

THE INFLUENCE OF E-SERVICE QUALITY, E-WOM AND DISCOUNTS ON TRANSPORTATION TICKET PURCHASE DECISIONS OR ACCOMMODATION BOOKING SERVICES ON TRAVELOKA USERS

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Abstract

The development of the world of information and communication technology (ICT) has brought profound changes to various aspects of human life. These changes are not only limited to the way we communicate or access information, but also include major transformations in industry and other economic sectors. One sector that has been greatly affected by ICT advancements is transportation, tourism and hospitality. These industries are experiencing drastic changes in the way services are delivered and received by consumers. This study aims to analyze the effect of E-Service Quality, E-Wom and Discounts on Purchasing Decisions on transportation and accommodation for traveloka customers. The sample population in this study were all traveloka customers with purposive sampling method by distributing questionnaires online and offline by utilizing google form and managed to get 109 respondents. The analytical methods used in this study are validity test, reliability test, multiple linear regression analysis, hypothesis testing consisting of f test and t test, and the coefficient of determination using SPSS 30 software. This study concludes that E-Service Quality and Discounts have a positive and significant effect on traveloka consumer purchasing decisions. Meanwhile, E-WOM has no significant effect on traveloka consumer purchasing decisions.

Keywords: E-Service Quality; E-Wom; Discount; Purchase Decision

Abstract

Perkembangan dunia teknologi informasi dan komunikasi (TIK) telah membawa perubahan besar pada berbagai aspek kehidupan manusia. Perubahan ini tidak hanya terbatas pada cara kita berkomunikasi atau mengakses informasi, tetapi juga mencakup transformasi besar dalam industri dan sektor ekonomi lainnya. Salah satu sektor yang sangat terpengaruh oleh kemajuan TIK adalah transportasi, pariwisata, dan perhotelan. Industri-industri ini mengalami perubahan drastis dalam cara penyampaian dan penerimaan layanan oleh konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh E-Service Quality, E-Wom dan Diskon terhadap Keputusan Pembelian pada transportasi dan akomodasi pada pelanggan traveloka. Populasi sampel dalam penelitian ini adalah seluruh pelanggan traveloka dengan metode purposive sampling dengan menyebarkan kuesioner secara online dan offline dengan memanfaatkan google form dan berhasil mendapatkan 109 responden. Metode analisis yang digunakan dalam penelitian ini adalah uji validitas, uji reliabilitas, analisis regresi linier berganda, uji hipotesis yang terdiri dari uji f dan uji t, dan koefisien determinasi dengan menggunakan software SPSS 30. Penelitian ini menyimpulkan bahwa E-Service Quality dan Diskon berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen traveloka. Sedangkan E-WOM tidak berpengaruh signifikan terhadap keputusan pembelian konsumen traveloka.

Kata kunci: E-Service Quality; E-Wom; Diskon; Keputusan Pembelian

INTRODUCTION

The development of the world of information and communication technology (ICT) has brought

profound changes to various aspects of human life. These changes are not only limited to the way we communicate or access information, but also include major transformations in industry and other economic sectors. One sector that has been greatly affected by ICT advancements is transportation, tourism and hospitality. These industries are experiencing drastic changes in the way services are delivered and received by consumers. ICT advancements allow consumers to access information and services more quickly, easily and efficiently, thereby enhancing their experience in planning travel and accommodation. The obvious impact of ICT developments is the emergence of various online platforms that provide transportation ticketing and accommodation booking services or commonly called Online Travel Agent.

Based on a survey conducted by Populix, 38% of respondents who plan to take a vacation at the end of the year choose to book accommodation through digital applications or online travel agents (OTAs). From these results, Traveloka is the most favorite OTA application with a preference rate of 67.5%. In the next position, Tiket.com was chosen by 21% of respondents, followed by Agoda with 5.5%, Booking.com 2%, Airbnb 2%, Pegipegi 1%, and other OTA applications by 1%. With various problems that exist in terms of transportation, tourism, hotel services and competition between online booking platforms, platform developers need to create strategies to compete. Some marketing strategies that are often used by platforms such as Traveloka are E-Service Quality which describes the quality of service provided through digital or online platforms. E-Service Quality emphasizes customer experience in interacting with services provided through websites, mobile applications, or other digital platforms. Electronic Word of Mouth (E-WOM) or reviews that come from other users' applications can influence consumer perceptions in making purchasing decisions. Discounts can increase the perceived value of the product or service offered, thereby influencing consumer purchasing decisions. These strategies play a crucial role in influencing consumer purchase decisions, both directly and indirectly.

