

## ABSTRAK

Penelitian ini menguji perbedaan *attitude toward hotel* dan *trust* pada penyedia layanan hotel berdasarkan strategi *temporal distance*, *spatial distance*, dan *construal level* pada iklan layanan hotel di website menggunakan uji MANOVA. Kemudian menguji pengaruh *attitude toward hotel* dan *trust* terhadap *reservation intention* menggunakan uji SEM dengan AMOS. Penelitian ini menggunakan desain faktorial 2 *temporal distance* (*far vs near*) x 2 *spatial distance* (*far vs near*) x 2 *construal level* (*high vs low*) pada 240 partisipan mahasiswa dan mahasiswi. Sebelum dilakukan *main test*, dalam penelitian ini dilakukan cek manipulasi untuk memastikan partisipan memahami kondisi serta stimuli yang dibuat oleh peneliti. Variabel terukur *attitude toward hotel* (6 indikator), *trust* (5 indikator), *reservation intention* (6 indikator), diukur dengan masing masing skala linkert 5 poin. Dalam penelitian ini, pada *main effect* ditemukan bahwa kondisi *temporal distance*, *spatial distance*, dan *construal level* yang berbeda menghasilkan perbedaan yang signifikan terhadap *attitude toward hotel* dan *trust*. Pada *interaction effect* ditemukan bahwa kombinasi antara *temporal distance*, *spatial distance*, dan *construal level* menghasilkan perbedaan yang signifikan pada *attitude toward hotel* dan *trust*. Selain itu, dalam penelitian ini terbukti bahwa *attitude toward hotel* dan *trust* berpengaruh positif terhadap *reservation intention*.

**Kata kunci:** *temporal distance*, *spatial distance*, *construal level*, *attitude toward hotel* *trust*, MANOVA, SEM.

## ABSTRACT

*This study examines the differences between attitude and trust in hotel service providers based on the temporal distance, spatial distance, and construal level strategies for hotel service advertisements on websites using the Multivariate Analysis of Variance (MANOVA) test. This study also tested the effect of attitude toward hotel and trust towards reservation intention using the Structural Equation Modelling (SEM) with the SPSS AMOS software. This research used a factorial design of 2 temporal distance (far vs near) x 2 spatial distance (far vs near) x 2 construal level (high vs low) involving 240 student participants. Before doing the main test, in this study, a manipulation check was made to ensure that the participants understood the scenario and stimuli created by the researcher. The measured variable consisted of: attitude toward hotel (6 indicators), trust (5 indicators), and reservation intention (6 indicators). All of the measures used 5 points Likert scale. In this study, using the MANOVA's main effect, different temporal distance, spatial distance, and construal level conditions resulted in significant differences in attitude toward hotel and trust. It was also found that the combination between temporal distance, spatial distance, and construal level produced a significant interaction effect difference in attitude toward hotel. This study also proved that attitude toward hotels and trusts had a positive effect on reservation intention.*

**Keywords:** *temporal distance, spatial distance, construal level, attitude toward hotel trust, MANOVA, SEM.*