

# Web-Based Ticket's Purchase

Dewi Nusraningrum, Pinta Razy Pangestu, Lely Lubna Alaydrus

**Abstract:** The online sales sites are part of the life of the 4.0 industrial era, one of the sites, which are airplane ticket sales. Traveloka is a company that facilitates online booking services, and ticket sales for airline tickets focused on travelling business in Indonesia and all over the world. Strict competition amongst online airline services in Indonesia pushed Traveloka to follow up their customers' complaints. If the allegations are not promptly followed up, there is a possibility that the consumers will switch to competitors. The study seeks to determine the consequence of brand image, price and web quality to buying decision of online airline ticket at Traveloka. The data was obtained by using a questionnaire distributed online to 320 respondents with the purposive sampling method. The data was investigated with Partial Least Square (PLS), by testing the outer model, inner model with a significance level of 0.05 (5% = 1.96). The results indicated that brand image ( $t\text{-stats} = 2.631$ ), price ( $t\text{-stats} = 5.246$ ), and web quality ( $t\text{-stats} = 6.389$ ) are positive and had a important influence on the buying decision. The highest impact is from web quality ( $t\text{-stats} = 6.389$ ). It shows that the quality of the web is an essential consideration for customers in making decisions to buy airline tickets online. In overview, Traveloka as an online travel company has to continually upgrade their web quality to ensure the airline tickets' booking process and buying process run smoothly and user-friendly for the customers

**Index Terms:** brand image; price; web quality; airline ticket; purchase decision; Traveloka.

## I. INTRODUCTION

### A. Background

E-commerce is a practice of running a commercial activity through electronic technologies the one of the e-commerce companies engaged in the travel business in Indonesia is Traveloka. Traveloka is the fastest, cheapest and most comprehensive airline ticket website. The prices displayed on the Traveloka website have been processed from a network of official sources. Traveloka was launched as a flight ticket website from standard rates to premiums and continues to improve its comprehensive services to include direct ticket reservations (Megantara, 2016).

Since July 2014, Traveloka has released a mobile application for its users in Indonesia to facilitate ticket bookings. Traveloka has worked with 17 airlines including Garuda Indonesia, Citilink, Lion Air, Air Asia, Sriwijaya Air, Batik Air, Wings Air, Kalstar, Jetstar, and so on for more than 5,769 routes in the Asia-Pacific (Megantara, 2016).

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Traveloka is leading as a first ranking online travel agent for ticket sales in Indonesia. According to a survey conducted by www.similarweb.com published in October 2018, Traveloka has 34,810,000 visitors every day and followed by another online airline ticket sales site names Tiket.com. The Traveloka website is also visited by many local and foreign people. Table 1 shows the percentage of visitors in some Southeastern countries by Traveloka website.

**Table 1.** Visitor Traveloka website (Similarweb, 2019)

#	Countries	Visitors (%)
1	Indonesia	57,15
2	Vietnam	17,36
3	Thailand	12,96
4	Malaysia	5,51
5	Philippines	2,55

Table 1 shows that Indonesia is the country with the largest visitor (57.15%). According to a survey conducted by a similar web in January 2019. With the ease of accessing the internet, more and more people in high mobility, so that people need convenience, speed, and accuracy in conducting transactions. This opens opportunities for the travel industry in Indonesia. Currently, in Indonesia, many people use website and application for online purchases of flight tickets. Online airline ticketing and its application are more popular and interesting to develop in the travel industry today. One advantage of using a website or app for a purchase airline ticket is payment can be made immediately through an e-commerce system without having to meet in person.

### B. Research Problem

- How the influence of the brand image toward an online airline tickets purchase decision on the website Traveloka?
- How the influence of price toward an online airline tickets purchase decision on the website Traveloka?
- How the influence the web quality toward an online airline tickets purchase decision on the website Traveloka?

### C. Research Objective

- To analyse the influence of the brand image toward an online airline tickets purchase decision on the website Traveloka?
- To analyse the influence of price toward an online airline tickets purchase decision on the website Traveloka?
- To analyse the influence, the web quality toward an online airline tickets purchase decision on the website Traveloka?



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## D. Research Novelty

In the industrial age 4.0 almost all economic activities related to the purchase of switching to online systems including the purchase of airline tickets online. Research on the decision for that purchase tickets through online became an essential thing to be known primarily for the aviation industry as well as service providers online through ticket sales.

