

Traveloka Consumer Behavior in Sumbawa Regency

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Abstract— Due to the increasing Internet penetration in Indonesia each year, our society is almost inseparable from the influence of the Internet in almost every aspect of life, including the Tour & Travel industry. The convenience of the Internet's advancements is particularly noticeable when purchasing airline tickets. Therefore, it is crucial to understand the behavior of Traveloka customers. The purpose of this study was to determine whether price, perceived ease of use and trust are factors that influence purchasing decisions. The 107 respondents in this study were selected using a stratified random sampling technique. Using multiple linear regression to analyze the data, it was determined that price did not affect purchasing decisions. Instead, trust and perceived usability influence the purchase decision.

Indexed Terms— Price, Perceived Ease to Use, Trust, and Purchase Decision.

I. INTRODUCTION

The tourist industry involves the transmission of information rapidly and accurately, with businesspeople communicating with their consumers through a variety of communication channels in order to advertise their products and establish connections with consumers and suppliers. In addition, information is essential for tourism planning since it influences the selection of tourist locations and the planning of purchases, including lodging, transportation, activities, attractions, and food, among others (Hyde, 2008). Therefore, the Internet has become essential for planning, tourism, and purchasing decisions requiring information research. This is since the Internet has become a key source of information with a high degree of interactivity and personalization to give a user-tailored experience (Herlina, 2013).

The Internet is crucial in introducing us to the virtual world. Various nations are currently entering a new period known as the era of globalization. The era of

globalization is one in which geographical barriers between nations no longer hinder communication and interaction between individuals. Internet access has become necessary for users to complete specific tasks in Indonesia. The increasing number of internet users in Indonesia stimulates the development of several online activities. Therefore, customers and users have become dependent on the Internet (Pasiani, 2022).

Business people organize marketing activities such as market research, product creation, and alerting consumers about product qualities, customer service, and consumer feedback using electronic marketing and internet communication. Airline firms are among the many product and service providers targeted by sales opportunities using electronic technologies. According to Asociacion para la Investigacion de Medios de Comunicacion (AIMC) Spain, airline e-tickets have been the most popular product in recent years. Some of them indicate that the internet-based electronic system trade market is a marketplace for international airlines, including Indonesia.

Indonesian airlines utilize a system for selling airplane tickets identical to that used in other nations. The sales system is divided into traditional or manual sales, which require buyers to meet face-to-face with ticketing officers at airline branch offices or travel agents, and online sales, which do not require buyers to meet face-to-face with ticketing officers but do require them to use internet-connected electronic devices. Accessing the websites and smartphone applications (smartphones) of specific airlines makes it possible to conduct online sales. Or via lifestyle applications like Traveloka, Tiket.com, PegiPegi, Agoda, etc.

PT Trinus Travelindo, sometimes known as Traveloka, is a company that offers online flight ticket and hotel reservation services. More than 100 domestic and international airlines work with

Traveloka. Through its website, www.traveloka.com, Traveloka offers more than 200,000 flight routes globally. More than 100 million copies of the Traveloka application have been downloaded, making it the most popular travel and leisure booking application in Southeast Asia (Traveloka, 2021).

In 2022, this period will be distinct from the previous two years of the pandemic. Positive economic recovery indicators, a growing desire to travel, and the rapid use of digital payment systems provide prospects for the travel industry to rebound. Those that wish to capitalize on this trend must be prepared to accept digital payments, particularly during the holiday season. During this year's Eid holiday period, Traveloka and Tiket.com observed a 62 percent rise in demand for travel-related services. The government has permitted individuals to return home after prohibiting it for two years owing to the Covid-19 outbreak. During this year's Eid holiday period, Traveloka saw considerable demand for various items, including airline tickets, hotels, trains, and buses (Burhan, 2022).

All of the company's products and services must have a price to promote them. The price must be reasonable and of high quality, and consumers must be able to compare it to the prices of other comparable companies. As a means of assisting consumers in making purchasing decisions, the price is said to be low, high, or average, depending on the individual's personality, which is influenced by his or her environment and circumstances. Currently, the increase in the price of plane tickets is attributable to some factors, and the most significant of which is the increased exchange rate of the dollar against the rupiah; as a result, the current ticket price is significantly different from last year's. Peter & Olson (2009) asserted that in product, advertising, and service pricing, prices are an incentive or effect on consumer behavior while purchasing decisions.

