018). The form of room marketing using OTA will provide an opportunity for nom-star hotel managers in Sanur to be able to improve the operational performance of the hotel, namely through the guest review feature that can be accessed on the extranet. The availability of tourist review features that are easily accessible can help improve the operational performance of budget hotels, so that the hotel can provide the best service to tourists.

Attitude Toward Using influences Behavioral Intention to Use OTA in Melati Hotel Managers in Sanur

Attitude Toward Using significantly influences Behavioral Intention to Use, this hypothesis is

supported by previous studies (Varol and Tarcan, 2009; Kim and Qu, 2014; Yerbi, 2012). The manager of a jasmine hotel in Sanur positively accepted the use of OTA, so that the intention to use OTA became even higher. Hotel managers who had the opportunity to be interviewed by 52 people stated that OTA facilitates the manager in marketing hotel rooms. The positive attitude shown by non-star hotel managers in the use of OTA has an impact on increasing the intention to use the system. OTA acceptance which has a positive impact on increasing sales of hotel rooms makes the manager choose to use the system in marketing and accepting room bookings.

Perceived Usefulness influences Behavioral Intention to Use OTA in Melati Hotel Managers in Sanur

Perceived Usefulness does not significantly influence Behavioral Intention to Use, this hypothesis is supported by previous studies (Latona, 2016). Managers of jasmine hotels in Sanur feel a positive benefit in the use of OTA, but there is no significant effect for managers to increase the intensity of the use of OTA in hotel operations. Interview with I Nyoman Artha Yasa, Staff Front Office Department at Hotel Jati, was as follow:

"If you only rely on OTA, staff income is low because a high commission must be paid by 15%, even though tax and service are included in the price but still the income received is small."

Some hotel managers feel that OTA is very helpful to increase room sales, but the high competition with other hotels makes managers compete to provide promotions or low prices, so that it has an impact on reducing the net sales received from room sales.

CONCLUSIONS AND SUGGESTIONS

The perception of managers of non-star hotels in Sanur generally shows that managers agree to use OTA in operational activities. Some things that can be concluded related to manager's perception are (i) Perceived Usefulness significantly influences Attitude Toward Using, (ii) Perceived Ease of Use significantly influences Attitude Toward Using, (iii) Perceived Ease of Use significantly influences Perceived Usefulness , (iv) Attitude Toward Using significantly influences Behavioral Intention to Use, and (v) Perceived Usefulness does not significantly influence Behavioral Intention to Use.

Interest in using OTA in the long run can be balanced by designing the right room marketing strategy to avoid losses or get a small profit. Specifications for the use of OTA and other types of hotels can be recommendations for further research to see the acceptance of a particular OTA in the manager of certain types of hotels, such as perceptions of hotel managers in using OTA Booking.com. In addition, the basic model in TAM used in this study is still relatively weak, so it is recommended to add the Perceived Behavioral Control variable since TAM is an implementation of the Theory Planned Behavior to be applied in further research in looking at the development of OTA.

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