## E. Research contribution

This research in empirical study and will contribute recommendations for the online ticket industries to formulate the price, maintaining their brand image and developing their web quality.

## II. LITERATURE REVIEW

### A. State of The Art

Sale of air tickets using the online system makes the aircraft passengers' needs is very important. This is caused by the presence of globalization that is causing the displacement of people from one place to another using an airplane has become part of people's lives today. In addition, sales of airline tickets have become a competition of industry sales of airline tickets online and are not adequately controlled by the Government (Nusraningrum, 2017).

### B. Brand Image

The brand image is the perception and acceptance implemented by purchaser-, (Keller, 2008). However, Kotler stated that brand image is a client with positive image of a brand, it is more likely to make a purchase (Kotler, 2009). The customer's can comfortably perceive products, assess product aspect , cutdown anticipated danger from goals, and happiness achieved from the brand through the product brand image (Huang, 2010), and also the brand image is perception made by customers about a brand. It means how a customer describes what they feel about the brand when they think about it (Susanto, 2016). In another word, brand image is everything related to a brand that is in the minds of consumers or the impression of consumers about a brand (Suryani, 2013). The measurement of brand image can be done based on aspects of a brand, which include strength, uniqueness, and excellence (favourable) (Keller, 2008). Hariri and Vezifehdust stated that brand image has three dimensions: functional image (image seen from product function); effective image (image seen from the attitude towards brand); and reputation (image seen from brand reputation) (Hariri, 2011). Hence, t brand image is an association that exists in the minds of customers to differentiate from alternative brands such as symbols, names, designs, letters, or special colors that make consumers' understanding of the brand as a whole and consumer trust in a particular brand and how consumers perceive a brand.

### C. Price

The decision about prices should never be made by chance. In a general product, a decrease in price can increase sales, whereas, for products that carry a prestigious image, price increases will increase sales because the product at a specific

price will show product's performance. The pricing is a problem when a company must determine the price for the first time (Abdullah, 2013). Companies must consider many factors in preparing a policy for setting prices. The five steps of the manufacturer to set prices are: choose a target, determining requests, estimating prices, analyzing prices and capturing competitors (Abdullah, 2013). There are four measures that characterize prices: affordability, price compatibility with product aspect , price compatibility with advantages, and price in line with ability or price competitiveness (P. Kotler, Armstrong, G. , 2012).

## D. Web Quality

Web quality is an important factor in online sales and has its value for consumers. The web quality is prepared based on research in three areas: the feature of data from information systems research, communication and service quality from information systems research, e-commerce, and marketing, and usability of human-computer interaction (Sumarwan, 2007). Wan identifies four website quality attributes: information, friendliness, responsiveness and reliability (Wan, 2000). Whereas Parasuraman et al. identified five aspects of service quality: reliability, responsiveness, assurance, empathy, and physical evidence (Parasuraman, 2001). Rayport and Jaworski in Kotler and Keller (2009) mentioned that effective websites display seven design elements called "7C": context (layout and design); content (text, images, sounds, and videos that are on the website); community (how the site allows communication between users); customization (the ability of the site to deliver itself to various users or allow users to personalize the site); communication (how sites allow communication of sites with users, users with sites or two-way communication); connection (the level of connection of the site with other sites); and commerce (the ability of sites to allow commercial transactions). Indicators of website quality variables include information quality, system quality and service quality (Kotler, 2009). These indicators reflect the completeness, accuracy of the information, security and privacy systems, responsive and reliable services. The indicator was adopted from Ahn, et al. (2004); Gee, et al. (2012); Barnes and Vidgen (2003); Cao et al. (2005); Al Dwairi (2013); Yu and Barnes (2007); Rolland and Freeman (2010); Maditinos, et al. (2009) and Yu, et al. (2009) (Barnes, 2003) (Cao, 2005) (Gee, 2012) (Ahn, (2004) (Al-Dwairi, 2013) (Yu Chen, 2007) (Rolland, 2010) (Maditinos, 2009). The webqual dimension according to Barnes & Vidgen (2003) in the journal Widya Sastika (2016) and journal Ghafiki, R (2017) was defined as follows: quality of information; quality of interaction; and quality of use (usability) (Barnes, 2003) (Ghafiki, 2017).