Given the intense competition in the transportation, tourism and hospitality industries. Traveloka needs to deeply understand the various factors that influence consumer purchasing decisions to be very crucial in the Online Travel Agent business. Based on the background that has been described and the absence of research that empirically and specifically examines E-Service Quality, E-Wom and Discounts on Traveloka consumer purchasing decisions, this research is interesting to research. This research is expected to provide knowledge for industry players, especially for Traveloka Service developers, in formulating more effective marketing strategies.

According to Kotler & Ketler in (Valentina., et al 2024) Purchasing decisions are a process of bringing together understanding as a consideration of two or more alternatives by choosing one of the existing choices. According to Swastha & Irawan (in Maradat et al., 2023), purchasing decisions are a process of understanding consumers' wants and needs for a product by evaluating various available sources, determining purchase objectives, and identifying alternatives, which ultimately results in a decision to buy and is followed by post-purchase behavior. According to Tjiptono (in Aulia et al., 2024), buying decisions are a process in which consumers identify problems, seek information about specific brands or products, and evaluate each alternative to determine whether it can solve the problem, which then leads to a purchase decision.

According to Zeithaml et al. (in Yulianingsih & Oktafani, 2020), E-Service Quality refers to the ability of a company's website to provide shopping, purchasing and delivery experiences effectively and efficiently. According to Rowley in (Muldani., et al 2024) Electronic services or E-Service Quality cover various aspects, including E- tailing (Sales of goods and services), customer support, and other related services. Traveloka in this case utilizes E-Service Quality to provide a variety of facility services that can increase convenience and efficiency for consumers as part of ICT (Information and Communication Technology) advances.

According to Hasan & Setiyaningtyas (in Suarsa et al., 2020), E-WOM is a statement, either positive or negative, expressed by consumers about a company's products or services and disseminated to other consumers via an internet site. Through the internet site visitors can share their reviews, both in the form of positive and negative experiences, based on their personal experiences as consumers. According to Zhao et al. in (Aulia et al., 2024), Electronic Word of Mouth (E-WOM) is defined as a communication medium that allows consumers to share information about the products or services they have used, even though they do not know each other or have met before.

Basu Swasta and Ibnu Sukotjo, as cited by Kapriani and Ibrahim (2022), state that a discount is a reduction in the prevailing price. Meanwhile, Tjiptono, as cited by Risti and Cahyanti (2022), defines discount as a reduction in product price from the initial price or normal price. These price changes can affect shifts in product demand and supply, so companies can measure the level of sensitivity of demand and supply to these price changes.

RESEARCH METHOD

This research uses quantitative method. The data used in this study are primary data and secondary data. Primary data was taken using an online questionnaire. The population in this study were 109 respondents who used the Traveloka application. The sampling technique in this study used purposive sampling method. The tool used to analyze the data is IBM SPSS 30. SPSS software is used because of its ability to process survey data such as questionnaire data and an easy-to-use display.

RESULT AND DISCUSSION

Respondent Description

Based on the primary data that has been obtained by the author, it is known that all respondents involved in filling out the questionnaire meet the predetermined criteria. Respondents have an account and use traveloka, Respondents have bought transportation tickets or booked accommodation at Traveloka, Respondents have transacted in the traveloka application more than 2 times. Dominated by 21 and 22 years old. Based on the dominant respondent's profession, the student profession is the largest number of the total number of respondents and the largest domicile of origin comes from Surakarta and Jakarta.

Validity and Reliability test results

Table 1 Validity test

Variable	Indicator	Sig	Criteria	Description
<i>E-Service Quality (X1)</i>	X1.1	0.006	0,05	Valid
	X1.2	<,001	0,05	Valid
	X1.3	<,001	0,05	Valid
	X1.4	<,001	0,05	Valid
	X1.5	<,001	0,05	Valid
	X1.6	<,001	0,05	Valid
	X1.7	<,001	0,05	Valid

Source : results of primary data processing, 2024

According to Ghazali (2021: 72) if the measurement results show a significant value with $\alpha \leq 5\%$ or 0,05, each statement in the questionnaire can qualify as valid. Based on the Validity Test Results displayed in table 1, it shows that the statements given in the questionnaire are declared valid because they meet the requirements $\leq 0,05$. It can be concluded that the statement variables are valid and can be used as research instruments.

