
The Influence of OTA Marketing Communication on Room Booking Decisions at The Sultan Hotel Jakarta

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Abstract: This study aims to analyse the influence of Online Travel Agent (OTA) on room booking decisions at The Sultan Hotel & Residence Jakarta. The background of this research departs from the increasing role of OTAs in the hospitality industry as one of the main channels of digital marketing that influences consumer behaviour in the booking process. This study uses a quantitative approach with a survey method on respondents who have booked rooms through OTA. OTA variables are measured through indicators of ease of access, promos or discounts, competitive prices, and customer reviews, which are assumed to influence interest, purchase decisions, and customer satisfaction. The results of simple linear regression analysis showed that OTA had a significant influence on room booking decisions, with a determination coefficient value (R^2) of 56.8%. The hypothesis test (t-test) showed significant results (sig. 0.000 < 0.05), which confirmed a strong relationship between OTA use and increased room bookings. These findings highlight the importance of digital marketing communication for hotels in maximizing the potential of OTAs to increase room sales, strengthen competitiveness, and optimize the management of customer information and reviews to improve customer satisfaction. Theoretically, this study contributes to the development of digital marketing communication theory, particularly in explaining how OTA platforms function as persuasive communication media that integrate information quality, promotional attractiveness, and electronic word-of-mouth in shaping consumer decision-making in the hospitality sector

Keywords: *Online Travel Agent, Marketing Communication, Booking Decisions, Hospitality*

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INTRODUCTION

Advancements in the world of information technology have changed many aspects of life, including the hospitality and tourism industries. In line with the results of the research, advances in the world of information technology have changed many aspects of life, including the hospitality and tourism industries. (Hafni Sahir et al., 2021) One of the most significant impacts of the digitalization era is the emergence of *Online Travel Agents* (OTAs) as an online distribution and reservation system for hotels. OTA allows consumers to compare, search, and book hotel rooms according to their preferences over the internet, making the booking process faster, easier, and more transparent. This development not only provides convenience for consumers, but also creates opportunities as well as challenges for hotels in managing digital marketing strategies and room allocation effectively.

The many features offered by Online Travel Agents (OTAs), such as customer reviews, attractive visual displays, loyalty programs, and competitive price quotes, play an important role in forming a strong brand image for hotels. These features not only increase consumer trust in hotels, but also become an effective digital marketing communication tool in attracting booking interest. However, there is still a need for a more comprehensive understanding of the extent to which OTAs' presence and activities actually contribute to increased occupancy rates and room booking volumes. This is in line with research conducted by (Hidayat et al., 2024) found that promotions through OTA can explain ~57.5% variation in room sales within one local hotel. In addition, it is also necessary to examine how digital marketing communication factors within OTA platforms such as promotional strategies, visual content, and customer interactions affect the decision-making process of consumers in choosing a hotel. A research on OTA platforms by (Farida Uli & Laksmidewi, 2022) Indonesia shows that web design, web brand image, and trust have an influence on purchase intent through OTAs. Therefore, this study focuses on analyzing the influence of OTA usage on room booking decisions at The Sultan Hotel & Residence Jakarta, as one of the star hotels in the capital city that actively utilizes OTA platforms in its digital marketing strategy to maintain occupancy rates and expand market reach.

In Indonesia, the use of OTAs has increased significantly, especially after the COVID-19 pandemic, which drastically changed customer behavior, prompting them to switch from conventional methods to online platforms such as Booking.com, Tiket.com, Traveloka and Agoda. Based on data from the Central Statistics Agency (BPS) in 2023, it is recorded that more than 60% of domestic tourists in Indonesia use the Online Travel Agent (OTA) platform in booking accommodation such as hotels, villas, and other lodgings in the 2024–2025 period. This indicates a shift in consumer behavior from conventional booking methods (such as by phone, direct travel agents, or walk-ins) towards digital booking through OTA apps.