## E. Purchase Decision

A purchase decision is a decision as ownership of an action from two or more choices. Everyone must have considered something before making a purchase. Whether the product to be purchased is by its needs or desires. Then, whether the product to be purchased is by his condition, such as the costs needed to obtain the desired



product. If consumers do not have experience with a product, consumers tend to trust brands they like or are known to (Kanuk, 2008). According to Kotler and Armstrong (2008), the brand is a positive influence of differentiation that if customers recognize brand names, customers will respond to products and services (Armstrong, 2008). The brand image of a company will be very important for customers in choosing which products they will buy if the company has a good brand image, customers will trust the products they sell and will have a high buying interest in the products that the company sells.

Price is also an important indicator that is considered by consumers in purchasing decisions because consumers always provide various considerations in making a purchase. Hasanah (2015) stated price is a concept of diversity that has different meanings for each consumer, depending on the characteristics of consumers, situations and products (Hasanah, 2014). Consumers will be interested in a product if the company offers affordable and competitive prices compared to the prices of similar products, the company's goal of creating affordable prices is to attract consumers to buy products offered by the company. Prices are important for companies because prices determine how much profit the company gets. In addition to the problem of brand image and price, there are still important issues for digital companies, namely web quality, as found by Zhang (2009) that conducting transactions online is easy and sophisticated, but consumer trust in companies is very vulnerable and difficult to obtain (Zhang, 2009). Sarwono and Prihartono (2012) stated that other supporting factors that encourage consumers to do e-commerce activities are the quality of the website (Sarwono, 2012). The website of a company must present the presence of the company in the eyes of customers virtually so that consumers trust and make transactions online through the company's website because improving the quality of a website is expected to increase consumer confidence in conducting transactions online. Based on Kotler and Keller's theory (2008), dimensions used to measure purchasing decision variables are introduction to needs; searching information, alternative evaluation, buying decision and post-purchase behaviour (Keller, 2008). After shopping, on the basis of satisfaction or dissatisfaction, shopper take more actions. This indicator can be measured through customer satisfaction and repurchase

### III. METHODOLOGY/MATERIALS

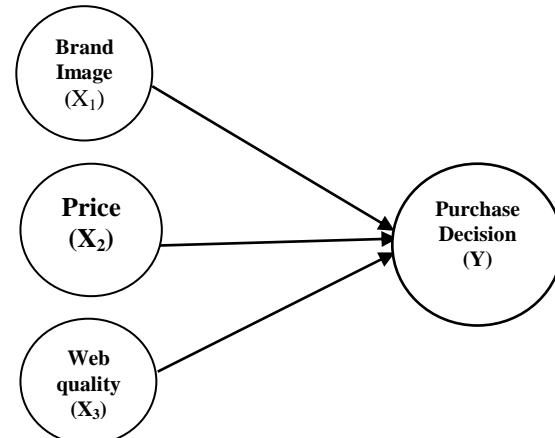
#### A. Research Method

The data were collected using a questionnaire with a purposive sampling technique. The respondents were consumers who have made airline ticket purchase transactions online on traveloka sites in Indonesia. The data collection started from December 2018 to March 2019. The number of samples was decided in accordance with the theory of Hair et al. that the sample size to be used was 320 samples (see table 4) (Lupiyoadi, 2014). The data was analyzed using Structure Equation Model Partial Least Square 3.0 (SEM PLS). The independent variables (X) were a brand image; price; and web quality. The Dependent variables (Y) was a purchase decision.

**Table 2.** Sample calculation

Minimal sample	Maximal sample
Indicators x 5 32 x 5 = 160	Indicators x 10 32 x 10 = 320

#### B. Research Model



**Fig 1.** Research Model

## IV. RESULTS AND FINDINGS

The results show that majority of the participants were female (64.7%), age group 21-25 years old (52.5%), university students (60.3%), with education obtained was senior high school (58.4%).

#### A. Measurement Model Evaluation (Outer Model)

##### a. Convergent Validity

Testing of Convergent Validity of every construct indicator. an indicator is assumed to have acceptable validity if the value is more than 0.70, whereas the loading factor of 0.50 to 0.60 is considered sufficient Ghazali (2014). In accordance with these criteria the loading factor below 0.50 was removed from the model.

