INFORMATION TRANSFORMATION IN TOURISM PRODUCT COMMUNICATIONSA ON THE HOTEL WEBSITE IN BALI REGION, INDONESIA

Adnyana Sudibya

Faculty of Economics and Business, Udayana University,

Badung Bali

Sujana Budhiasa

Faculty of Economics and Business, Udayana University,

Badung Bali

ABSTRACT

This paper is compiled, to explain that the web site is an external source of information most used by foreign tourists in the process of seeking information to decide where to vacation, where to stay, where to eat and how to get there. As part of the marketing communications system, the ability of web sites to meet the supply of such information is determined by the information transformation process performed by the message sender from the encoder side. This paper is also a conceptual framework for knowing how strong the process of information transformation in marketing communications, from the dimensions: (1) data changes made, (2) the evolution stage of the web site in the Hotel, and (3) strategic commitment shown by management in Use of web site as a marketing communication technology.

KEY WORDS: *External Information, Information Transformation, Web Site Information and Communication*.

1. PRELIMINARY

Web sites Hotels are media or transmitters used to convey marketing messages to target markets (Burnett & Moriarty, 1998) through marketing communications technology. In internet marketing-based marketing communications, marketing messages are communicated through designs created by web masters, with different positions and perceptions with functional marketers such as Director of Sales (DOS), Sales Executive, and Secretary of Sale directly involved in handling room sales Hotel. This position difference can affect the transformation of information submitted to the communicant, namely the target market. This phenomenon can be tested from empirical parameters that occur in

web sites. Therefore, this paper is intended to find out how much difference occurs in the transformation of information in marketing communications on the Hotel website in Bali and the implications for the performance of marketing communications star hotels in Bali

1.1 STATEMENT OF THE PROBLEM

Web site in Lasswell model perspective in communication theory (Soehoet, 2002), is a medium (transmitter) for the sender of the message (encoder) to communicate information to the target market. Information, according to Davis (1999) is data that has been processed into a form (transform) that has a 'value' for the recipient, and useful in decision making. The degree of significance (Schrall et al, 2000), will be measured in the parameters of viewing (clickable), interactive, and booking (room order).

If the web sites as a tool of marketing do not contribute significantly to hotel revenue, as experienced by most star hotels in Bali, then the empirical phenomenon is a problem that needs to be investigated. The focus of the study lies in the transformation of information in the marketing communications of hotel websites in Bali, by researching on the encoder side, where the marketing communications design was developed. The theoretical framework is affiliated with Lasswell's communications theory, the concept of communication technology, which is based on the concept of information retrieval by travellers, so it can produce the following problem formulas:

1. Is the transformation of data and information compiled in the marketing communications of hotel websites in Bali, has transformed marketers' expectations effectively from the point of view of the message?

2. is the transformation of information in the evolution of the use of websites as a medium of marketing communications hotel in Bali. Including in the stages of broshore ware, interactivity, transaction, real time, or communities?

3. Is the transformation of information in marketing communications on the Hotel website in Bali based on the strategic value of e-Business Value Matrix Hotel Management?

1.2 BACKGROUND OF THE PROBLEM

Internet is a source of information used by tourists through the website (Poon, 1993; Sheldon, 1997; Inkpen, 1998, Werthner, 1999). The extent of web site coverage leads to the emergence of new markets, which means creating new opportunities. This market is global without being limited by country or geography (Gonring, 2000). Other benefits derived indirectly are resources, speed of time, quality of service, and customer satisfaction. Hoffman & Novak (1996) mentions its ability to disseminate information globally as well as its ability to support the direct distribution of both services and products cause the web site to be an efficient marketing communications medium.

Research conducted by Lake (2001) showed 95% of internet users use the website to find information, and 93% said they opened the internet site to plan their vacation needs. The choice of various existing and different information is determined by consideration of the costs and benefits derived from the source information. To develop detailed vacation planning, the internet is the best choice because it has a variety of information content (Ratchford, Talukdar, & Lee, 2001).

On the other hand, the source of hotel supply is tourists from the world's population which currently reaches 6 billion more. It is estimated that in 2010 reached 7 billion. The WTO (World Tourist Organization) estimates the population supplies foreign tourists approximately 1.02 billion outside of domestic tourists, with total expenditures of $ 1.5 trillion. In such perspective, the internet position becomes very strategic in attracting potential markets to visit tourist destinations.

2. THEORITICAL BACKGROUND OF THE PROBLEM
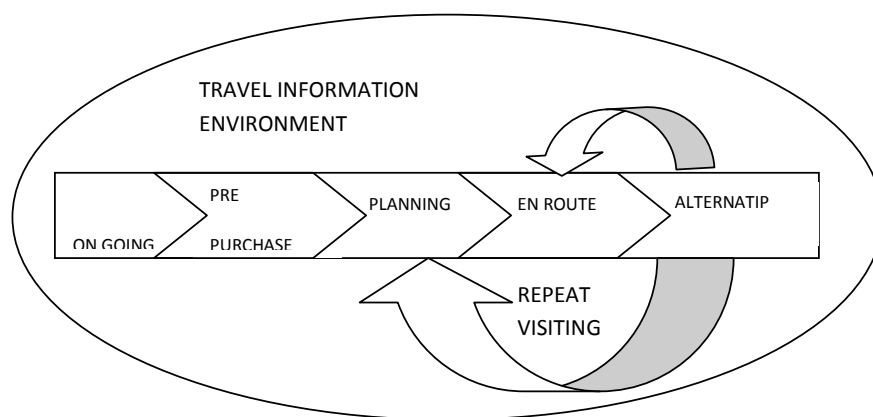
2.1 TRAVELLERS' INFORMATION SEARCH

Hotels as a product of the tourism industry, in contrast to generally known products, where the moment of purchase and consumption are separated by distance, time, and diversity (Srikaya, Mcleland and Uysal, 1996). Consequently, the consumers of tourism industry products need to seek more in-depth information with products to buy (Mathieson & Wall, 1987, Schmoll, 1997). Consumers are also faced with a higher risk (Teare, 1992) than buying different products. Therefore, the source of information becomes the deciding variable in the buying process (Seabra, Lages, and Abrantes, 2004).

A study by Gursoy (2003) on Development of Travelers "Information Search Behavior Model reveals that the source of information that tourists use in deciding the choice of vacation, is the source of external information. Such a study, previously done by Bettman (1979), Beatty (1987), Pollock (1995), Dodd (1996); Fodness (1999), and forwarded by Bing Pan (2002) with Travel Information Search on the Internet.

A more comprehensive study of the importance of information in decision-making processes in tourism, especially decision-making by tourists, has also been done by Schmoll (1977) with The Schmoll Model and Mathieson & Wall (1982) with The Mathieson and Wall Model. The study gives an indication of the importance of information position for tourists in choosing and planning their vacation. When deciding to travel to a particular tourist destination and stay in a particular hotel, every traveler passes a stage called the decision-making process. The decision-making process according to Pan (2001) begins with the process of searching information on a continuous (on going search) before entering the pre-purchase stage (pre purchase). In sequence, the information search model consists of cycles:

1. Ongoing search, ie continuous information search.

2. Pre purchase search, ie search information before purchase.

3. Planning search, decision information when planning a trip.

4. En route search, information search on the go.

5. After trip search, stage information search after traveling.

Information search conducted by travelers who have experience of traveling to a particular tourist area, done at the time of planning, or on the trip (planning search or en route search). Schematically, the search for information made by tourists is described as follows:

Figure 1: Travel Information Environment

2.2 EXTERNAL INFORMATION SEARCH

McGuire (1976) argued, the process of seeking information such as tourists was implemented in two ways. First, the internal search, the process of searching information by tracing the source of information stored in the memory of tourists by continuing to search. In the absence of sufficient information, a subsequent search will be made, ie to external information sources, or external search (Bruck, 1986; Beatty & Smith, 1987). External sources of information, generally provided by marketers through magazines, brochures, sales kits, advertising and so forth including the internet. External search can also be done through friends, neighbors, or other parties who already have travel experience.

The internal and external search process by Alba & Hutchinson (1987), called the process of understanding the product knowledge (Dimensions of Product Knowledge) so that tourists, familiarity (familiarity) products or services to be purchased through learning, Bettman, 1979; Bettman & Park, 1980). The learning process, affecting the expertise, or expertise of tourists because it is influenced by the involvement factor, or involvement (Broderick & Muleller, 1999).

When tourists decide to plan for a vacation, the initial information sought is a tourist destination. Two reasons why information about tourist destinations is a priority for information seeking, because: first, the tourist destination is the most important element (Leiper, 1990), in determining the choice of vacation; Secondly, the tourist destination is the reason why tourists travel (Jensen, 2001). Searching for information on tourist destinations, driven by the attractiveness of the tourist destination, existing facilities (ammenities), accessibility facilities and the availability of detailed information (ancyllary services).

2.3. DIMENSION OF PRODUCT INVOLVEMENT

Information sought by tourists about tourist destinations as described above, is a factor capable of explaining and facilitating the decision of tourists, ranging from arriving travelers (departing travelers) to departure (retuming travelers). The need for such information, will create the involvement of tourists called consumer involvement (Kapferer, 1993). This involvement can occur because it fulfills intrest factor, pleasure, sign and risk.

Intrest factor, is the personal opinion of a person about the importance of a product. Pleasure value, describes the value provided by a product. Sign value, is the level of ability possessed by the product to express the value possessed by the product. Dimension risk means the level of consequences to be accepted or rejected.

Therefore, the factor of product involvement (dimension of product involvement) becomes important in the process of enhancing information seeking because involvement affects the learning process (leaming). Tourists who come back (repetitive guest) to a particular tourist destination can occur because it is well acquainted with the tourist destination so that it has a positive risk perception (risk) that encourages the tourists come back.

Based on that thought, it is important to create systematic tourist involvement through the sending of interesting messages. Message delivery of a tourist destination as part of the process of transforming the knowledge of the product (dimensions of product knowledge), is the basis for the transformation of information in marketing communications systems. The hotel, should do so because tourists need the learning process so that they have enough knowledge before coming to the destination they choose.

From the series of the description above, we can conclude how important tourist destination areas, or Hotel forth a presentation of information that is incomplete (expose) the communication system market, because of factors expose to deploy feature (completeness) a destination or hotel is structured so as to strengthen the degree of involvement (Involvement) of tourists with the products

ECONSPEAK: A Journal of Advances in Management IT & Social Sciences,
Vol. 7, Issue 8, August 2017 Impact Factor 5.132   ISSN: (2231-4571)
www.skirec.org Email Id: skirec.org@gmail.com

offered. The job phrase requires a communication stage consisting of message compilation and transformation.