Advances in information technology and the development of the increasingly sophisticated internet have had a major impact on the hospitality industry. With these conditions, Online Travel Agents (OTAs) play an important role in increasing the efficiency and reach of hotel marketing. Seeing the positive impact of OTA on room booking performance both in terms of the number of reservations and contribution to hotel revenue, The Sultan Hotel & Residence Jakarta then collaborated with various OTA platforms to maintain the occupancy rate to remain high and stable. In line with research (O'Connor et al., 2025), OTA platforms expand property visibility, simplify the booking process, and provide additional distribution channels that often improve metrics such as occupancy and RevPAR.

However, behind the various benefits obtained through cooperation with OTAs, there are a number of challenges in the implementation process at The Sultan Hotel & Residence Jakarta. Some of them include room availability information that is not always updated in real-time as well as the emergence of *double booking cases* that have a direct impact on the smooth operation of hotels. These problems generally occur due to limited internal system readiness, lack of human resource competence in managing OTA platforms, lack of supporting facilities and infrastructure, and lack of optimal coordination and communication between departments. This condition shows that the

integration of OTA technology requires not only external partnerships, but also the readiness of the organization as a whole, both from technical, procedural, and managerial aspects. Previous studies predominantly discuss OTA from the perspective of marketing distribution and consumer booking behavior. However, limited studies examine the role of organizational readiness, human resource capability, and system integration in determining the effectiveness of OTA implementation in hotel operational performance. Therefore, this study attempts to fill this gap by analyzing OTA utilization from an internal operational perspective.

Considering this phenomenon, it is important to conduct more in-depth research on how the use of Online Travel Agents (OTAs) affects the effectiveness of the room booking system and contributes to the operational performance of hotels. This research is expected to provide a more comprehensive understanding of the strategic role of OTAs, not only as a distribution channel, but also as a factor that can affect process efficiency, booking data accuracy, and hotel revenue optimization, especially at The Sultan Hotel & Residence Jakarta.

METHODS

Quantitative research is the study of phenomena that are carried out systematically by collecting measured data using techniques such as computing, statistics, and mathematics. From the explanation above, it can be concluded that the methodology of this study is used to test the hypothesis and draw conclusions. The use of quantitative methods in this study allows researchers to process numerical data using SPSS version 27.0.

Karimuddin Abdullah et al. (2022) Stating that a population is a general area made up of objects or subjects that have certain characteristics that the researcher chooses to study and then draws conclusions about them. Population determination is an important step in the research process because the population can provide information or data that is useful for research. Based on this understanding, the research population in this study is the number of guests who have stayed at The Sultan Hotel & Residence Jakarta. According to Sugiyono in (Abdullah et al., 2022), *sampling* is a technique used in research to determine the size of the sample. Sampling techniques are generally divided into two groups, namely *probability sampling* and *non-probability sampling*. In this research, probability sampling was used. Because the number of guests is known and in taking the population using the Sloving formula, the number of the population is 100 respondents.

Sofwatillah et al. (2024) Based on the calculation of the sample, the sum of n is 94.6 which will be rounded by the author in this study to 100 respondents. Sampling was carried out by distributing questionnaires to 100 respondents. Data analysis according to Is the process of collecting, processing, and presenting data to obtain useful information and use it in decision-making. Simple Linear Regression according to , is an analysis technique used to identify the functional relationship between one independent variable OTA (X) and one dependent variable of Room Booking (Y). According to Ghozali in, the determination coefficient test can be used to find out how well a model explains the variations of its dependent variables. If the value of R^2 is smaller, the independent variable can only provide a limited explanation of the dependent variable. Conversely, if the value of R^2 is close to one, the independent variable can provide almost all the information needed to predict the dependent variable.