**Table 3.**Convergent Validity Test

Variable	Indicator	Outer Loadings	Result
Brand Image	BI1	0.703	Acceptable
	BI2	0.669	Acceptable
	BI3	0.691	Acceptable
	BI4	0.740	Suitable
	BI5	0.660	Suitable
	BI6	0.665	Suitable
	BI7	0.726	Suitable
Price	P1	0.777	Suitable
	P2	0.778	Suitable
	P3	0.794	Suitable
	P4	0.826	Suitable
	QOW1	0.752	Suitable
	QOW2	0.680	Suitable
	QOW3	0.706	Suitable
Web Quality	QOW4	0.781	Suitable
	QOW5	0.810	Suitable
	QOW6	0.702	Suitable
	QOW7	0.718	Suitable



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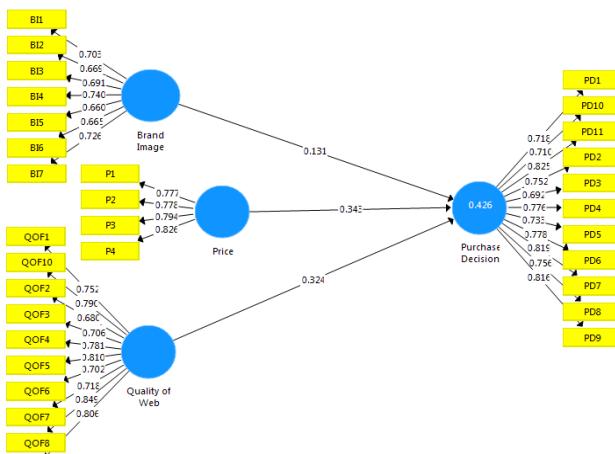
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Purchase Decision	QOW8	0.849	Suitable
	QOW9	0.806	Suitable
	QOW10	0.790	Suitable
	PD1	0.718	Suitable
	PD2	0.752	Suitable
	PD3	0.692	Suitable
	PD4	0.776	Suitable
	PD5	0.733	Suitable
	PD6	0.778	Suitable
	PD7	0.819	Suitable
	PD8	0.756	Suitable
	PD9	0.816	Suitable
	PD10	0.710	Suitable
	PD11	0.825	Suitable

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## Sources: analysis result (2019)

Based on the data in Table 3, each indicator of the research variable had many values of outer loading > 0.7. However, there are still some indicators that have an outer loading value of <0.7. According to Chin, the outer loading value of 0.5-0.6 is considered sufficient to meet the convergent validity requirements. The data above showed that there was no variable indicator whose outer loading value was below 0.5, hence that all indicators were declared feasible or valid for research use and can be used for further analysis.



**Fig 2.** PLS Algorithm

Based on Figure 2, each indicator of brand image, price, web quality and purchase decision had met convergent validity (data was valid) because it had a value of loading factor above 0.50. This was reinforced by the opinion of Ghozali (2014), an indicator is said to have good validity if the value is greater than 0.70, while the loading factor of 0.50 to 0.60 can be considered sufficient (Ghozali, 2014).

**Table 4.** Average Variance Extracted (AVE) Test

<b>Variable</b>	<b>Average Variance Extracted (AVE)</b>
Brand Image	0.482
Price	0.630
Web Quality	0.581
Purchase Decision	0.579

### Sources: analysis result (2019)

Even though the loading factor value is above the minimum limit of 0.50, in Average Variance Extracted (AVE) test there was one variable, brand image that having

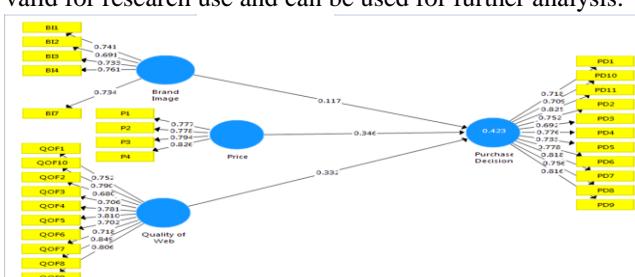
AVE value below 0.5 because the model was modified the model with the aim that the square root value of AVE in brand image variable could be said to have good discriminant validity values, then modifications were made by removing the BI5 (0.660) and BI6 (0.665) indicators because the indicator had the lowest value of loading factor. The following were the outputs of omitting the BI5 and BI6 indicators and recalculation:

**Table 5.** Convergent Validity Test

Variable	Indicator	Outer Loadings	Result
Brand Image	BI1	0.741	Acceptable
	BI2	0.691	Acceptable
	BI3	0.733	Acceptable
	BI4	0.761	Acceptable
	BI7	0.734	Acceptable
Price	P1	0.777	Acceptable
	P2	0.778	Acceptable
	P3	0.794	Acceptable
	P4	0.826	Acceptable
	QOW1	0.752	Acceptable
Web Quality	QOW2	0.680	Acceptable
	QOW3	0.706	Acceptable
	QOW4	0.781	Acceptable
	QOW5	0.810	Acceptable
	QOF6	0.702	Acceptable
Perceived Quality	QOF7	0.718	Acceptable
	QOF8	0.849	Acceptable
	QOF9	0.806	Acceptable
	QOF10	0.790	Acceptable
	PD1	0.718	Acceptable
Perceived Dependability	PD2	0.752	Acceptable
	PD3	0.692	Acceptable
	PD4	0.776	Acceptable
	PD5	0.733	Acceptable
	PD6	0.778	Acceptable
Perceived Dependability	PD7	0.818	Acceptable
	PD8	0.756	Acceptable
	PD9	0.816	Acceptable
	PD10	0.709	Acceptable
	PD11	0.825	Acceptable

## Sources: analysis result (2019)

Based on Table 5, the final Convergent Validity Test can be concluded that the value of outer loadings had a value above 0.5. Therefore all indicators were declared feasible or valid for research use and can be used for further analysis.



**Fig 3.** PLS Algorithm (Last modification)

As a result of the modification, all indicators have influenced convergent validity because it had a value of lodging factor above 0.50.

#### b. Discriminant Validity

On testing discriminant validity, reflective indicators can be seen in the cross loading table between indicators and their constructs. An indicator is declared valid if it has the highest loading factor to the intended construct rather than loading elements to other constructs. Thus, latent constructs predict indicators on their blocks better than other block indicators.

**Table 6.** Discriminant Validity (Cross Loadings)

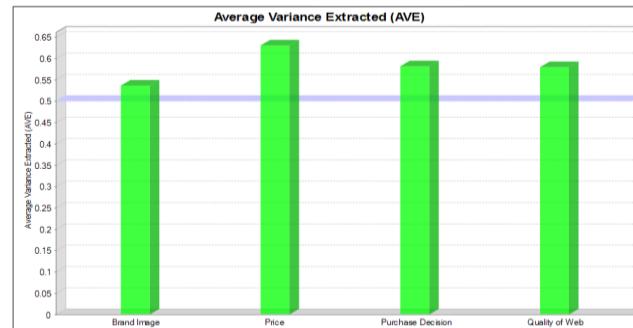
Indicator	Brand Image	Price	Quality of Web	Purchase Decision
BI1	0.741	0.265	0.279	0.255
BI2	0.691	0.219	0.278	0.316
BI3	0.733	0.282	0.258	0.224
BI4	0.761	0.274	0.275	0.256
BI7	0.734	0.340	0.367	0.319
P1	0.168	0.777	0.335	0.342
P2	0.328	0.778	0.421	0.427
P3	0.326	0.794	0.389	0.476
P4	0.346	0.826	0.463	0.503
QOW1	0.323	0.381	0.752	0.365
QOW2	0.295	0.372	0.680	0.328
QOW3	0.262	0.378	0.706	0.370
QOW4	0.318	0.443	0.781	0.430
QOW5	0.293	0.365	0.810	0.473
QOF6	0.263	0.317	0.702	0.412
QOF7	0.316	0.367	0.718	0.407
QOF8	0.368	0.451	0.849	0.464
QOF9	0.316	0.410	0.806	0.494
QOF10	0.322	0.414	0.790	0.451
PD1	0.310	0.541	0.524	0.718
PD2	0.200	0.418	0.456	0.752
PD3	0.214	0.320	0.455	0.692
PD4	0.282	0.403	0.392	0.776
PD5	0.238	0.326	0.347	0.733
PD6	0.271	0.389	0.351	0.778
PD7	0.323	0.466	0.385	0.818
PD8	0.231	0.387	0.378	0.756
PD9	0.364	0.438	0.462	0.818
PD10	0.388	0.513	0.440	0.709
PD11	0.323	0.404	0.413	0.825

Sources: analysis result (2019)

The construct of brand image (X1) with its indices, BI1 to BI7 were higher than the indicator correlation with other constructs (price, web quality and purchase decision), then construct correlation price (Price) with indicators P1 to P4 higher than indicator correlations with other constructs (brand image, web quality and purchase decision). Furthermore, the construct of web quality correlation with its indicators, QOW1 to QOW10 as was higher than the correlation of indicators with other constructs (brand image, price and purchase decision), hence the construct correlation purchase decision with the indicator PD1 up to PD11 were higher than the indicator correlation with other constructs (brand image, price and web quality).