2.4. LASSWELL MODEL

The Lasswell model is one of the simplest communication concepts that teach the relationship between message and message recipient. This model also teaches to perform the transformation process from the encoder angle, or the sender of the message. In full Lasswell's thought states that the way to accurately describe a communication action is to answer the questions: who, what says, in which channel (to which channel), to whom, Whit what effect (with what effect). The schematic representation of the pattern can be described as follows:
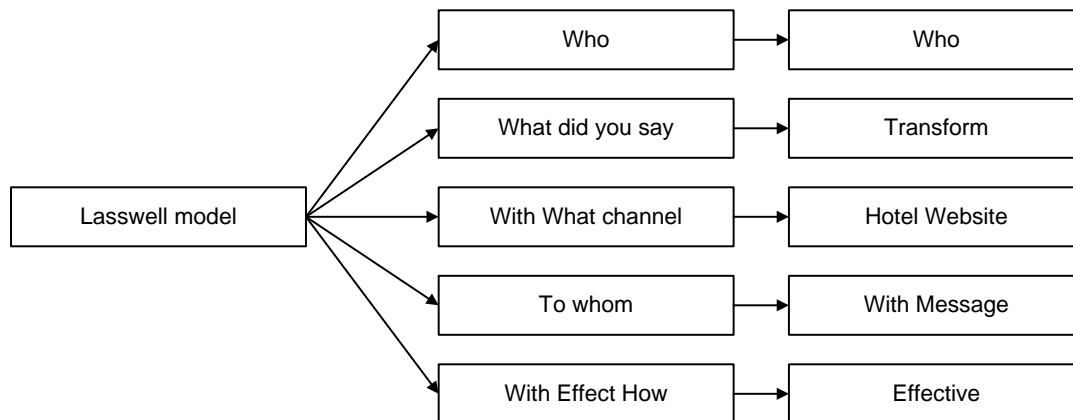
Figure 2: Lasswell Research Model

If the concept is placed in the perspective of information transformation in marketing communications, then its effectiveness begins with whom, say what, on which channel. Therefore, the messaging factor to the communicant (decoder) becomes a very decisive part in the presentation of information.

2.5. INFORMATION AND TRANSFORMATION

Transformation has a sense of change (Trans) form (form). This shape change according to Lasswell model is done communicator (encoder) when the message is arranged into information. The process of transmitting information through the transmission, such as can be done through the internet. This transformation contains three basic notions (Kosiur, 1997, Hartman, 2000) divided into: transform, evolution, and strategic.

Kosiur (1997) mentions the transformation made by information technology in the context of transform is to do two main things:

1. Processing raw data into information that can be shared by business and consumer,

2. Distribute such data or information quickly and efficiently to all components of the business in need.

The process of transforming information technology based on a review of the evolution of web sites is described by Hartman (2000) as an evolution of e-Business that divides the development phase into 6 (six) stages: broshurware, costumer interactivity, transaction enabler, one to one relationship, real time organization , Communities of interest.

Broshurware, the Internet is used for the means of developing a kind of e-Broshure, where the company communicates standard information such as product information, phone number, and product value. Communication is happening more in one direction, where the customer is just doing a search (browsing) through internet facilities that exist in the company.

Costumer interactivity, companies create applications that enable melalukukan two-way communication between companies and their customers. The principle developed in this stage is to create relationships or interacted relationship with consumers to improve customer satisfaction. This process is sometimes entered into intranet applications that allow communication can be done from one customer with many employees who can interact.

Transaction enabler, which is a phase where there is addition of business transaction application electronically. These applications are generally done via the internet and extranets. Internet transactions are open transactions with the entire network of existing sites, while extranets are limited between companies and their suppliers who install networks together.

One to one relationship. In this episode transactions occur between individual trades that allow each consumer to relate exclusively. This is often the case of hotel deals with travel agents who get different prices different from other travel agents. The difference in the price of one hotel to other travel agents is generally significant because it is given based on the productivity of each travel agent.

Real time organization, characterized by non-stop business 24 hours. Transactions are completely taken over by a computer where transactions can be made on the spot. For example booking a room for the coming month period can be answered transactions on the spot and the booking process is executed on the spot.

Communities of interest, where companies form a community of consumers and business partners who work together to create value on the internet. Relationships between business partners, such as content partners, advertisers, companies, consumers in one community will be an opportunity.

Transformation can also be interpreted as a process of change expressed by menajamen in the face of technological change. Commitment changes in strategic dimensions, namely: new fundamental, rational experimentation, rational experience, and breaktrough strategies. The idea and concept of e-Business Value has four quadrants that can be described as follows:
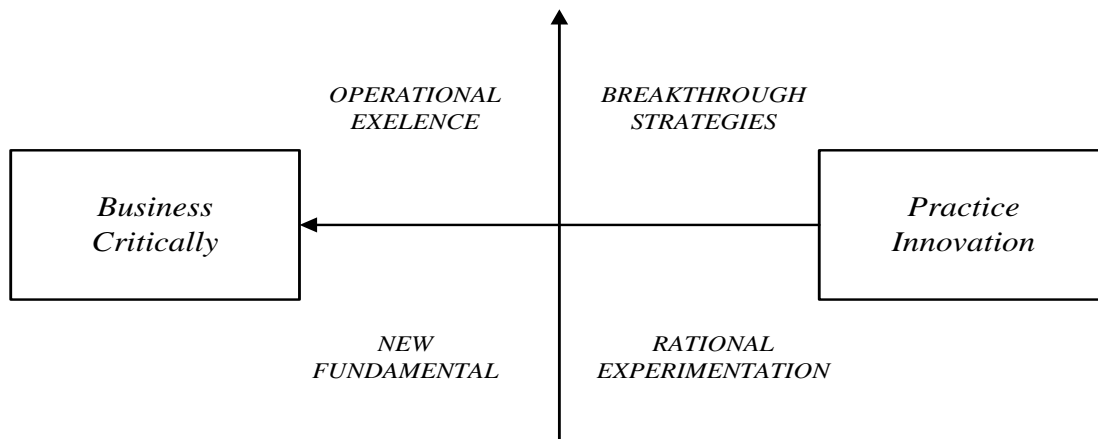

Figure 3: e-Business Value Matrix

Quadrant 1, New Fundamentals, where companies use e-Business Internet with the primary goal of saving costs in information distribution and production of marketing communications materials. This cost saving-oriented approach tends to experiment with the basis of risk considerations and resource specifications required. Quadrant 2, Rational Experimentation, more based on the choice made by the company for the purpose of trying to find new market segment (new market segment). The main goal is to find new additional income. This is often done by content and text-based companies, such as companies that sell books, scientific journals, or other commercial research institutions without the need to send their goods.

Quadrant 3, Rational Experience, where the company develops an e-Business application that connects its internal system to its business partner computer system. For example a hotel in this position must have an application based on the Central Reservation System (CRS) that can be accessed by many Travel Agents in a fast, real time, and competitively priced. In this way will reduce traffic communication through phone, fax, email and so forth. In the theory of supply chain management, the main purpose of the application of information technology is in addition to significantly improve the efficiency of corporate performance, as well as to enhance the utilization level of internal and external resources (resources leverage).

Quadrant 4, Break through Strategies, where companies actually implement e-Business Internet to fully support their business needs. At least there are no two reasons why companies take this position. First, the high dependence on related applications. And the second reason is that the

company is trying to build a system that differentiates it from other companies. Understanding of the company's position in transforming by selecting the desired matrix position, determining the business principles that must be used. Quadrant 1 and quadrant 3 are oriented to the principle that aims to perform efficiency so that the choice of application done should really consider cost and benefit. In contrast, quadrant 2 and quadrant 4 are efforts to increase revenue so that the effectiveness of the business model is offered.
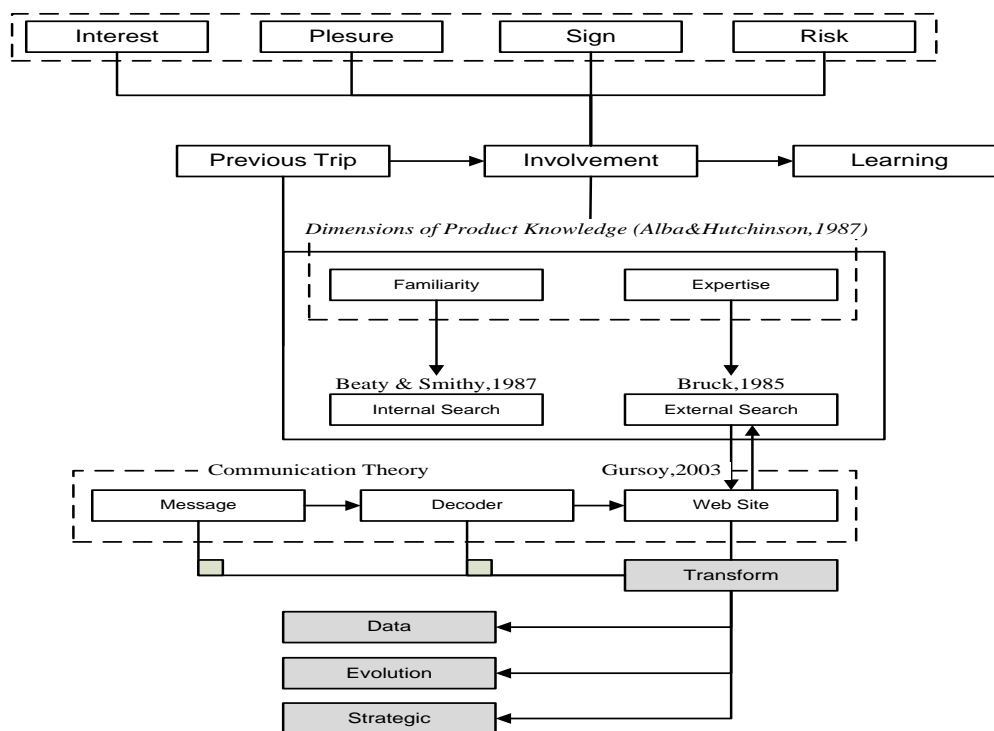
Figure 4: Proposed Web Transform Information Model

3. REVIEW OF RELATED LITERATURE

3.1 WEB SITE

The Internet is a source of information that is exploited by tourists through the website (Poon, 1993; Sheldon, 1997; Inkpen, 1998, Werthner, 1999). Website is part of the internet that is used as a virtual address to communicate via the internet. The Internet is an umbrella of various websites that are integrated by World Wide Web (Foxworthy, 1997). With the World Wide Web, a computer user can read documents from anywhere in the world, and furthermore a document can be associated with other documents from other locations (Nielsen, 1997).