RESULTS AND DISCUSSION

Research Results

In this section, the researcher presents the results of the discussion on research findings related to the influence of OTA marketing communication on room booking decisions. The discussion was carried out systematically by linking the results of statistical analysis, marketing communication theory, and findings from previous research to provide a more in-depth interpretation. In this study, the researcher analyzed the percentage of respondent data based on respondent demographics. The results of the data processing can be seen in the following description:

Table 4.1 Percentage of respondents by gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	45	45.0	45.0	45.0
	Female	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

Data source: processed 2025

Based on the results of Table 4.1, respondents were categorized into two gender groups. The findings show that female respondents dominate with a percentage of 55%. This indicates that women tend to have a higher involvement in the process of searching for information and making hotel booking decisions through Online Travel Agents. This condition also suggests that women potentially represent a strategic market segment in the use of OTA services. Therefore, understanding female consumer behavior becomes important in supporting hotel marketing strategies and improving booking service effectiveness.

In this study, the researcher conducted a percentage analysis of respondents based on their age. The results of the percentage of data processing from respondents based on age are as follows:

Table 4.2 Percentage of respondents by age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25 year	72	72.0	72.0	72.0
	26-30 year	17	17.0	17.0	89.0
	31-40 year	7	7.0	7.0	96.0
	>41 year	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Source: Data processing 2025

Based on the results of Table 4.2, respondents were divided into four age categories. The findings indicate that respondents aged 17–25 years dominate with a percentage of 72%. This result shows that the younger age group has a higher tendency to use Online Travel Agents in making hotel booking decisions. This condition may occur because this age group generally has higher digital literacy and is more familiar with online transaction systems. In addition, young consumers tend to be more active in searching for travel information and comparing hotel services through digital platforms. Therefore, this finding indicates that the younger generation represents a potential market segment in optimizing OTA utilization in the hospitality industry.

In this study, the researcher conducted a percentage analysis of respondents based on the frequency of stays. The results of the percentage of data processing from respondents based on the frequency of stay are as follows:

Table 4.3 Percentages by frequency of stay

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1x in a month	67	67.0	67.7	67.7
	1-3x in a month	22	22.0	22.2	89.9
	>3x in a month	11	11.0	10.1	100.0
Total		100	100.0	100.0	

Source: Data processing 2025

Based on the results of Table 4.3, respondents were divided into three groups based on the frequency of stay. The findings indicate that the majority of respondents stay at hotels once a month. This result shows that most respondents can be categorized as regular travelers who have periodic accommodation needs. This condition indicates that Online Travel Agents play an important role

in facilitating repeat booking activities due to their convenience, accessibility, and efficiency. Therefore, the effectiveness of OTA services becomes an important factor in maintaining customer satisfaction and encouraging repeat stays in hotels.

Simple Linear Regression according to Poni Egistin et al. (2025), is an analysis method used to determine the functional relationship between one independent variable of OTA (X) and one dependent variable of Room Booking (Y). This study uses quantitative data analysis, which is a mathematical calculation using certain formulas to determine the results studied.

Table 4.4 Results of Simple Linear Regression Data Processing
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	10.717		10.149	.000
	OTA	.451	.754	11.352	.000

a. Dependent Variable: ROOM BOOKING

Source: SPSS data processing 2025

Based on the results of regression analysis, the equation $Y = 10.717 + 0.451X$ was obtained. This equation shows a positive relationship between the use of Online Travel Agents (OTA) and hotel room bookings. A constant value of 10,717 indicates that when the OTA variable does not increase or is considered constant, the room booking rate remains at the base value of 10,717. This indicates that hotel room bookings are not entirely dependent on OTAs, as there are still other factors that influence room booking decisions, such as hotel reputation, location, service quality, room prices, and other marketing strategies.

Meanwhile, a regression coefficient value of 0.451 indicates that any 1% increase in the quality or utilization of OTA will increase the number of room bookings by 0.451. This positive relationship shows that OTA has a strategic role in increasing the effectiveness of hotel room distribution. The better the quality of information, the ease of the booking system, and the more consumer trust in OTA platforms, the tendency of consumers to book rooms will also increase.