In addition, to see discriminant validity with the cross-loadings method, there are other methods using AVE.

In AVE method, there is a good model requirement if the AVE of each construct is more than 0.50.



**Fig 4.** Discriminant Validity (AVE) Last Test

The brand image variable had a result of 0.536; then, the price variable had a value of 0.630; web quality had a result of 0.579 and purchase decision variable had a value of 0.581. From the overall results, it can be concluded that the price variable had the highest yield, meaning that the price variable had the greatest significant level, but if viewed as a whole the four variables in this study were significant.

#### C. Composite Reliability and Cronbach's Alpha

In this research model, composite reliability testing was used to test the reliability of instruments. If all the readings of the latent variables have a composite reliability value or cronbach's alpha > 0.70, it represents that the construct has good reliability or the current study have utilized the correct questionnaire as a tool. (Ghozali, 2014).

**Table 6.** Composite Reliability & Cronbach's Alpha Test

Variable	Cronbach's Alpha	Result	Composite Reliability	Result
Brand Image	0.785	Reliable	0.852	Reliable
Price	0.806	Reliable	0.872	Reliable
Quality of Web	0.919	Reliable	0.932	Reliable
Purchase Decision	0.928	Reliable	0.938	Reliable

The results of Composite Reliability and Cronbach's Alpha test showed satisfactory value. Hence all latent variables had Composite Reliability value,  $\alpha = 0.70$ . It means that the questionnaire used as the research tool were reliable or consistent.

#### B. Testing the Structural Model / Hypothesis Test (Inner Model)

Internal model testing is the development of models based on concepts and theories to examine the relationship of exogenous and endogenous variables that have been defined in the Composite Reliability conceptual framework of the Brand Image 0.785 Reliable, Price 0.806 Reliable, Web Quality 0.919 Reliable, Purchase Decision 0.928 Reliable. The stages of testing the structural model (hypothesis testing) were carried out by the following steps:



**Table 7.** R<sup>2</sup> Endogen Variable

Variable	R-Square
Purchase Decision	0.423

The model of the effect of latent variable Brand Image (Brand Image), Price (Price) and Web Quality (Web Quality) on purchase decision (Purchase Decision) provides an R-square value of 0.423 which can be considered as a construct variable Brand Image, Price (Price), and Web Quality (Quality of Web) of 42.3% while 57.7% is understood by other variables outside of those studied.

### a) Goodness of Fit Model

Testing the Goodness of Fit structure model on the linner model using predictive relevance (Q2). The Q-square value is greater than 0 (zero), indicating that the model has a predictive value of relevance. The R-squared value of each endogenous variable the current study can be seen in the following calculation: Relevant predictive value is obtained by the formula:

$$\begin{aligned}Q^2 &= 1 - (1 - R1) \\Q^2 &= 1 - (1 - 0.423) \\Q^2 &= 1 - (0.577) \\Q^2 &= 1 - 0.577 \\Q^2 &= 0.423\end{aligned}$$

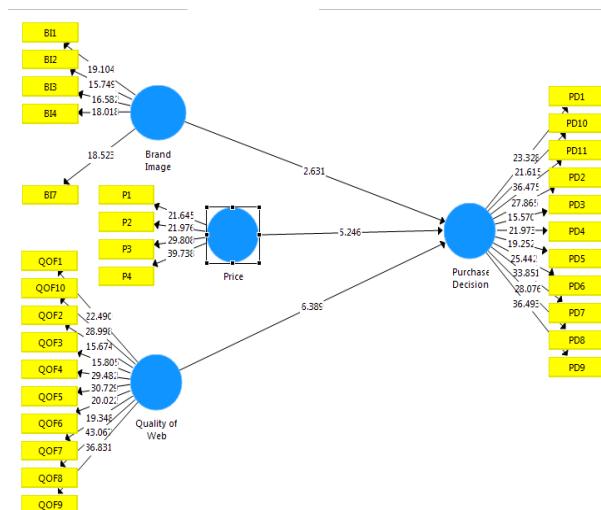
These computation outcomes displays predictive relevance value of  $0.423 > 0$ . It expresses that 42.3% of the variation in the Purchase decision variable (dependent variable) was interpreted by the variables used. Hence, the model is said to be feasible to have relevant predictive values.