The Internet stands for International Network. The term is used because the Internet is an extensive computer network that connects other computer networks around the world (Nielsen, 1998).

Hoffman & Novak (1996) mentions its ability to disseminate information globally and also its ability to support the direct distribution of both services and products cause the Internet is an efficient marketing communication medium. Indrajit (2001) revealed that the function of the website is:

1. the website is a representation of the company in cyberspace in the sense that overall physical assets are reduced to a set of digital information that can be accessed by anyone in the world,

2. a website is an access channel that connects the company with its stakeholders such as its suppliers, customers, government, community or business partners,

3. a website is a place where the company offers its products and services to prospective customers who have access to the internet, and in this place there is a transaction of buying and selling,

4. A website is a place where various communities can interact, share information, and knowledge to others freely and openly.

Gartner Group, recommends three important criteria that must be considered a website, including:

1. Web Design, concerning the form of website display and the menu used.

2. Site Functionality, concerning the various facilities and facilities available.

3. Costumer value, concerning various aspects of benefits that can be directly perceived by customers who access related websites.

3.2. WEB SITE HOTEL

The hotel, as part of the tourism industry, is an intensive industry with information (Poon, 1993). The decision of travellers to travel much depends on the information it has (Vogt & Vesenmaier, 1998). Sources of information used by most travellers before traveling to a destination include: personal experiences, friends and family, travel agents, guides and travel brochures from various sources, magazines and newspapers, as well as various other sources depending on the situation and character Tourists concerned (Fondness & Murray, 1999). The opinion of Bettman (1979), Engel et al (1978), and the model developed by Gursoy (2001) states, the search for information by tourists is done in two ways, namely the search internally (internal search information) by tracking the memory stored by consumers Is scan in long term memory for relevant product knowledge), and if there is not enough supply of necessary information then the search is continued to the external information (external information search). A study that identifies such information retrieval, also developed by Bettman (1979), Biehal (1982), On the other hand, research conducted by Lake (2001) showed 95% of internet users utilize web sites for information, and 93% Open an internet site to plan their vacation needs. The choice of various existing and different information is determined by consideration of the costs and benefits derived from the source information. To develop detailed

vacation planning, the internet is the best choice because it has a variety of information content (Ratchford, Talukdar, & Lee, 2001).
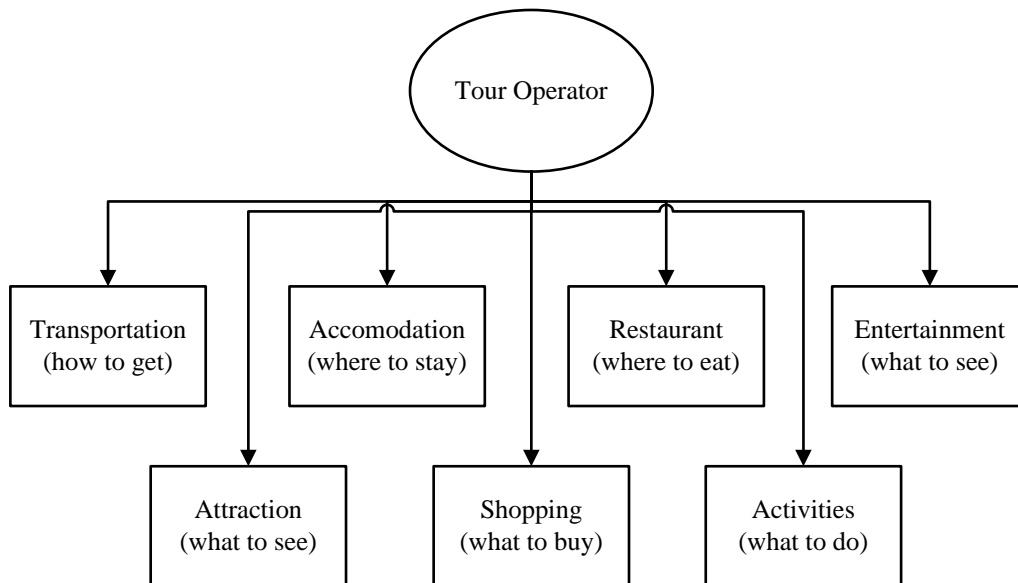
Most hotels (hotels), according to Conolly (1999), use the internet aggressively to market their hotels, disseminate information, correspondence that is immediate with their customers, and provide booking facilities. The provision of room booking technology facilities in the hotel's marketing communications system shows the advancement of a communication system that not only emphasizes the dissemination of information, but also the provision of transaction facilities (transaction enablers). The use of internet information technology in the hotel's marketing communications system has transformed traditional distribution channels into new distribution channels. Distribution channels in the traditional tourism marketing information system, where the hotel is inside, basically cover the distribution of travel information and transactions through intermediaries consisting of: travel agents, tour operators, and specialty channelers. The traditional distribution channel model according to O ' Connor (1999) can be described as follows:
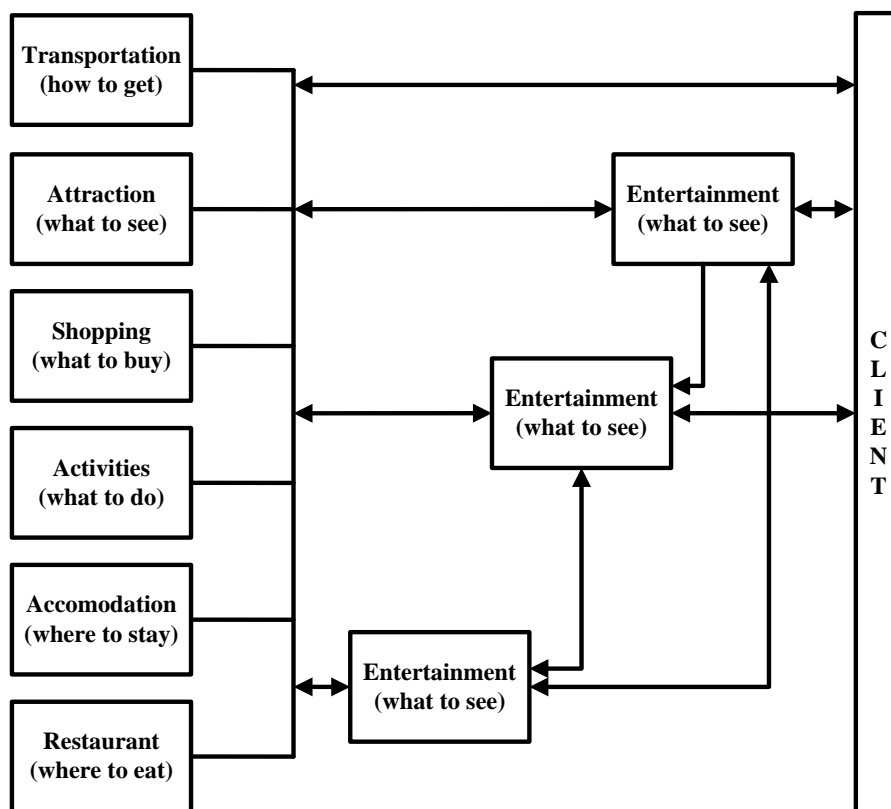
Figure 7: Traditional Information Distribution Channel Model.

The picture above shows the distribution system of information and transactions that occur in the Hotel traditionally. The existence of Tour Operators is relatively dominant compared to other intermediaries. Tour Operator is often referred to as the Whole Seller because of its function as a marketer as well as functioning to arrange travel packages by combining several travel services into

a tourism product. The raw material of the products prepared by Tour Operator consists of elements such as hotel, transportation, restaurant, shopping, tourism object as shown below:

```
                            ┌───────────────┐
                            │ Tour Operator │
                            └───────────────┘
                                    │
   ┌────────────┬───────────────┬───────────────┬──────────────┐
   ▼            ▼               ▼               ▼              ▼
┌──────────┐ ┌──────────────┐ ┌──────────────┐ ┌──────────────┐
│Transportation│ │Accomodation│ │ Restaurant  │ │Entertainment │
│(how to get)│ │(where to stay)│ │(where to eat)│ │(what to see)│
└──────────┘ └──────────────┘ └──────────────┘ └──────────────┘
        ▼               ▼               ▼
  ┌──────────┐   ┌──────────┐   ┌──────────┐
  │Attraction│   │ Shopping │   │Activities│
  │(what to  │   │(what to  │   │(what to  │
  │ see)     │   │ buy)     │   │ do)      │
  └──────────┘   └──────────┘   └──────────┘
```

**Figure 8: Tour Packages and Information Wanted by Travelers**

Tourism products composed of elements described above, known as tour packages (tour package) which usually consists of travel packages ranging from the area of origin to tourists to tourist destinations, and back again to the area of origin of tourists. Travel packages that have been prepared by the Tour Operator are sold through the Travel Agent, or Retail Agent that opens the office in the area of origin of tourists (front line). The picture above also shows the main information sought by the tourists that are related to things like:

1. With what to the destination, and where to go (how to get there)

2. Where to stay (where to stay)

3. Where to eat and drink (where to eat)

4. What is interesting (what to see)

5. What to do (what to do)

6. What to buy, where to exchange money (what to buy)

Supply of information as mentioned above, is periodically transformed through the available distribution channel system. The process is, data is inseminated in information technology and transformed via the internet through hotel web sites or tour operators as intermediaries. In the development of communications technology intermediary position, according to Sheldon (1997) passed its role, and replaced by technology that allows can be accessed directly by tourists. According to Lin (1998), the disintermediation process that allows direct contact with suppliers is

caused by the role of the internet. Buhalis (2000) reveals, internet ability allows tourists to buy every detail of the necessary needs in his journey.