In addition, these findings also indicate that OTA not only functions as a distribution medium, but also as a means of marketing communication that is able to influence consumer perceptions and decisions. Thus, OTA management optimization, including real-time updating of room information, improving the quality of hotel product displays, and managing customer reviews, can be an important strategy in increasing hotel room occupancy. The results of this study also show that although OTAs have a significant influence on room bookings, the contribution of their influence is not completely dominant. This indicates an opportunity for hotels to integrate OTAs with other marketing strategies to improve the effectiveness of the overall reservation system.

Meanwhile, the determination coefficient test (R^2) is used to measure the ability of an independent variable, namely OTA (X) in making room reservations (Y). The results of the determination coefficient test in this study are as follows:

Table 4.5 Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754 ^a	.568	.564	2.81660

a. Predictors: (Constant), OTA

Source: SPSS data processing 2025

Based on the results above, it is known that the value (R^2) is 0.568. This shows that customer perception based on research through OTA variables has an influence on room bookings by 56.8%, while for the remaining 43.2% can be influenced by other factors that were not studied in this study.

The t-test is used to calculate how much the independent variable (X) influences the dependent variable (Y). The results of the significant test (t-test) in this study are as follows:

Table 4.6 T test results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	10.717	1.056	10.149	.000
	OTA	.451	.040	.754	.000

a. Dependent Variable: ROOM BOOKING

Source: SPSS data processing 2025

Based on the table above, it is known that the significant value for the influence of X on Y is $0.000 < 0.05$ and the t-calculated value is $11.352 > t\text{-table} = 1.984$. With this value, it can be concluded that: (1) If the value of Sig < 0.05 or the value of t-calculation $> t\text{-table}$, then there is an influence of OTA(X) on Room Booking (Y). if the Sig value is > 0.05 or the t-value is calculated $< t\text{-table}$ then there is no effect of OTA (X) on Room Booking (Y). (2) It can be seen from the results of the t-test that a Sig value of 0.000 which is < 0.05 shows that H_a received by OTA has a significant influence on room booking.

Discussion

Respondent Demographics

Based on table 4.1, the results of the study on 100 respondents, data was obtained that female respondents were the group with the highest percentage, which was 55%. These findings show that the majority of participants in this study are dominated by women, so that it can provide an idea that the involvement of female respondents is greater than that of men in the context of the research conducted. (Cano et al., 2023) The findings regarding the dominance of female respondents are in line with several recent studies using consumer surveys on e-marketplace / OTA platforms and digital services, where the percentage of female respondents often dominates the research sample (e.g. 54–55% of women in consumer survey studies). In this study, the gender distribution of respondents showed that out of 100 respondents, as many as 55% were female. (Sholihin et al., 2024) Thus, the majority of respondents are women. These findings are consistent with the results of similar studies that reported that the research sample was dominated by women.

From a behavioral perspective, women are frequently involved in family travel planning and accommodation arrangements, which increases their interaction with OTA platforms. This condition indicates that OTA services not only function as booking tools but also as information providers that support decision-making processes for female consumers. From a managerial perspective, this finding provides important implications for hotel marketing strategies. Hotels can optimize OTA utilization by presenting more detailed hotel information, improving service transparency, and highlighting aspects that are commonly prioritized by female consumers, such as comfort, safety, service quality, and facility completeness. In addition, promotional programs designed for family travel or personalized service offers may increase female customer engagement and booking interest.

However, the dominance of female respondents also indicates that the research findings tend to represent female consumer perspectives more strongly than male consumers. This limitation provides opportunities for further research to compare gender-based differences in OTA usage behavior and hotel booking decision-making processes.

Based on table 4.2, which grouped the age of the respondents into four categories, the results showed that out of a total of 100 respondents, the age group of 17–25 years dominated with a percentage of 72%. This high percentage indicates that the largest participation in the study came from individuals in the late teens to early adulthood age range. Thus, it can be concluded that the majority of respondents in this study are in the age group of 17–25 years, which at the same time illustrates that the research findings are more representative of the views and characteristics of this age group. (Solehati et al., 2022) Previous research results show that adolescents/young people (e.g. 15–24 years) are often the dominant group in research surveys related to demographics and reproductive health in Indonesia. (Septya Titisari et al., 2021) The sample consisted of adolescents aged 20–24 years, demonstrating that young groups are quite representative in demographic/family/reproductive research.