### b) Hypothesis Testing Results (Estimated Path coefficients)

The approximated value for track relationships in the structural model must be significant. The bootstrapping procedure can obtain this significant value. Seeing the importance of the hypothesis by looking at the value of the parameter coefficient and the t-statistic significance value in the bootstrapping report. To find out significant or not significant seen from t-table at alpha 0.05 (5%) = 1.96. Then t-table is compared with t-count (t-statistic).

**Table 8.** Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Dev (STDEV)	t-Stat (O/STDEV)	P Values	Valid
Brand Image -> Purchase Decision	0.117	0.12	0.044	2.631	0.009	Positive & Significant
Price -> Purchase Decision	0.346	0.34	0.066	5.246	0.000	Positive & Significant
Web Quality-> Purchase Decision	0.332	0.33	0.052	6.389	0.000	Positive & Significant



**Fig 4.** Bootstrapping results

## V. DISCUSSION

The brand image variable has a positive and substantial impact on the buying decision variable of Traveloka's online flight ticket. The t-statistic value for this variable is 2.631 more than t-table 1.96. This is in line with the previous studies, conducted by Sari (2017), Vanessa (2017) found that brand image ( $X_1$ ) positively and significantly influences the variable of consumer purchasing decisions (Vanessa, 2017) (Sari, 2017); a study conducted by Prasastiningtyas (2016) entitled "Influence of brand image, product quality and price and the cellular card purchase decision" found that the results of the t-test on multiple linear regression tests of brand image variables had a positive effect on purchasing decisions (Prasastiningtyas, 2016). In this study, the decision to buy traveloka online airplane tickets was influenced by brand image. A good and strong brand image will create a purchasing decision for the brand. Consumer trust in a brand will have an impact on purchasing decisions. When consumers feel the brand chosen is in accordance with what is expected and does not feel disappointed when using the brand, the higher the level of purchase decisions. Vice versa, when consumers feel disappointed in buying the brand, the level of purchase decisions will be very low. So,  $H_1$ , it is proven that the brand image has a positive and substantial effect on purchase decisions.

Variable price has a positive and substantial impact against the purchase decision variables of Traveloka's online flight ticket. The t-statistic value for this variable was 5.204 that higher than t-table 1.96. This was in line with the previous study, found that price had a positive and substantial impact on the purchase decision. (Habibah, 2016) (Hustic, 2015) (Norazah, 2013).

In this study, the purchase decision was influenced by price. This indicates that a better price strategy offered by the Traveloka company has made consumers do repurchase. By implementing a pricing strategy, Traveloka could attract consumers to do repurchase, for example, by giving discounts or affordable prices.

The better the implementation of the price strategy will attract consumers to do repurchase. So,  $H_2$ , where price has a positive and substantial impact on the purchase is proven.

The web quality variable had a positive and substantial impact on the variables of the purchase decision. The t-statistic value for this variable was 6,120 more than t-table 1.96. This is in line with the previous researchs, found that web quality has a positive and significantly impact on purchase decisions (Irshadi, 2016) (Ghafiki, 2017) (Kurniawan, 2018).

In this study, the web quality is the most influential on online tickets purchase decision at Traveloka. This indicates that consumers indeed very consider quality website at the time of buying online airline tickets at Traveloka. The Traveloka company is essential to improve the quality of the web because consumers who log into Traveloka website will decide to purchase an airline ticket at Traveloka. So,  $H_3$ , where quality of web has a positive and substantial impact against the decision of purchasing airline tickets online Traveloka is proven.

## VI. CONCLUSION

Brand Image has a substantial positive impact on Traveloka Purchase Decision online flight tickets. Thus, it can be said that the brand image is something that consumers consider in purchase decisions. Price has a significant positive effect on Purchase Decision of Traveloka online flight tickets. Thus, it can be said that prices were things that consumers considered in a purchase decision. Web Quality has a significant positive effect on Purchase Decision Traveloka online flight tickets. Thus it can be said that the quality of the web is considered consumers in doing the purchasing decision.

## SUGGESTIONS

Traveloka companies can improve web quality by making some attractive innovations and develop the website more interactive. Traveloka companies must be more stable in terms of prices by providing affordable prices. Thus, consumers will not be interested switching to another online ticketing agent. Traveloka companies must maintain the brand image and respond promptly to customers' complaints. Other variables that were not measured in this study can be used as a reference for further study.

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