There are issues with the growing amount of Traveloka aircraft ticket transactions that are inconsistent with the rating of the mobile application. The ratings given by tourists differ, with some expressing extreme satisfaction with the Traveloka mobile application system and others expressing extreme dissatisfaction. The Traveloka mobile

application has numerous negative aspects, such as tourists' dissatisfaction with using the Traveloka mobile application, as evidenced by rating data and tourist reviews. As a result, tourists will switch to using mobile applications offered by competitors whose quality is significantly superior and can meet tourists' expectations. The low rating of the Traveloka mobile application is inconsistent with the rising number of airplane ticket bookings made using the application. Alma (2005) stated that a decision to purchase or not was taken following an evaluation.

Numerous considerations must be made during the buying process by tourists. According to Kotler & Keller (2016), the purchase decision is one of the stages in the buying decision process where customers decide to buy. The stages of the buying decision process are problem awareness, information gathering, appraisal of alternatives, purchase decisions, and post-purchase behavior. This remark demonstrates the significance of making consumer purchasing decisions. Therefore, this research is essential because by understanding the characteristics that influence purchasing decisions, Traveloka can fulfill its goals, namely obtaining purchase decisions from visitors via mobile applications. Furthermore, this research is designed to provide an overview of the perspectives of smartphone users regarding pricing, usability, and trust, as these three factors can enhance the number of airline tickets purchased through Traveloka.

II. LITERATURE REVIEW

Purchase choice refers to a consumer's decision to purchase a product after contemplating whether or not it is proper to do so based on the knowledge he has gained about the product's reality after observing it (Tjiptono, 2007). Consumer behavior is the acts of individuals who are directly involved in the effort to purchase and consume goods and services, as well as the process of returning decisions that precede and follow these activities. Consequently, to Kotler & Keller (2016). Purchase choice is the activity consumers take in deciding whether or not to buy a thing. Of the various factors influencing consumers in purchasing a product or service, consumers typically consider quality, price, and products that are already well-known to the public. Before making a purchase, consumers typically go through several stages,

including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In typical transactions, however, consumers frequently bypass or invert several of these steps. From the beliefs mentioned above, it can be deduced that the purchase decision is a person's decision in which he selects one of the multiple alternatives.

Consumers make purchase selections as a means of resolving problems and moving needs. Before making a purchasing decision, buyers are frequently presented with some possibilities. According to Kotler & Keller (2016), the following are purchasing decision indicators: a) The stability of buying after knowing product information, b) Deciding to buy because of the most preferred brand, c) Buy because it is by the wishes and needs, d) Buying because of recommendations from others.

All of the company's services must be accompanied by a price. The corporation must set the appropriate pricing for these services in order for them to be sold on the market. With the price, users can compare various services. Individual perceptions, which are influenced by their environment and personal circumstances, determine whether a price is deemed inexpensive, expensive, or merely average, thereby aiding consumers in making purchasing decisions. However, these perceptions do not need to be identical, as they depend on the environment and the individual. According to Kotler (2012), the only aspect of the marketing mix that creates income is price; the other elements generate expenses.

Additionally, price is one of the most plastic components of the marketing mix. In contrast to product characteristics and distribution agreements, prices can be adjusted rapidly. At the same time, price-fixing and competition are businesses' most pressing issues. Whether a corporation or organization prioritizes profit or not, it will always have to determine the prices of the things it manufactures. Therefore, price is a significant factor in the decision-making process of purchasers.

Price is one of the influencing elements in customer brand selection and purchasing decisions. When deciding between existing brands, buyers will analyze

pricing indirectly by comparing many price benchmarks as a guide for making purchases. Therefore, price is one of the marketing mix components that play a significant impact and even decides the effectiveness of marketing activity. According to Phillip Kotler & Amstrong (2012) the following are price indicators: a) Prices are within the purchasing capacity of customers. b) The compatibility of pricing and quality. c) Prices are comparable to those of comparable products.