In general, Internet information technology has changed the rules of the game in three key areas: minimizing the role of intermediaries, accelerating decision-making, and equality of information access. The following figure shows the effect of the internet on the distribution channel system in the tourism industry where the hotel is part of it. Tourists through this new distribution channel system, may access information owned by the Hotel:
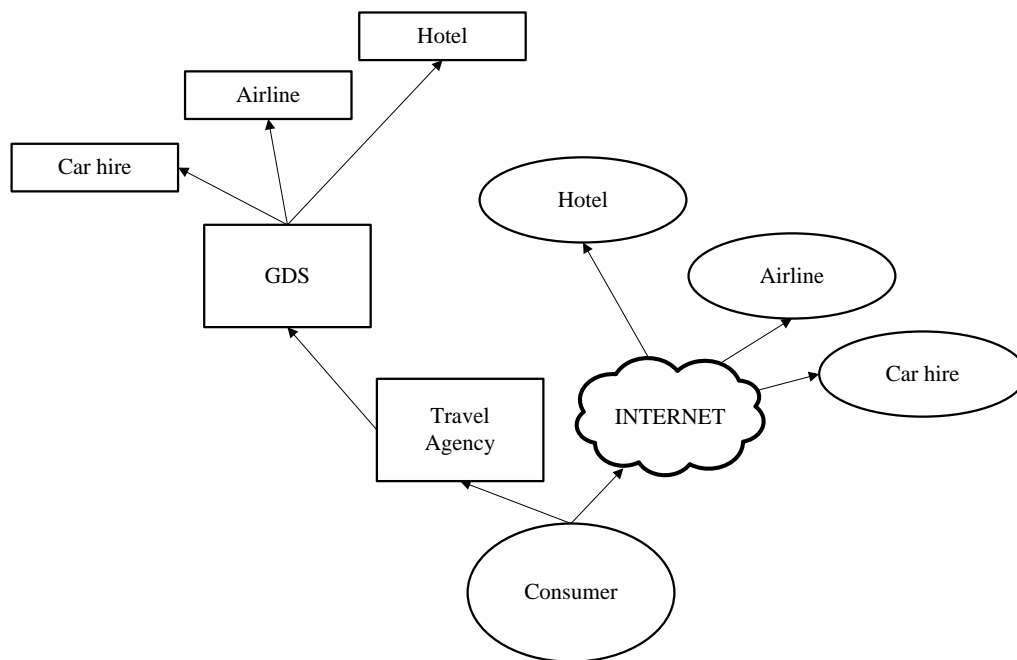
**Figure 9: The Effect of Internet on Distribution Channels**

The picture above shows the tourists (consumers') can arrange their own travel plans, or buy direct travel package through tour package (tour packager). Through the internet, tourists can also access the site Travel Agent through search engines (search engines) so that will appear the names of sites that provide various travel packages. In this travel package the name of the hotel, where tourists will stay.

With the internet, the hotel can communicate its product information directly through its own website, and / or through the travel agent website, or even post its website on the GDS (Global Distribution System) path where airlines and tourism manufacturers display their products. GDS is a computer system that the most widely used by the flight to display its inventory (seats) for the benefit of tour operators and travel agents that market seats (tickets) owned by the flight. Garuda Indonesia, for example, has an Abacus subsidiary that provides GDS-standard computer distribution systems to place orders in real time. Travel Agent who sell Garuda tickets need to invest funds for the installation of information systems (central reservation system), in order to save the transaction.

An International Double-Blind, Peer Reviewed, Refereed Open Access Journal - Included in the International Indexing Directories

Page 17

Flight ticket market agents such as Garuda, for instance, are large-scale and global-wide carrier operators and have connections with retail agents in many cities and places of origin. If the hotel has a Contract with a Tour Operator, then its property is automatically marketed through GDS. Likewise the Hotel invests its funds by placing its products in the GDS track, it will provide the possibility (opportunities) to be accessed by users (users) such as travel agents, tour operators, airlines, international scale. Hotel through Global Distribution System model, in the perspective of Novak (1996) is called multiple distribution system. And distribution is part of the process of transforming information in the above description (Koisur, 1997) about the dimensions of information transformation. Transformation of information on the hotel website can also be seen from the use of information technology (e-Business) conducted by the Hotel.

3.3 WEB MARKETING COMMUNICATION MODEL

In the marketing communication system through the website, Scharl, (2000) produced a conceptual framework of marketing communications on web sites called the conceptual framework of a web site adoption model, demonstrating the role of technology in marketing communications:
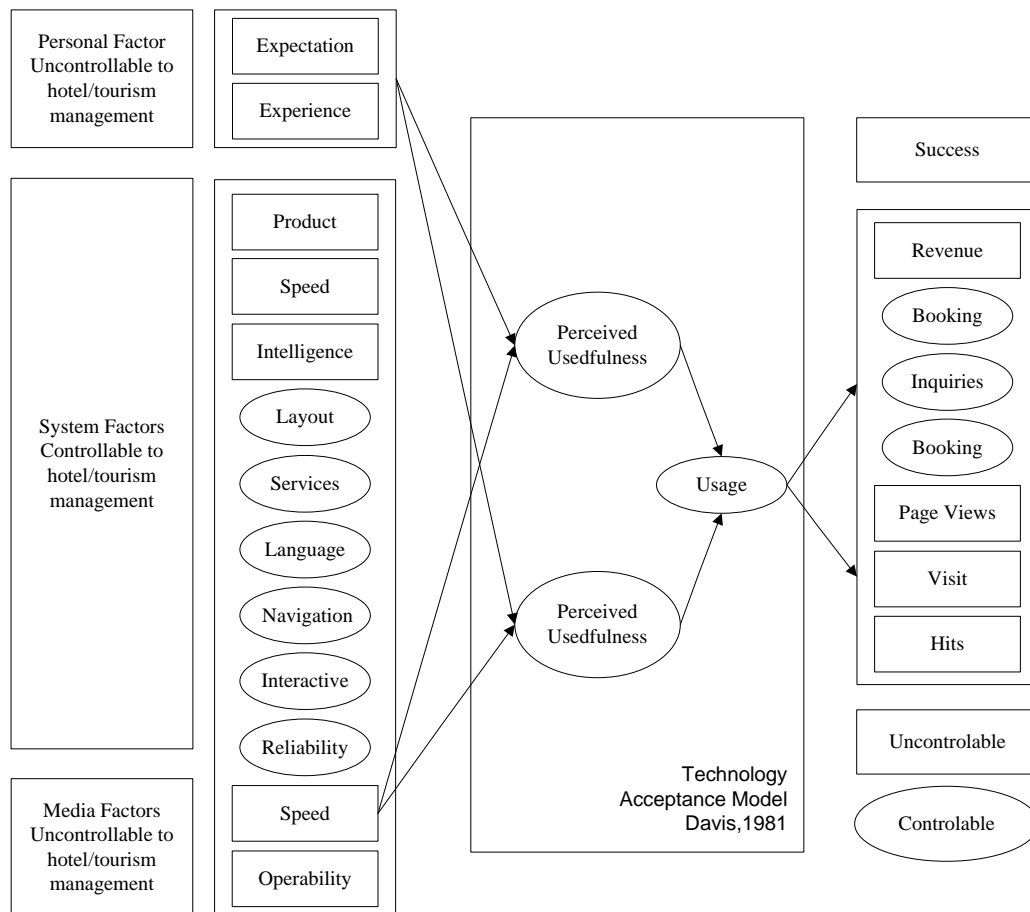
Figure 10: Marketing Communication Model in Web Site

The above model is adopted from the Technology Acceptance Model which has passed various tests (Davis, 1989; Davis, Bagozzi & Warshaw, 1989,, Szajna, 1996, and last Wober & Gretzel, 2000). The scheme above shows the role of technology in the process of transforming information to the target market. The role of technology that functions as a transmitter takes over the function of transforming information into the form of picture, audio, or video messages. The role of the technology also makes it easier to structure the information into a more effective message with a clear measure of success. From the above concept, the process of information transformation in marketing communications on the web site is influenced by a number of variables that are categorized as variables that can be controlled by management (controllable) and there are a number of variables that cannot be controlled by management (uncontrollable). Variables that affect the data to be transformed into information in marketing communications, such as: layout, services, language, navigation, interactive, reliability like this picture kikut:
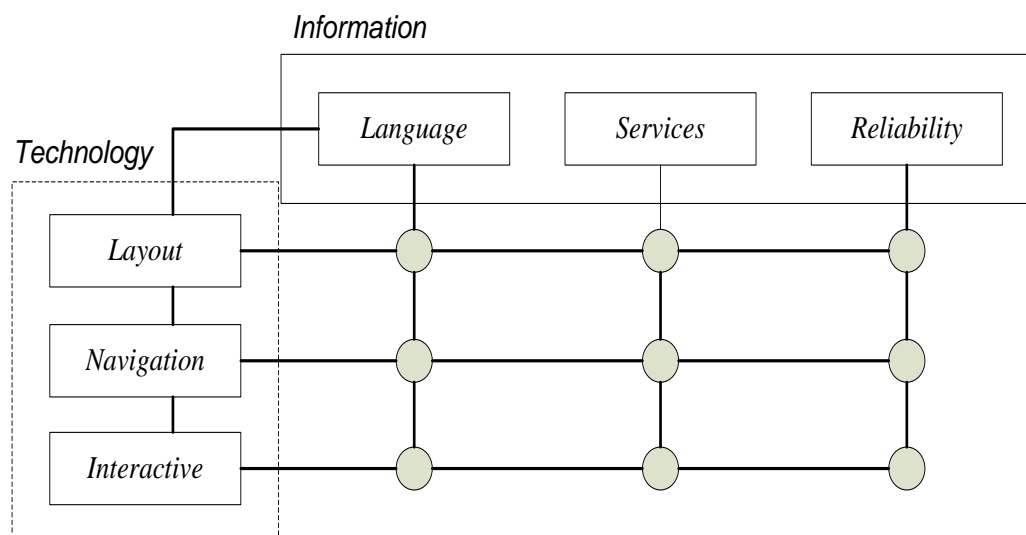
Figure 11: Transformation Model in Information Technology

The model explains that the transformation of information within the web site is influenced by aspects of technology and information aspects. Studies that are relatively prominent in research on the web site in marketing perpekstip it can be mentioned include: Hoffman & Novak (1996); Lane & Cavaye (1999). A more specific study conducted by Ed Horton (2001) which discusses the Internet as a medium in marketing communications. Studies on the internet that take a more detailed study of information tourism can be disclosed among others (Bloch & Segev, 1996); Klein & Tschanz (1996); Anite (2000); Scharl (2001); Akhter (2002); Landero (2002).

Among the studies conducted on web sites, particularly in the field of tourism information studies, conducted by Ho (1997); Zulfikar (1998); Connolly (1999); Pan (2002); Seabra, Lages & Abrantes (2004). Among the various studies in addition to implicitly mentioning the function of web sites as an

external source of information for tourists in the search for information for vacation, also explained about the structure of the preparation of information.