From a managerial perspective, this finding provides strategic implications for hotel marketing and OTA optimization. Hotels can develop digital marketing strategies that target younger consumers by utilizing social media promotions, visually appealing content, flexible pricing strategies, and personalized service offers. Enhancing user experience on OTA platforms, including easy navigation, clear hotel descriptions, and attractive promotional packages, may increase booking interest among this segment. However the dominance of respondents aged 17–25 years also indicates that the research findings may represent the perceptions of younger consumers more strongly than those of older age groups. This limitation suggests opportunities for future research to compare OTA usage behavior across different age segments to obtain a more comprehensive understanding of consumer booking behavior.

Based on table 4.3, which is the grouping of respondents according to the frequency of stay divided into three categories in this study, it is possible to get an idea that out of a total of 100 respondents, most showed a relatively infrequent pattern of visits. The data collected shows that the majority of respondents only do overnight activities once a month. These findings indicate that the intensity of the respondents' visits is still in the low category, so their preferences, service experiences, and perceptions of service quality tend to be formed based on less frequent visits. As such, hotel managers need to take strategic steps to increase loyalty, improve customer experience, and encourage higher frequency of visits. Research (Pandiangan et al., 2024), that hotel service quality has a significant effect on guest satisfaction and loyalty implies that good service can encourage guests to stay again. In line with research (Da Costa E. Silva et al., 2022), that customer perception of value towards hotel services/facilities affects guest loyalty, and guest satisfaction mediates this relationship emphasizes the importance of increasing value/service to drive the frequency of visits.

From a managerial perspective, these findings suggest that hotel management needs to develop strategies aimed at increasing customer retention and encouraging repeat visits. Hotels can implement loyalty programs, personalized service strategies, targeted promotional offers, and consistent service quality improvement to enhance guest satisfaction. In addition, optimizing OTA management, including maintaining real-time room availability updates, responding actively to customer reviews, and presenting attractive promotional packages, may increase customer trust and booking frequency.

However, the dominance of respondents with low visit frequency also indicates that the research findings primarily reflect the behavior of occasional hotel guests. This limitation suggests opportunities for future studies to compare booking behavior between frequent and infrequent hotel guests to provide a more comprehensive understanding of customer loyalty development in the hospitality industry.

Relationship Analysis

The results of a simple linear regression analysis show that marketing communications conducted through Online Travel Agents (OTAs) have a significant influence on decisions or interest in room bookings. The magnitude of this influence can be seen from the value of the

regression coefficient of 0.451 with a constant of 10.717, which indicates that every one unit increase in the intensity or effectiveness of OTA use will increase room booking interest by 0.451 units. Thus, OTA is not only a distribution platform, but also a marketing communication channel that is able to drive increased ordering decisions directly. Research according to (Merthasari & Widjaja, 2020), that online reviews on OTAs have a positive and significant influence on room booking interest. Research (Nguyen & Nguyen, 2024) Meanwhile, on a broader scale, the international study *The Impact of Electronic Word-of-Mouth on the Purchase Intention of Tourists on Online Hotel Booking Applications* found that electronic word-of-mouth (EWOM) as part of online communication on OTA platforms significantly influences the purchase intention of hotel services.

This finding was reinforced by the results of the t-test, which showed that the significance value of $0.000 < 0.05$ and the t-calculated value of 11.352 far exceeded the t-table of 1.984. This condition provides empirical evidence that OTA marketing communication has a real and significant effect on room booking interest. This finding is consistent with the concept that OTAs currently have a strategic role in providing comprehensive information, price promos, customer reviews, and room visualizations that are able to increase the trust of potential guests. In other words, the more effective the marketing communication strategy carried out through OTA, the higher the tendency of guests to book rooms at The Sultan Hotel & Residence Jakarta. In line with research by (Wardinati & Hidayah, 2023), the results of this study show that "visual presentations" and online reviews in OTA applications have an influence on room booking interest. Research (Jolene, 2023), this article discusses how OTAs affect hotel distribution and revenue strategies. And research (Iswahyuniarto et al., 2023), shows that digital marketing through OTA services influences service purchase/ordering decisions.