Table 2 Reliability test

Variable	Cronbach Alpha		Criteria	Description
<i>E-Service Quality</i>	0.794		0,70	Reliable
<i>E-Wom</i>	0,746		0,70	Reliable
Diskon	0,859		0,70	Reliable
<i>E-Wom (X2)</i>	X2.1	0.016	0,05	Valid
	X2.2	0.002	0,05	Valid
	X2.3	0.005	0,05	Valid
	X2.4	<,001	0,05	Valid
	X2.5	<,001	0,05	Valid
	X2.6	<,001	0,05	Valid
	X2.7	<,001	0,05	Valid
	X2.8	<,001	0,05	Valid
Discount (X3)	X3.1	<,001	0,05	Valid
	X3.2	<,001	0,05	Valid
	X3.3	<,001	0,05	Valid
Purchase Decision (Y)	Y.1	<,001	0,05	Valid
	Y.2	0,024	0,05	Valid
	Y.3	<,001	0,05	Valid
	Y.4	<,001	0,05	Valid
	Y.5	<,001	0,05	Valid
	Y.6	<,001	0,05	Valid
	Y.7	<,001	0,05	Valid
	Y.8	<,001	0,05	Valid
Keputusan Pembelian	0,808		0,70	Reliable

Source: results of primary data processing, 2024

According to Ghozali (2021: 62) If the Cronbach's Alpha coefficient is greater than a significant level of 70% or 0,70 the questionnaire is considered reliable. Conversely, if the Alpha coefficient is less than a significant level of 70% or 0,70 the data from the questionnaire is considered unreliable. Based on the Reliability Test results presented in table 2, it can be seen that each variable obtained Cronbach alpha > 0,70 Thus the statements on the questionnaire can be tested for consistency over time.

Normality Test

According to Ghozali (2021: 196) The normality test aims to test whether the data on the independent variable (X) and the dependent variable (Y) in the regression equation have a normal distribution or not.

Table 3 Normality test

<i>Unstandardized residual</i>			
N		109	
Normal Parameters	Mean	.0000000	
	Std. Devaiation	2.69494394	
Most extreme Differences	Absolute	0.84	
	Positive	0.83	
	Negative	-,084	
Test Statistic		0.84	
Asymp. Sig (2tailed)		0.58	
Monte Carlo Sig (2-Tailed)	Sig	0.60	
	99% Confidence Interval	Lower bound	0.54
		Upper Bound	0.66

Source: results of primary data processing, 2024

In this test, the criterion used is the significance value (p-value) > 0.05. If the significance value is greater than 0,05 then the data is considered normally distributed. Conversely, if the significance value is less than or equal to 0,05, then the data is considered not normally distributed. Based on table 3, it can be seen that the sig value > 0,05, so it can be said that the data is normally distributed

Multiple Linear Regression

The results of multiple linear regression analysis testing can be seen in table 4

Table 4 Multiple Linear Regression

Coefficients					
Model	B	Std. Error	Standardize coefficients Beta	t	Sig.
Constant	8.473	3.218		2,622	0.10
ESQ	.606	.137	,516	4,431	<,001
EWOM	0.99	.115	,100	,860	.394
Discount	.394	.133	,224	2,961	.004

Source: results of primary data processing, 2024

Based on the test results in table 4, the regression equation is obtained as follows:

$$Y = 8.437 + 0,606X_1 + 0,099X_2 + 0,394 + e$$

Based on the results of the regression analysis, purchasing decisions are influenced by E-Service Quality, E-WOM, and Discounts. The constant value of 8.437 indicates that if there is no influence from the three independent variables, the average purchase decision remains at 8.437. E-Service Quality has the greatest influence on purchasing decisions with a coefficient of 0.606, which means that the better the quality of electronic services, the higher consumer purchasing decisions. Meanwhile, E-WOM also has a positive effect, but with a smaller coefficient of 0.099, so the impact is not as great as E-Service Quality. Discounts also play a role in improving purchasing decisions with a coefficient of

0.394, indicating that the greater the discount given, the higher the purchasing decision. Overall, these three independent variables have a positive influence on purchasing decisions, with E- Service Quality as the most dominant factor in influencing consumer decisions.

F Test (Joint test)

The Joint Test is conducted to analyze the collective influence of the independent variables, namely E-Service Quality, E-WOM, and Discounts, on the dependent variable, namely Purchasing Decisions. This test aims to see whether the three independent variables together have a significant relationship to consumer purchasing decisions.

Table 5 F tets (Joint Test)

ANOVA					
Model	Sum Of Squares	df	Mean Square	F	Sig.
1	Regression	529.422	176.475	23.624	<.001
	Residual	784.374	7.450		
	Total	1313.798	108		

Source: results of primary data processing, 2024

Based on the results of the ANOVA test or F test, the calculated F value is 23.624, which is greater than the F table value of 2.69, with a significance level of 0.001. Because the calculated F value is greater than the F table and the significance level is smaller than 0.05, Ho is rejected and H1 is accepted. This indicates that the variables E-Service Quality, E-WOM, and Discount simultaneously have a significant influence on Purchasing Decisions.