The existence of the tendency of the use of the internet as a potential source of information for tourists requires the presentation of information that meets certain criteria for the process of information transformation takes effect. The model adapted from Schrall's research (2000) in figure 6 above, requires that information transformation in information technology meets two basic criteria, namely information and technological aspects.

Aspects of technology should provide hypertext-based layouts that allow for access to new sources of information by clicking on images or letters on the web site. Navigation factors guide travelers in conducting structured information retrieval without losing track with the original source of information. Interactive provides the possibility of tourists can conduct a virtual dialogue in the process of information searching in real time.

Aspects of information, hinting information that has three factors such as language, services, and reliability. Language, hinting at the need for compact, concise, and informative language compositions. Services contain detailed information on services that can be provided (deliver). Reliability, contains the sense in which the services listed in the information is a real reality exists and can be justified.

While Ho (1997) recommend the composition of information in the web site must meet two aspects, namely, the aspect of business (purpose) and value aspects (value). Aspects of business objectives consist of: (1) completeness of data and information (provision), promotion of products and services (promotion) and processing of business transactions (processing). While the value aspects contained in the web site information include (1) general (general), (2) timely, customized, and sensational (sensational). The concept developed by Ho is depicted in a three-by-four matrix, and has been tested through various researches, including 1000 commercial websites in North America, and 225 websites from American business schools and academies. This Ho model, adapted by Zulfikar (1998) in the field of tourism, or tourism that focuses more on the study of tourist destinations (web destination).

Gartner Group in Indrajit (2000), recommends three important criteria that must be considered a website, including: (1) Web Design, concerning the form of website display and menu used. (2) Site Functionality, concerning the various facilities and facilities available. (3) Costumer value, concerning various aspects of the benefits that can be directly felt by customers who access the website related.

The position of information in the Lassell model communication system has the same meaning as the message (message) sent to the communicant (receiver). Once the communicant as the recipient

ECONSPEAK: A Journal of Advances in Management IT & Social Sciences,
Vol. 7, Issue 8, August 2017 Impact Factor 5.132 ISSN: (2231-4571)
www.skirec.org Email Id: skirec.org@gmail.com

of the message is identified as the target market, the communicator or sender of the message must establish the expected response. For that marketing needs to transform their expectations in a message compiled on komuniaksi marketing through the web site.

Previously, Mc Guire (1986), emphasized the notion of a message as being capable of stimulating the minds of consumers to respond. Ads, products, brand names, and prices are just some of the messages that are constantly stimulating consumers. According to Mc Guire the message must be able to give exposure, which attracts attention, which encourages giving interpretation in the form of understanding, before acceptance occurs.

In relation to the order of messages transformed as information, it must have four factors or criteria, including: (1) exposure, (2) attention, (3) understanding, and (4) acceptance.

3.4 MARKETERS EXPECTATION

The purpose of marketing communications (Kotler, 2000), from the beginning directs marketers to consumers to determine the desired response from the target market. The main factor affecting the response is the message (message), so the ability to design messages is very decisive. Designing a message is an activity of compiling information that communicators need to communicate to determine the desired response by the target market. Ideally, the message must be able to attract attention, retain interest, arouse desire, and move action. This concept by Kotler (2000) is called the AIDA Model.

Kotler reveals, that marketers may want cognitive responses (cognitive), affective (affective), or behavioral (behavioral). That is, marketers may want to include something in the consumer's mind, change consumer attitudes, or encourage consumers to act in the form of product purchases. Before entering the stage, consumers go through the stages of learning, feeling, and feeling.

The Hierarchy of effect model, for example, describes the response stages: (1) awareness, (2) knowledge, liking, making the product as a preference, confident with the product, (Purchase). To gain an understanding, the following is a brief description of the sub-definition as set forth in the description below:

Awareness. If the target market is not familiar with the product, then the company needs to make a promotion for the target market to know the product. For that must be strived for the product was perceived to exist in the market, especially for new products. For any product must be maintained in the mind of the target market.

Knowledge. At this stage, it may be that the target market recognizes, consciously, or remembers the product name, but does not know much about the product. Knowledge is a response that occurs

after the awareness stage. Understanding of the products being marketed continues through promotion.

Liking. If the target market target is familiar and know, will arise likes and dislikes, or interested and not interested then the products marketed into the target market will be compared with other products. Whether the product eventually becomes an option, needs to be reassured.

Conviction. If the consumer has been seized by a sense of confidence in the product communicated then one step away. This belief can encourage target market participants to promote by word of mouth. This stage gives a positive side impact.

Purchase. It is the final stage of the product introduction process. In the end if the target market is familiar, know, like, and be confident with the products communicated then there will be purchases.

Message formulation requires the following sequence of thinking:

1. What to say (message content)

2. How to say it logically (message structure)

3. How to say it symbolically (message format)

4. Who should say it (message source)

MESSAGE CONTENTS

As the scheme conceived in the picture above the best message content is determined by unique charms, themes, ideas, or sales proposals. There are three types of attraction: (1) rational, (2) emotional, and (3) moral. The rational appeal shows that the product will produce benefits as said. Emotional appeal tries to generate positive, or negative, emotions that will motivate purchases. Marketers will look for emotional selling proposition. A product, probably the same as a competitor's product, but has unique associations that can be promoted. For example, Hotel Tugu Bali features an ancient collection owned by the hotel. While the moral appeal, directed at the audience's feelings about what is right and right. Moral attractiveness is often used to encourage people to support social issues such as a clean environment, good racial relations, and equal rights for women, and so on, as exemplified by the Bali Intercontinental Hotel that supports turtle conservation.

MESSAGE STRUCTURE

The effectiveness of a message depends on the structure and content of the message. In the message structure developed the theory of one-sided argument (versus two side argument). The unilateral message structure accentuates the argument on product superiority, on the contrary, the two-sided argument adds to the product's shortcomings. For example the structure of a Listerine product message, "Listerine tastes bad twice a day".

MESSAGE FORMAT

The format of this message concerns things related to titles, words, illustrations, and colors. The sound that narrates the Bali Intercontinental ads on TV, is really capable of representing a luxury vacation. In contrast to the very lively and varied 'Malaysia, the trully Asia' ad that reflects Malaysia's not only Malay cultural treasures. A strong format because it is carefully calculated influences the message conveyed by the communicator.

MESSAGE SOURCE

Messages delivered by interesting, well-known sources will be more interesting and memorable. That's why advertisers often use famous people. This will be effective if they represent the main product. But equally important is the credibility of the ad model. Messages delivered by highly trusted sources will be more persuasive.

4. RESEARCH METHODOLOGY

4.1 RESEARCH FRAMEWORK

Research on information transformation in marketing communications at hotel web sites in Bali using Purpose Value approach made by Ho, because this model has been tested in various research fields. In addition, this election because the model has been applied in the field of tourism.
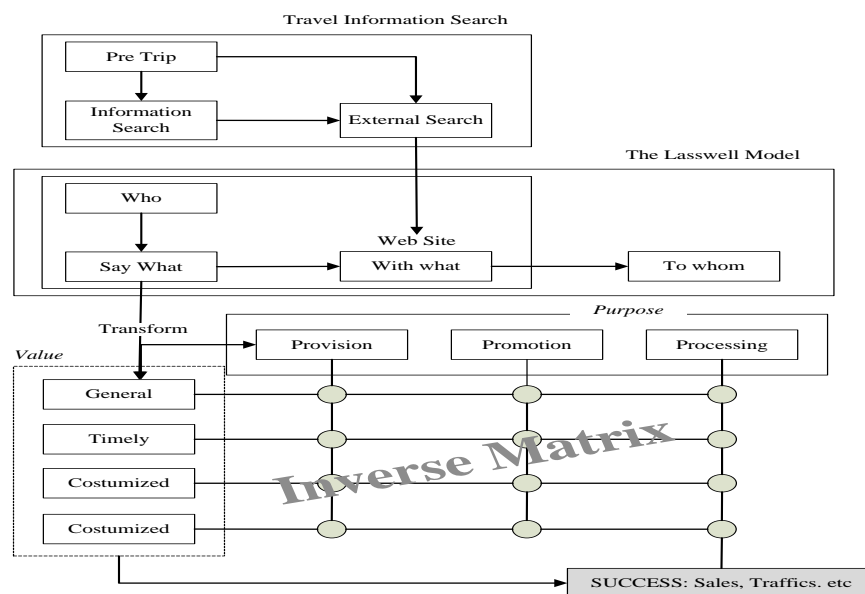
Figure 12: Research Framework Model

4.2. MEASUREMENT MODEL

1. INFORMATION TRANSFORMATION IN DIMENSION OF DATA CHANGE

Research on the transformation of this information is done by observing the content of the web site using the Purpose Value Ho framework. This analysis is performed by using inverse matrix analysis,

ECONSPEAK: A Journal of Advances in Management IT & Social Sciences,
Vol. 7, Issue 8, August 2017 Impact Factor 5.132 ISSN: (2231-4571)
www.skirec.org Email Id: skirec.org@gmail.com

where all row and column elements in the framework are simplified by discretion. The form of the relationship matrix of information transformation elements can be described as follows:

$$A=[a_{ij}] \quad \begin{pmatrix} a11 & a12 & a13 \\ a21 & a22 & a23 \\ a31 & a32 & a34 \\ a41 & a42 & a43 \end{pmatrix}$$

description:

A   = Hotel web site

aij   = Elemen variable dari sub sistem *purpose* dan *value*

i   = Elemen variable *Purpose* (*provision, promotion, processing*)

j   = Elemen variable *Value (general, timely, sensational, customized)*

If the value of aij is found to be smaller than the maximum value, the transformation value has not been able to transform the marketer's expectations. Suppose that the hotel matrix performance using the web site is ideally expressed in matrix form H (hij) then the matrix relationship will be obtained as follows:

A.X = H …………………………………………(1)

With regard to the elements of the hotel expressed in matrix form, the matrix relationship can have a transformation relationship (Capra & Canale, 1985; Supranto, 1992; and Suwondo, 1993). The value of the transformation can be calculated by the matrix X obtained from the inverse time of the matrix A, as follows:

$$X = A^{-1} . H\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots(2)$$

description:

A=   the Hotel matrix based on real web site used

H=   the Hotel matrix based on ideally web site expectation

X=   the Hotel matrix based on web site transformation

A=   Inverse of matrix A

The matrix X in equation (2) can be cited as a transformation matrix, because it transforms the web site in certain circumstances into the form of hotels that implement web site performance with ideal performance expectations. The difference between matrix A and matrix X is expressed by its determinant value (D). The absolute difference between D matrix A and D matrix X is the transformation value of the relevant hotel system:

ECONSPEAK: A Journal of Advances in Management IT & Social Sciences,
Vol. 7, Issue 8, August 2017 Impact Factor 5.132   ISSN: (2231-4571)
www.skirec.org Email Id: skirec.org@gmail.com

$$Z = (D - D^*)/ D \times 100\% \dots\dots\dots\dots\dots\dots\dots.(3)$$

where,

Z = the transformation coefficient,

D = Matrix Determinant of Matrix A

D* = Matrix Determinant of X

The value of Z is the value of transformation, which can be interpreted as the ability of the hotel concerned to transform ideal expectations of marketers. The Z value is categorized as follows:

$20\% \geq Z > 0\%$, Meaning the transformation of information is not very good

$40\% \geq Z > 20\%$, Meaning the transformation of information is not good

$60\% \geq Z > 40\%$, Meaning the transformation of information is quite good

$80\% \geq Z > 60\%$, Meaning the transformation of information is good

$100\% \geq Z > 80\%$, Meaning the transformation of information is very good

It should be said that in order to obtain the value of the transformation, each element of the matrix is narrated in the form of a statement which is also an indicator. Response or responses of respondents will be scored with a range of 1-5. Responses or responses of respondents are sought for the current state of mind and ideal state of expectation. The sor 5 is given for the most ideal hope and the reality that best fits that ideal expectation. And a score of 1 is given to answer that palin not in accordance with ideal expectations. In the inverse analysis, the matrix must be in quadratic form so that equation (1) must be multiplied by the matrix of transpose of the matrix to be inverse:

$$A.X = H$$
$$A^T . A.X = A^T .H ,$$
$$X = (A^T . A)^{-1} = A^T .H \dots\dots\dots\dots\dots\dots.(4)$$

Table 1: Purpose-Value Matrix Framework Ho

	Data and Information	Products and Services	Transaction
GENERAL	1. Product/Services on sale 2. Travel Schedule 3. Information Activities 4. Itinerary 5. Map 6. Transport 7. Travel Guide 8. Tip/FAQ 9. Organization Contact 10. Payment methods 11. Information online security 12. Travel Insurance 13. Company Information 14. Contact Information 15. Research Data 16. Hot link 17. Multi Language Support	1. Award for company or its web site 2. Logo, brand name 3. Affiliation with big company (eg. WTO) or VIP(Minister) 4. Accreditation 5. Testimonial (from costumer, important person/organization)	1. E-mail 2. Online reservation 3. Digital signature 4. Online customer services 5. Job status tracking
TIMELY	1. Prices 2. Availability Checking 3. New Information 4. Chat/discussion forum 5. Calender of Event 6. Press Release 7. Weather Report 8. Exchange Rate 9. Current time	1. Special offers on product/services on a limited time 2. Web cam (camera connected to a web to on event	1. Automatic plan change a facility to automatically change you bookings when one chain of tour is delay 2. Facility for interactive brokering 3. Online auction
COSTUMIZED	1. Search Engine for tourism data base 2. Automatic facility to customized news report in travel	1. Search engine for acomp any product/services 2. Automatic facility to customized travel plan	1. Automatic suggestion to save money 2. Automatic proposal based on where you have been 3. Air miles calculator tied individual's frequent flyer program
SENSATIO	1. Multimedia 2. Catcy information display	1. Outstanding web design 2. Discount 3. Contest 4. Something free	1. Surprise discount bonus/instant winner after transaction

An International Double-Blind, Peer Reviewed, Refereed Open Access Journal - Included in the International Indexing Directories

Page 26

4.3. INFORMATION TRANSFORMATION IN DIMENSION OF SHAPE

This analysis is done by examining more in depth features that can Shows the evolution of the use of the web site in the hotel sample. This study will be explored with in-depth interviews with the management represented by the Sales Department (Sales and Marketing Department) so that the results of the interview will be able to identify the evolution stage entered by the Hotel in Bali. Interviews will be accompanied by the documentation, notes and statements mentioned in the session

4.4 TRANSFORMING INFORMATION IN STRATEGIC DIMENSIONS

The approach in this analysis uses in-depth interview techniques using the e-Business Value Matrix model as the basic approach. Interview will be conducted after the transformation of information on data changes or the above form is completed. Variable question to be explored is how strong the commitment of management in the use of web site as a media marketing communications hotel in Bali.

The results of the interview will be noted whether the average hotel in Bali uses a web site in the context of: breakthrough strategies, rational experimentation, new fundamentals, or operational excellence. This categorization can also be evaluated from the features available in the web site such as calculations on the transformation of information analysis on the dimensions of data and place changes. That's why the approach in this third analysis will wait for the results of the Ho index.

5. DATA COLLECTION

5.1. OBSERVATION

1. Observation is done by researching one by one web site included in the sample. Research is done by checking all the features contained in the web site based on the variables that have been determined above.

2. On this observation will be done by using the form that has been determined as a guide for recapitulation of observation results.

Table 2: Observation Time Schedule

Description	Ideal Hope					Actual Situation				
	SS	S	R	TS	STS	A	B	C	D	E
	5	4	3	2	1	5	4	3	2	1
Total value										
Average value										

5.2   INTERVIEW

Interviews with the research sample are conducted by the Marketing Manager or the Director of Sale or the person responsible for the results of internet broadcasting in each hotel. Interviews cover various aspects, especially to explore the opinion of hotel management on the evolution of web site and strategic commitment owned in the application of the web site.

5.3 SAMPLE AND POPULATION

5.3.1. POPULATION

Population determination is done by search engine (search engine) www.google.com. The search engine is a facility available within the computer system to enter and connect the data base through the name of a particular site. Frequently accessed websites include Yahoo, MSN, or Google. The use of Google search engine is based on AC Nielsen research results that put Google in the top ranking of the most frequently accessed search engine. In addition, monitoring results conducted by Search Engine Watch, (www.searchengine.com) show that Google is a fast growing search engine, and has the largest capacity compared to other search engines. Population search is done by writing the word bali hotel in the column provided, then click Google Search. Google search engine will search hotel website in Bali based on frequency of access / calling, and up-dating frequency, and describes according to the rank of website of the hotel. From daptar hotel (Appendix 1: Hotel Name According to Google Search) issued by search engine Google identification (purposive) to the name of hotel that meet the qualifications, including:

1.   designed in Indonesia,

2.   have a website www.nama hotel.com,

3.   registered at Bali Tourism Office

Based on the identification, the population is classified into the number of hotels according to management, namely:

1.   Hotels managed by the hotel chain (Chains Hotel), and

2.   Owned Manage Hotel, as well as

3.   Hotel based on Melati classification.

This division is based on the thinking of the management style between the two hotel management systems.

5.3.2. SAMPLE DETERMINATION

From each category determined based on the population criteria above then, the number of population to be selected as a sample first divided into groups

1.   star hotel managed by international chain management (chain hotel);

ECONSPEAK: A Journal of Advances in Management IT & Social Sciences,
Vol. 7, Issue 8, August 2017 Impact Factor 5.132 ISSN: (2231-4571)
www.skirec.org Email Id: skirec.org@gmail.com

2. star hotels managed by local management (own manage),

3. Budget hotel.

The results of identification are arranged in order as follows:
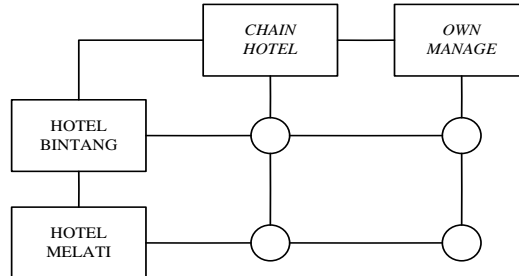
Figure 13: Sample Categorization Research Model

Based on the names of web sites obtained from the Google search engine, and then do the steps of determining the sample as follow:

First, identify the name of the hotel and the name of the web site owned. The identification results (Appendix 1) are confirmed with the data available at the Bali Tourism Office to categorize the hotel class. The result of the identification is the number of population is 39 hotels 5, 4, and 3 star hotels (Appendix 2, Appendix 3, and Appendix 4).

Table 3: Hotel Name List of Website Used

No	Name Web Site	Name Hotel	Level
1	www.balihilton.com	Bali Hilton International	5
2	www.bali.indonesia.intercontinental.com	Bali Intercontinental	5
3	www.putribali.com	Hotel Putri Bali	5
4	www.nikkobali.com	Nikko Bali Hotel	5
5	www.discoverykartikaplaza.com	Hotel Kartika Plaza	5
6	www.hardrock-bali.com	Hard Rock Hotel Bali	4
7	www.legianbeachbali.com	Legian Beach Hotel	4
8	www.intan-bali.com	Hotel Intan Legian	4
9	www.villasekarnusa.com	Villa Sekar Nusa	4
10	www.sababai.com	Lorin Saba Bai Bali	4
11	www.balirani.com	Bali Rani Hotel	3
12	www.santrian.com	Puri Santrian Hotel	3
13	www.risatabali.com	Risata Bali Resort	3
14	www.theserai.com	Alila Bali Resort	3
15	www.kupu-barong.com	Kupu-Kupu Barong Hotel	3

Second, choose the sample. From the above hotel category, the number of samples of each of the 5 web sites with the criteria are: (a) the highest ranking on the Google search engine, (b) created by the web master designer in Indonesia, (C) the hotel which is located at the Regional Tourism Office. The number of samples studied is 15 star hotels, or equivalent to 38.46%. Determination of this

sample, refers to research Zulfikar (1998), where the number of samples examined sebanya 5 web site tourism. In addition to considering the research that has been done before, the homogeneity of the same relative web site becomes a consideration that complements the basic determination of the sample.

Third, set the web site as sample research. Based on the above criteria, the web sites and hotels studied are as follows:

5.3.3 IDENTIFICATION VARIABLE

A. VARIABLE SELECTION

The research variables were determined by using Purpose Value Ho matrix which has been used by Zulfikar (1998) in tourism web analysis. The variables used (Table 3.1) were measured by several variables as indicators in the study:

1. Data and information completeness factor consists of 31 variables with general categories as many as 16 variables, while as many as 11 variables, 2 variable adjustment, and 2 variable sensational.

2. Promotion factors of products / services consist of 13 research variables that are general as many as 5 variables, while 2 variables, 2 variable adjustment, and sensational as many as 4 variables.