The concept of an online shopping site offers more convenience and advantages than traditional shopping locations. In addition to the simple transaction procedure, the technology on online shopping sites makes it simple to stimulate transactions. Jogiyanto (2007) defines convenience as the degree to which a person believes using technology would be problem-free. In the meantime, Davis (1989) defines ease of use as a belief in ease of use, i.e., the extent to which users believe the technology or system can be utilized readily and without difficulty. Therefore, the convenience factor will influence behavior, such that the better a person's impression of the system's usability, the greater their use of information technology. From the preceding definition, it can be stated that the simplicity of the system for purchasing a product online makes it easier for customers to connect, facilitates transactions, provides easy access to information, and does not make consumers feel confused or uneasy in order to sustain consumer loyalty and satisfaction in the future. This aspect relates to the ease with which consumers can locate online transaction operations. Typically, first-time online buyers encounter difficulties and are dissuaded from continuing due to security concerns and a lack of knowledge regarding how to deal online correctly and efficiently.

In contrast, some consumers take the initiative to learn how to deal online and attempt to do so. A site that provides directions on how to transact online, beginning with how to order and pay, is an excellent online shopping site. Indicators of usefulness 1) Simple to comprehend, 2) practical, and 3) user-friendly (Davis, 1989).

Building a relationship quality model requires a foundation of trust. Trust is one party's belief

regarding the intentions and actions of another. As described by Mahuni (2008), consumer trust is the consumer's expectation that the provider of goods or services can be depended upon to keep their commitments. The following elements influence consumer confidence in the company: 1) Benevolence is the seller's willingness to serve the consumers' interests by meeting their needs. 2) Integrity (integrity) is the degree to which one trusts the seller's sincerity to uphold and fulfill agreements with consumers. 3) Competence is a person's conviction in the seller's competence to assist consumers in accomplishing a task based on the consumers' wants.

In order to make a purchase, consumers must be divorced from the qualities of the product or service. In transportation service firms, price is the essential factor. Price is the seller's estimation of the meaning of the expression of value as it relates to the usefulness and quality of the product, the image created through advertising and promotion, the availability of the product through the distribution network, and the services that accompany a product (Daniel, 2001). The pricing set by sellers will influence the purchasing decisions of consumers, as affordable prices will encourage consumers to acquire the products. The primary hypothesis of this study is that pricing influences purchase choices (Riskyady & Sulistyowati, 2021).

According to research by Laras & Bawono (2021), the increasing convenience of e-commerce would substantially impact the growth of online purchase decisions. Therefore, if someone perceives technology as simple to use, they will employ it. Therefore, this convenience variable indicates that a system is designed to provide convenience for the user, whereas the system is designed to provide convenience for the user. Therefore, someone who uses a particular system will work more efficiently than someone who works manually. Therefore, the second hypothesis suggests that purchasing decisions are influenced by convenience.

Consumer trust in a product or service is a vital component and a necessity for businesses because consumers will always believe in consuming or reusing a company's products, provided the company offers quality products or services that meet consumer

expectations. The third hypothesis asserts that trust influences purchase choices (Riyanto & Suriyanti, 2021).

III. RESEARCH METHOD

This is a hypothesis-testing research design based on the issues examined in this study. According to Sekaran & Bougie (2017), Hypothesis testing studies typically illustrate the nature of specific relationships or establish distinctions between groups or behaviors (independence) involving two or more variables. This study was done to determine the impact of convenience, trust, and price on airline ticket purchases made online.

According to Sugiyono (2017), a population is a generalization area made up of items or subjects with particular attributes and characteristics established by the researcher. All of the participants in this study had purchased airline tickets using Traveloka. Therefore, the sample represents a portion of the population's total number of possessed traits Sugiyono (2017). The sample size for this study was 107 individuals. The method utilized is non-probability sampling with a purposive sampling approach, where the method of identifying the sample is based on specific criteria (Ferdinand, 2014), where the criteria are 1) Residing in Sumbawa Regency and 2) Purchasing tickets from Traveloka within the previous two weeks. Multiple regression analysis is used to find out how much influence several independent variables have on the dependent variable (Ferdinand, 2014).