Partial test (t test)

This t test is used to measure the partial effect of each independent variable on the dependent variable. If the probability or significance value obtained is smaller than 0.05, then Ho is rejected, which indicates a significant effect of the independent variable on the dependent variable. The results of partial testing through the t test are presented in the following table:

Table 6 t test

Coefficients					
Model	Unstandardized B	Coefficients std. Error	Standardized Coefficient Beta	t	Sig.
Constant	8.437	3.218		2.622	0.10
ESQ	.606	.137	.516	4.431	<,001
E-WOM	.099	.115	.100	.860	.392
Diskon	.394	.113	.224	2.961	.004

Source : result of primary data processing, 2024

Based on the test results in table 6, it can be concluded that the E-Service Quality and Discount

variables have a positive and significant effect on Purchasing Decisions, while E-WOM has no significant effect. A one-unit increase in E-Service Quality will increase purchasing decisions by 0.606, with a calculated t value of 4.413 and a significance level of <0.001, indicating a significant effect. The Discount variable also has a positive effect, where a one-unit increase in this variable increases purchasing decisions by 0.394, with a calculated t value of 2.961 and a significance of 0.004, which means that the effect is also significant. Meanwhile, the E-WOM variable has a regression coefficient of 0.099, but with a calculated t value of 0.680 and a significance level of 0.392 which is greater than 0.05, indicating that this variable has no significant effect on purchasing decisions. Thus, E-Service Quality and Discount are the main factors that influence purchasing decisions, while E-WOM has no significant impact in the context of this study.

Coefficient of determination

The magnitude of the contribution of the E-Service Quality, E-WOM, and Discount variables to the Purchase Decision for transportation tickets and hotel reservations through the Traveloka Application simultaneously can be analyzed through the Adjusted R Square value presented in the following table:

Table 7 Coefficient of determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635	.403	.386	2.733

Source: results of primary data processing, 2024

The R Square value = 0.403 indicates that about 40.3% of the variation in purchasing decisions can be explained by the influence of E-Service Quality, E-Wom, and discounts. In other words, 40.3% of consumer purchasing decisions can be predicted based on these three variables. While the remaining 59.7% is influenced by other factors not included in this model, such as external factors or other variables not analyzed.

DISCUSSION OF RESEARCH RESULTS

The Effect of E-Service Quality (X1) on Purchasing Decisions

The results of testing the first hypothesis in this study indicate that E-Service Quality has a positive and significant effect on purchasing decisions. In this increasingly developing era, E-Service Quality is very important for companies that do business through applications. E-Service Quality reflects how the company is ready to face the times and how the company is preparing to serve its customers through the application.

The Effect of E-Wom (X2) on Purchasing Decisions

The results of testing the second hypothesis in this study indicate that E-Wom does not have a positive and significant effect on purchasing decisions. There are several factors that make E-Wom have no effect on purchasing decisions. Such as the number of different reviews and opinions for each accommodation or transportation makes consumers discourage making purchasing decisions, the lack of consumers to make reviews after making a purchase causes a limited amount of E-Wom available. This makes the perception of information unbalanced.

The Effect of Discount (X3) on Purchasing Decisions

The results of testing the first hypothesis in this study indicate that Discounts have a positive and significant influence on purchasing decisions. These results indicate that discounts can be one of the factors in influencing purchasing decisions in the Traveloka application. Attractive discounts can encourage consumers to make decisions to purchase transportation tickets or book accommodation because they get benefits or added value from lower prices.

The Effect of E-Service Quality, E-WOM and Discounts on Purchasing Decisions

Based on the results of data testing, the Fourth Hypothesis shows that there is a significant influence of the E-Service Quality, E-Wom and Discount variables on purchasing decisions for transportation tickets or booking accommodation on the Traveloka application. These three variables have a significant contribution, but are not yet dominant in traveloka consumer purchasing decisions. These three variables work together to create and provide a satisfying experience for consumers through the convenience of electronic services through applications and websites, service information from other users, to discount incentives that encourage consumer purchasing decisions.

CONCLUSIONS AND SUGGESTIONS

This study shows that E-Service Quality and Discount have a significant effect on purchasing decisions at Traveloka, while E-WOM has no significant impact. Good digital service quality and attractive discount offers can increase consumer interest in making transactions.

As a recommendation, Traveloka needs to continue to improve the quality of digital services, such as ease of use of applications and transaction security. To strengthen the influence of E-WOM, Traveloka can encourage customers to provide reviews with incentives. In addition, discount strategies can continue to be utilized through loyalty programs or special promotions to attract more consumers. Understanding these factors will help Traveloka design more effective marketing strategies and increase customer satisfaction.

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