3. Business transaction process factors, consisting of 12 variables with the general category of 5 variables, while 3 variables, 3 variable adjustments, and sensational 1 variable.

    Matrices, the number of variables in matrix cells is described as follows:
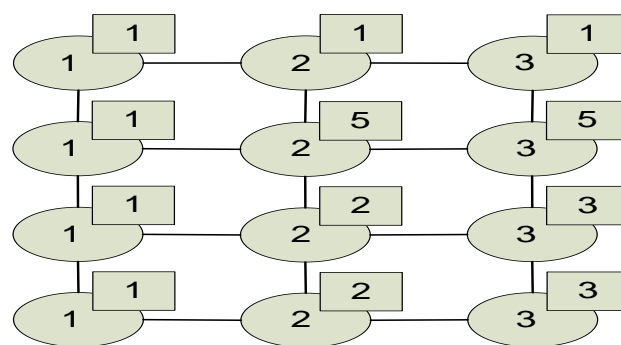
Figure 9: Matrix Cell of Research Model

 B. OPERATIONAL VARIABLE

MATRIX CELL A. 1.1 PROVISION AND GENERAL

1. Product / Services on Sale, is a product or service offered in web sites. This product or service may be a tour package that can be followed by tourists staying at the Hotel, including airline tickets, or other products that may be

2. Travel Schedule, is a travel schedule that includes activities offered by the Hotel, and usually includes activities that can be followed by guests such as shopping schedule, city tour, adventure and so forth.

3. Information Activities, information about the activities that can be done during a vacation that is provided by Hotel in the hotel environment or outside the Hotel.

4. Itinerary, which is a travel schedule that can be followed by tourists from since arriving at the Hotel until returning to Airport.

5. Map, is a map of the Hotel from the Airport to the point of an interesting location to be visited by tourists.

6. Transport, is information on how to reach the destination hotel, and how to reach other places from the hotel

7. Travel Guide, is a travel guide that contains facilities around the hotel, where to shop and eat, local language, customs, government regulations, security, local news.

8. Tip / FAQ (Frequently Asked and Question), is a suggestion provided to tourists both in the form of presentation and inquiries from tourists

9. Organization Conduct is an important organization that can be contacted either address, phone, travel-related email such as immigration, embassy, consular, or travel agent.

10. Payment Method, information on how payment is received by hotel management, can be with VISA, Master Card, check or travel check.

11. Information on line security, i.e. information on online transactions if transactions are made through the web site.

12. Travel Insurance, is information about travel insurance that is available during the tourists doing vacation activities.

13. Company Information, is information about the company that contains the address of the hotel, the number of rooms available, when it was built, the architect's name, the owner's name, and other information related to the hotel itself.

14. Contact Information, is the name of the clerk, telephone, fax, e-mail address that can be contacted at any time

15. Research Data, is information that contains research on tourists ever done by the Hotel itself

16. Hot Links, direct link through web site with tourism / travel information

17. Multi Languages, other languages available on web sites, such as Germany, Spain, Japan and others.

MATRIX CELLS A 1.2 PROVISION AND TIMELY

1. Prices, is the price offered at a given time period

2. Available Cheeking, checking room availability in real time

3. New Information, is new information available within the hotel

4. Chat / Discussion Forum, is a special forum provided to guests who have stayed at the hotel

5. Calendar of Events, is an event, or agenda of festivals, tournaments, or other interesting events organized by the hotel

6. Press Release, containing the latest news about hotels and other situations relating to hotels

7. Weather Report, weather conditions at any given time

8. Exchange Rate, currency exchange rates in different countries

9. Current Time, time indicated by local time *compared to time in different countries.*

MATRIX CELLS A 1.3 PROVISIONS AND COTUMIZED

1. Search Engines, search engine information that can be used by Travellers in searching for the desired information

2. Automatic facility, is a facility available on the web site to update news related to tourism

MATRIX CELLS A 1.4 PROVISION AND SENSATIONAL

1. Multimedia, is a special facility available that can show the actual situation like a virtual tour venue.

2. Catchy Information is information that is easy to obtain immediately without requiring long down load process.

MATRIX CELLS A 2.1 PROMOTIONS AND GENERAL

1. Award for Company, is an award that has been received by the Hotel, can be in the form of awards in the field of tourism or other awards

2. Logo, Brand Name, is a special symbol that characterizes the hotel

3. Affiliate with big company, is an affiliate or a kind of membership owned by the hotel, such as membership with WTO (World Tourist Organization)

4. Accreditation, is the recognition of standards already owned by the Hotel, e.g. ISO9001

5. Testimology from costumer, is a statement given to the Hotel of the guests who had stayed at the Hotel

MATRIX CELL A. 2.2 PROMOTION TIMELY

1. Special offer, special offers within a certain period of time with a limited period of validity is given to hotel guests

2. Web cam, camera that has a direct connection with the website to broadcast an event

An International Double-Blind, Peer Reviewed, Refereed Open Access Journal - Included in the International Indexing Directories

Page 32

MATRIX CELLS A 2.3 PROMOTION AND TIMELY

1. Search Engine for company product / services, is a search engine provided in the web site to make it easier to find products or services that exist dihotel

2. Automatic facility to customized travel plan is a special facility on the web site that makes it easy for travellers to plan their flights, travel, hotel, transport and budget.

MATRIX CELL A 2.4 PROMOTION AND SENSATIONAL

1. Outstanding web design, is software support in the web site so easily accessible and easily found by tourists

2. Discount, is a discounted rate provided by the hotel either in the promotion or discounted price provided for booking the room via internet

3. Contest, which can be followed by web site visitors

4. Something free, like a one-night stay for travellers who stay more than a week.

SEL MATRIKS A 3.1. PROCESSING AND GENERAL

1. E-mail, is a means of correspondence that can be used to contact the hotel directly

2. Online Reservation, is a means used to execute room bookings

3. Digital Signature, is an identity facility provided for booking a room

4. Online customer services, is a facility provided to consumers online

5. Job Status tracking, is a facility provided on the website to find out whether the flight or part of another itinerary that has been planned, cancelled or postponed

SEL MATRIKS A 3.2. PROCESSING-TIMELY

1. Automatic plan change, is the schedule change automatically to change the order automatically if one of the travel chain cancelled or delayed

2. Facility for interactive brokering, is a special facility for intermediaries

3. Online auction, facilities for conducting tour auctions, airline tickets etc.

SEL MATRIKS 3.3. PROCESSING AND COSTUMIZED

1. Automatic Suggestion to Save Money, advice to save money automatically

2. Automatic proposal base on where you have been, special offer through web site based on location where the consumer is located

3. Air mail calculator, air flight distance calculation

SEL MATRIKS 3.4. PROSCESSING AND SENSATIONAL

1. Discount Surprise after transaction, is a surprise gift given to travellers who make a booking through the web site. Hadian this new diketahu after making a transaction

6. DATA COLLECTION

Quantitative data is secondary data obtained from observations of hotel web sites in Bali based on kerngka purpose value. The observation result is expressed by 0 (zero) if the corresponding variable is not contained in the web sites and 1 (one) if the corresponding variable is contained in the web sites. Qualitative data is the primary data in the form of interviews. The result of this interview is used to complete the analysis of observation result on the star hotel website in Bali.

Secondary data is obtained from the internet through Google search engine in the form of web sites star hotels in Bali. Primary data comes from interviews with several star hotels that already have web sites. Data is a qualitative statement.

An International Double-Blind, Peer Reviewed, Refereed Open Access Journal - Included in the International Indexing Directories

Page 34

BIBLIOGRAPHY

Alba, J.W. and Hutchinson, J.W.(1997). *Dimensions of Consumers expertise*. Journal of Consumers Research, 13 (March), 411-53.

Anite.(2000). *E-Travel: How to Start the Revolution*. Anite Travel Systems, Online Travel Survey.

Akhter, J. (2002). *The Impact of Electronic Commerce (EC) on the Functioning of Travel Industry-an Analysis*.

Beatty, S.E. & Smith, S.M. (1987). *External Search Effort: an Investigation across Several Product Categories*. Journal of Consumers Research.

Benckendorff. P (2001). *Marketing on the Internet, a Guide for Tourist Attractions.* School of Business Tourism Program, James Cook University, Townsville.

Beatty, S.E., Smith, S.M.(1987). *External search effort: An investigation across several product categories*, Journal of Consumer Research.

Bettman, J.R. (1979), *Memory Factor in Consumers Choise: a Review*. Journal of Marketing.

Bettman, J.R. and Park. C.W. (1980*). Effect of prior knowledge and experience and phase of the choice process on consumer's decision processes: a protocol analysis*. Journal of Consumers Research, 7(December)

Bettman. J.R. (1979). *An Information Processing Theory of Consumers choice*, Reading, MA: Addison-Wesley.

Biehal, G. and Chakravarti, D.(1982). *Information-presentation format and learning goals as determinants of consumers' memory retrieval and choice processes*. Journal of Consumers' Research, 8 March.

Bloch, M. and sergev, Arie. (1996) *The Impact of Electronic Commerce on the Travel Industry*. The Fisher Centre for Information Technology & Management, Walter Haas School of Business, University of California, Berkeley.

Brady, R., Forrest. E., and Mizerski, R (1997). *Cyber marketing: your Interactive Marketing Consultan*t, NTC Business Book, Illionois, USA.

Broderic, A.J. and Mueller, R.D.(1999). *A theoretical and empirical exegesis of the consumer's involvement construct*, Journal of Marketing Theory and Practice.

Brucks, M.(1986). *A typology of consumer knowledge content. Advances in Consumers Research*. Provo, UT: Association for Consumers Research.

Buhalis, D. (1996) *Information and Telecommunication Technology as a strategic tool for tourism enhancement at destination regions.* ENTER '96 Conference, Innsbruck.

Burnett & Moriarty,(1988). dalam *The Impact of The Internet on Business Traveller* oleh Guthan Antje, 2002 , Disertasi, Bournemouth University.

Chen, Hong-Mei and Sheldon, Pauline J.(1997). *Destination Information Systems: Design Issues and Directions*, Journal of Management Information System, fall, 14(2), pp.151-176.

Capra, S.C. and Canale, R.P. (1985). *Metode Numerik Untuk Teknik*, UI Press Jakarta.

Comer, D.E. (1997). *The internet: everything you need to know about computer networking and how to internet works*. Upper Saddle River, New Jersey: Prentice Hall.