IV. RESULT AND DISCUSSION

Based on the study's validity test findings, it is possible to conclude that all indicators utilized have been validated and are valid since they have met the criteria for a correlation coefficient greater than 0.30. The highest instrument has an average value greater than or equal to 0.800. Each variable's reliability test resulted in a value larger than 0.6, indicating that the tool was dependable.

This work used the normality, multicollinearity, and heteroscedasticity tests to test the classical assumption test. The following can be deduced from the findings:

- 1) The findings of the normalcy test utilizing the One-Sample Kolmogorov-Smirnov Test technique indicate that the value of Sig. or probability is more significant than 0.05. However, the traditional assumption test results in this study indicate Sig. Conclusion: If the value of Sig. 0.190 is more significant than 0.05, then this research is usually distributed and can proceed to the following analysis.
- 2) The tolerance value reveals the results of the multicollinearity test and the Variance Inflation Factor (VIF) generated after the test is conducted; based on the results of the calculation of the Tolerance value, no independent variable has a Tolerance value greater than 0.01 with the Tolerance value of each independent variable; the tolerance value is 0.238, Perceived Ease of Use is 0.238, and Trust is 0.256. Similarly, the results of the calculation of the Variance Inflation Factor (VIF) value demonstrate the absence of the VIF value of the independent variable with a VIF value greater than 10, with the VIF values of Price (4.204), Perceived Ease of Use (3.879), and Trust (3,912) for each independent variable. The three independent variables have Tolerance values of more than 0.01 and VIF values of less than 10. In this instance, the Tolerance and VIF values indicate no multicollinearity among the independent variables.
- 3) The findings of the heteroscedasticity test, according to Ghozali (2013: 142), the Glejser test is one approach to determine the existence or absence of heteroscedasticity. The Glejser test offers to regress the residual's absolute value against the independent variable. The probability outcome is deemed significant if the significance value is greater than the 0.05 level of confidence. For example, if the price is 0.170, the value of Sig. Variable Perceived Ease to Use is 0.165, and the importance of Sig. The trust variable is 0.487, indicating that this study does not exhibit heteroscedasticity.

Perceived Ease to Use		0.003	Significant
Trust	.620	0.000	Significant

Source: primary data processed, 2022

Based on table 1, it can be inferred that price has no substantial impact on purchasing decisions. This could be because Traveloka's ticket costs are comparable to other ticket agents. Therefore, consumers do not notice the difference. Therefore, the findings of this investigation are consistent with those obtained by Susanto (2021).

To establish and maintain long-term commercial connections, trust is crucial. It is considered that trust significantly influences commitment. The greater the popularity of an online shopping website, the greater buyer confidence in that website. Customers will have more faith in the website's dependability, believing it is accurate. Students in management programs assume that the Trust variable, which encompasses Benevolence, Integrity, and Competence, significantly impacts their purchase decisions. This research indicates that Traveloka has established a high level of consumer confidence. Therefore, the findings of this investigation are consistent with those obtained by Putri & Iriani (2020)

Individuals' perception that using a specific technology will enhance their performance is a situation known as a convenience. This aspect relates to how operational transactions are conducted online. First-time online buyers typically have difficulties because they do not know how to use the transaction system in an online company, as not all online businesses utilize the same transaction procedures. If the transaction process is onerous, buyers are more likely to abandon their plan to shop online. On the other hand, some prospective purchasers take the initiative to attempt because, in general, they already know how to conduct business online. According to the findings of this study, students in management programs believe that the convenience of online transactions does not influence their purchase decisions. This is because students are in an age group that readily adapts to technological advancements; thus, the convenience factor in online transactions in site convenience, ease of contact, and simplicity of finding products do not influence their purchasing

Tabel 1. Result

Variable	Coefficient	Sign	Criteria
Constant	1.850	-	-
Price	.207	0.118	Not Significant

decisions. Therefore, the findings of this investigation are consistent with those obtained by (Tanjaya et al., 2019).

CONCLUSION

According to the study's findings, the price does not influence purchasing decisions. While the other two independent variables, perceived usability, and trust, impact purchasing decisions to some extent. Suggestions for future researchers should include additional variables that can influence purchasing decisions, including low-cost carriers, service quality, and word-of-mouth.

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