The measurement of the contribution of Online Travel Agents (OTAs) to room booking decisions is carried out through a determination coefficient (R^2) test. The results of the analysis showed that the R^2 value was 0.568 or 56.8%, which means that more than half of the variation in the room booking variable can be explained by the effectiveness of OTA utilization. In other words, the presence, quality of information, promotional strategies, and marketing activities carried out through OTAs have a substantial contribution in influencing guests' decisions to book rooms. Meanwhile, the remaining 43.2% was influenced by other variables outside the research model, such as service quality, room prices on other channels, hotel reputation, customer reviews, and external factors such as tourism trends and economic conditions.

This contribution value of 56.8% is relatively high, which reinforces the understanding that OTA not only functions as a distribution medium for room sales, but has developed into a strategic marketing communication channel. Through the presentation of complete information, competitive promotions, price comparison features, and credible customer reviews, OTA is able to create a significant influence on the interests and decisions of potential guests. In line with the research (Kurniawan et al., 2025), his research shows that OTAs (along with online reviews) have a positive and significant influence on room occupancy rates. The R^2 value on the model is 0.724, indicating that independent variables explain 72.4% of the variation in room occupancy.

These findings are also in line with previous studies that have shown that the use of OTA has a positive impact on increasing room sales and hotel occupancy rates through more effective digital promotions, higher online visibility, and wider market reach. Thus, the results of this study confirm that OTAs play an important role in modern hotel marketing strategies and are a factor that needs to be strengthened in efforts to improve room sales performance.

CONSLUSION

The results of the study show that the use of Online Travel Agents (OTAs) has a real influence on room booking decisions. These findings were obtained through the random distribution of questionnaires with instruments that have been declared valid and reliable. Various indicators in the use of OTAs such as ease of access to the application, competitive prices, and customer reviews and ratings have been proven to be able to grow the interest of potential guests which ultimately

encourages them to make booking decisions. In other words, the quality of the customer experience in using OTA platforms plays a crucial role in determining the success rate of hotels in attracting room bookers.

Room booking decisions generally occur when customers feel that the information and services available through OTA are accurate, complete, accessible, and provide added value. Therefore, improving the quality of collaboration with the OTA platform is a strategic step for The Sultan Hotel & Residence Jakarta in strengthening its competitiveness.

Based on these results, it is suggested that the management of The Sultan Hotel & Residence Jakarta continue to maximize cooperation with various OTA platforms that have a wide market reach in Indonesia. Hotels also need to update information regularly, including room photos, service descriptions, the latest amenities, and responses to customer reviews, in an effort to increase the trust and attractiveness of potential guests. It is also important to make use of promotional features available on OTAs such as periodic discounts, bundling packages, or loyalty programs to increase order volume in a sustainable manner.

This research also contributes to the development of a study of hotel reservation systems by emphasizing that the quality of information integration on OTA platforms, such as the accuracy of room data and the completeness of service information, affects the level of customer trust. This shows that the success of OTA implementation is not only determined by the existence of digital platforms, but also by the quality of information management carried out by hotels. From the perspective of hospitality management, this research makes a practical contribution in the form of strategic recommendations regarding the optimization of cooperation between hotels and OTAs as part of an integrated digital marketing strategy. This research also confirms that digital content management, response to customer reviews, and the use of OTA promotional features can be important factors in increasing the competitiveness of hotels in the digital era.

Meanwhile, for further research, it is recommended to add other variables that have the potential to influence booking decisions, such as hotel service quality, brand image, customer satisfaction, or the influence of social media, so that the analysis can provide a more comprehensive picture of the factors that influence room booking decisions.

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