Connoly. D.J. (1999). *Understanding Information Technology Investment Decision Makin in The Contect of Hotel Global Distribution Systems: a Multiple Case Study*. Dissertation. Virginia Polytechnic Institute and State University.

Davis. G. (1999) dalam *Kerangka Dasar Sistem Informasi Manajemen*, alih bahasa oleh Andreas S. Adiwardana, Pt. Ikrar Mandiriabadi, Jakarta.

Davis, F.D. (1989). *Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology*. MIS Quarterly, 13.

Davis, F.D., Bargozzi,R.P. and Warshaw (1989). *User Acceptance of Computer Technology: a Comparison of Two Theoritical Models*. Management Science.

Dodd, T.H., Pinkleton, B.E., Gustafson, A.W. (1996) *External Information sources of product enthusiat: Differences between variety seekers, variety neutrals, and variety avoiders*. Psychology and Marketing.

Echols, J.M. & Shadily, H.(1982) *Kamus Inggris Indonesia*, Gramedia-Jakarta.

Effendi, Prof.Onong Uchjana, M.A. (2003). *Ilmu, Teori dan Filsafat Komunikasi*, Penerbit Citra Aditya Bakti, Bandung.

Ed Horton.(2001). *The Effective of the Internet as a Marketing Communication Medium*, Dissertation. University of Manchester Institute of Science and Technology.

Engel. F.J., Blackwell. R.D., Miniard. P.W.(1995). dalam *Perilaku Konsumen*, diterjemahkan oleh Drs.Budijanto, Binarupa Aksara, Jakarta.

Fodness, D.& Murray,B. (1999). *A Model of tourist information search behavior*. Journal of Travel Research.

Foxworthy, R . (1997) *Suiting up for multimedia*, Marketing, April

Gonring, M.P., (2000).*Global mega trend push imc concepts to forefront of strategic business thinking,* Journal of Integrated Communication. Available: http://www.journalism.northwestern.edu/

Greengard, Samuel (1997). *Component of frequently visited site*, Workforce, 8, March

Gursoy, D. (2001). *Development of a Travelers' Information Search Behavior Model*. Dissertation. Virginia Politechnic Institute and State University.Blacksburg,Virginia.

Hartman, Amir,&John Sifonis (2000) *Net Ready-Strategis for Success in the e-Conomy*. Mc Graw-Hill, United States.

Ho, James (1997). *Evaluating World Wide Web: Global Study of Commercial Site*, Journal of Computer Mediated Communication, www.ascusc.org/jcmc/vol3/issued/ho.html

Ho, J., (1997).*Evaluating the world wide web: global study commercial sites, Journal of Computer-Mediated Communication*. Available: http://www.ascusc.org/jcmc.

Ho, James (1996). *Evaluating World Wide Web: A Study of 1000 Commercial Sites*, Information Decisions Sciences, University of Illinois, Chicago, June, www.uic.edu/~jimho/www1000 html.

Hoffman, M.P. & Novak, T.P.(1996) *a New marketing paradigm for electronic commerce*, Journal of Computer-Mediated Communication, Special Issue. Available: http://www.elab.vanderbilt.edu

Hyde, K.F. (1997). *Building a model of Independent vacation travel as evolving itinerary*. Paper presented at the Symposium on the Consumers Phycology of Travel, Hospitality & Leisure Research, August, Hilo, Hawaii.

Indrajit, Richardus E. (2000*) Manajemen Sistem Informasi dan Teknologi Informasi*. Elex Media Komputindo, Jakarta.

Indrajit, Richardus E. (2001) *E Commerce Kiat dan Strategi Bisnis di Dunia Maya*. Elex Media Komputindo, Jakarta.

Inkpen, G.(1998). *Information Technology for Travel and Tourism*. Edinburgh: Addison.

Jensen ,C.F.(2001). *Strategic Perspective in Tourism*. Centre for Services Studies. Rostkilde University.

Jung, Hyung-Sooand Baker (1998). *Assessing the Market Effectiveness of the World Wide Web in National Tourism*, School of Management Studies for the Services Sector, University of Surrey.

Jupiter Research.(2002). *Market Forcast Report-Potrait of the Online Population trough 2007*. http://www.jup.com

Kapferer, J.N.and Laurent,G.(1993). *Further evidence on the consumer involvement profile: Five antecendents involvement*. Psychology and Marketing.

Kirsner, Scott (1997). *Close Enconter: The most effective Web sites offer user a conversation, not a monologue,* CIO Web Business, October 1, 1997. www.cio.com/archieve/webcusiness/100197_main_content.html

Klein, S.and Tschanz, N. (1996). *Internet Strategy Development in Tourism: Concept and Case Study*. Net Academy, Lisbon, Portugal.

Koisur, D.(1997) *Understanding Electronic Commerce-How Online Transaction can Grow your Business*. Redmon, Washington: Microsoft Press.

Kotler & Amstrong (2004) dalam *Dasar-dasar Pemasaran*, Edisi Sembilan, diterjemahkan oleh Sindoro Alexander. Drs, dan Tim Mark Plus, Penerbit Indeks, Jakarta

Kotler. P. (2000) dalam *Manajemen Pemasaran, Edisi Milenium*, Edisi Bahasa Indonesia, Pearson Education Asia Pte. Ltd.dan PT. Prenhallindo, Jakarta.

Lake, D, (2001). *American go online for travel information*. http://www.cnn.com

Lane, M.S. and Cavaye, A.L.M.(1999) *The Convergence of IT and Marketing in the Ongoing Development of an Internet Marketing Web Site*. Department of Information System, Queensland.

Landero, A. (2002). *Analysis of Current Trends in the Hospitality trough Content Analysis of Hotel-on Line Internet*. Hotel Online Special Releases. Hilton Collage of Hotel and Restaurant Management University of Houston.

Leiper, N. (1990).*Tourism System*. Department of Management Systems, Occasional Paper. Massey University, Aucland.

Martin, Chuck (1997). *The Digital Estate: Strategic for Competing, Surviving, and Thriving in an International World*, Mc Graw Hill.

Mathieson, A. and Wall, G.(1982). *Tourism: Economic, Physical, and Social Impact*, London :Longman

McGuire W.J. (1976) *Some Internal Psychological Factors Influencing Consumer Choice*, Journal of Consumer Research.

Nielsen, J. (1997). *Content in a service*. www.contentius.com/articl/I-5

Nielsen, J. (1997) *How User Read on the Web*. Available http:/www.useit.com/alertbox/9710a.html

Nielsen, J.(1998).*Does internet=web*. Available: http: //www.useit.com/alertbox.

Novak, T.P. & Hoffman, D.L. (1996) *Marketing in hypermedia computer-mediated environment: conceptual foundation*, Available: http://elab.vanderbilt.edu

O'Connor (1999). dalam *The Impact of The Internet on Business Traveller* oleh Guthan Antje, 2002 , Disertasi, Bournemouth University

Pan, Bing (2002). *Travel Information Search on the Internet*, a Working Dissertation   Proposal, University of Illinois at Urbana-Champaign.

Pan, Bing. (2001). *A Typology of Tourism Related Web Sites: Its Theoretical Background and Implications*, Proposal, University of Illinois at Urbana- Champaign

Pawitra, T. (1993) *Pemasaran: Dimensi Falsafah, Disiplin dan Keakhlian*. Penerbit Sekolah Tinggi Manajmen Prasetya Mulya.Jakarta.

Pollock, A (1995). *Occasional Studies: the impact information technology on destination marketing.* EIU Travel and Tourism Analyst.

Poon, A. (1993).*Tourism, Technology and Competitive Strategies*. Wallingford: CAB International.

Rachman, Zulfikar M (1998). *The Effectiveness of Tourism Website. Disertasi. University of Waikato.* http://www.meltingpoint.fortunecity.com.

Rachman, Zulfikar M.and Richins, Harold (1997*). The Status of New Zealand Tour Operator Web Sites*, the Journal of Tourism Studies, December, pp. 62-82.

Ratchford, B.T.,Talukdar, D.,Lee, M.S. (2001). *A model consumers choice of the Internet as an Information Sources*. International Journal of Electronic Commerce.

Scharl, A. (2000). Evolutionary Web development. Spiringer, London. http://webdev.wu-wien,ac,at/.

Scharl. A., Bauer, C., Taudes, A., Natter, M. and Wober, K.(2001). *Content Analysis e Tourism: Competitiveness and Success Factor of European Tourism Web Sites*. European Forum Albach.

Schmoll, G.A. (1997).*Tourism Promotion*, London: Tourism International Press.

Seabra, C., Lages, L.F., Abrantes, J.L. (2004). *The info sources scale: A measure to a assess the importance of external tourism information sources*. Journal of Business Research.

Sheldon, P.(1997).*Tourism Information Technology*. New York: Cab International

Siegel. G., Marconi. H.R. (1989) *Behavioral Accounting*. South-Western Publishing Co.

Sirakaya, E., Mclelland, R. and Uysal, M.(1996). *Modeling vacation destination decisions: A Behavioral Approach*. Journal of Travle and Tourism Marketing.

Soehoet, Hoeta. A.M. (2002) *Teori Komunikasi*. IISIP Jakarta.

Sterne, J. (1999). *World Wide Web: integrating in the web in to your marketing strategy*. New York: Jhon Wiley & Son.

Supranto, J. (1992). *Pengantar Matrik*, BP-FEUI, Jakarta

Suwondo, E. (1993). *Pengantar Numerik*. Program Pasca Sarjana UGM, Jogyakarta.

Szajna, B. (1996). *Empirical Evaluation of the Revised Technology Acceptance Model*. Management Science.

Teare, R. (1992). *An Exploration of the consumer decision process for hospitality services*. Managing and Marketing Services in the 1990s, London, UK: Cassell Educational.

Travel Click (2002). *Top Ten Asia Pacific Markets for Q3*, http://www.travelclik.com

Travel Industry Association of America. (1997). *Technology and Travel Profile: Executive Report*. Travel Industry Association of America, Washington DC.

Ware, James P., Gebauer, Judith; Hartmant, Amir, and Rildan, Malu (1998). *5 Sin of Doing Business on the Web,* Information week, 682, pp73-8

Vogt, C. and Fesenmaier, D.R. (1998*). Expanding the functional information search.* Annal of Tourism Reseacrh.

Werthner, H. & Klein, S.(1999). *Information Technology and Tourism: A Challenging Relation*. Vienna: Springer-Verlag.

Wober, K.W. and U.Gretzel (2000). *Tourism Managers' Adoption of Marketing Decisions Support System*. Journal of Travel Research, 39.