

The Effect of Promotion and Consumer Trust on the Decision to Purchase Airline Tickets Online Through Traveloka

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Abstract

The development of tourism is increasing rapidly making it easier to spread information about tourism. The people are also interested in visiting and need planes as a means of transportation because it is safe, fast and efficient. As a result, there is an increase in demand for airline tickets. Traveloka is an online ticket booking service provider company which was founded in 2012. This study aims to find out whether there is an influence of promotion and consumer trust on the decision to purchase airplane tickets online through Traveloka. This research method uses a quantitative approach. The number of samples in this study were 100 respondents. The respondents in this study were passengers at Jenderal Ahmad Yani International Airport in Semarang who had bought plane tickets through Traveloka. The sampling technique in this study used the Non-Probability Sampling technique with a purposive sampling approach, which is a sampling technique based on certain criteria who will be used as a sample. Data collection techniques by giving questionnaires to respondents. In analyzing the required validity and reliability tests, multiple linear regression test, t test (partial), f test (simultaneous) and the coefficient of determination. The test results show that the promotion variable (X1) and consumer trust (X2) simultaneously have a positive and significant effect on the decision to purchase (Y) airplane tickets online through Traveloka. The results obtained from the f test were $0.000 < 0.05$, thus proving that H03 was rejected and Ha3 was accepted. Partially the promotion variable (X1) has a positive and significant effect on purchasing decisions (Y) for airplane tickets online through Traveloka. The results obtained from the t test are $0.000 < 0.05$, so H01 is rejected and Ha1 is accepted, while the consumer trust variable (X2) has a partial effect on the decision to purchase (Y) airplane tickets online through Traveloka. The results obtained from the t test were $0.000 < 0.05$, so H02 was rejected and Ha2 was accepted.

Keywords: Promotion, Consumer Trust, Purchase Decision



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INTRODUCTION

The development of tourism is now increasing rapidly, both in terms of service and technology. This can be seen from the ease with which tourism information spreads so that people are interested in going to these tourist destinations and are willing to pay a certain amount of money and travel across cities and even across countries. To reach this place, you definitely need transportation. Generally they will choose transportation that is fast, safe, and efficient. Air transportation is the right choice for them because it fits the desired criteria compared to other transportation.

The demand for airplane tickets has also increased, so it is necessary to increase the services provided by airline ticket sales service providers in the form of flight ticket booking services or online bookings where all activities are carried out via the internet site. Online ticket booking sites can make it easy for consumers or users of transportation services who want to travel or take vacations to be able to access or monitor ticket prices anywhere and anytime without the need to order directly to the airline ticket sales office.

Of the many online ticket sales sites, Traveloka claims to be the most popular travel booking platform in the Southeast Asia Region. This is based on news from Bisnis.com entitled

"Traveloka claims to be the most popular travel application, this is the strategy for 2022". This claim is not without reason, CEO and Co-Founder of Traveloka Ferry Unardi explained that currently the company already has more than 20 products and services and more than 40 million monthly active users as of January 2022.

According to Wakhidah (2018) traveloka is an online company that provides online ticket booking services. Traveloka has collaborated with more than 100 domestic and international airlines. Traveloka also serves more than 200,000 flight routes around the world supported by more than 40 payment methods for all customers in Indonesia, Thailand, Vietnam, Malaysia, Singapore and the Philippines. Services provided by customer service 24 hours in local language.



Figure 1. Number of Traveloka Site Visits in August-October
Source: (similarweb.com, 2022)

The above data is based on the results of a similarweb.com survey showing that in August 2022 the number of people visiting the Traveloka site reached 16 million, then there was a decrease in the number of visits to the Traveloka site in September 2022 to 15 million due to other brands with similar products. In October 2022 there was an increase in the number of visits to 15.6 million visitors. The survey shows that many people make the decision to buy plane tickets through Traveloka.

According to Schiffman and Kanuk (in Anggun, Budi and Puji, 2018) purchasing decisions are choosing from two or more alternative purchase decision choices, meaning that someone can make a decision, several alternative choices must be available. The decision to buy can lead to how the decision-making process is carried out. Before deciding what to buy, consumers will make a consideration. It is these factors that must be considered so that consumers are interested in buying. Some of the factors that consumers consider before making a purchase are promotional factors. According to Kotler and Amstrong in Adi and Nuvriasari (2019) promotion is an activity or marketing activity that aims to communicate the benefits, advantages and functions of a product and persuade target consumers to purchase the product being promoted.

Promotion is a step taken by Traveloka in attracting customers in the midst of competition with other similar sites. Promotions are carried out by informing, persuading and reminding consumers to use Traveloka as the best choice. So far Traveloka has carried out promotions through social media such as YouTube, Twitter, Instagram, TikTok, Google Ads and advertisements on television so that many people who see it will make people curious and interested in buying.

In a study that has been conducted by Shabilla, Listyorini and Hadi (2022) concerning the effect of price, promotion, and ease of transaction on purchasing decisions (study on Traveloka consumers in Semarang) which proves that the promotion variable influences purchase decisions significantly and positively, it can be concluded if the promotions carried out by Traveloka continue to increase, it means that Traveloka's purchasing decisions will also increase. In addition to promotion, trust is also one of the factors that consumers consider when making a purchase decision. According to Sugara and Dewantara in Adi and Nuvriasari (2019) trust is an individual's psychological condition in carrying out an activity, in this case how trust is in making purchases. In the process of buying a product, consumers will consider the level of trust in guaranteed transactions, information and reputation from the company.

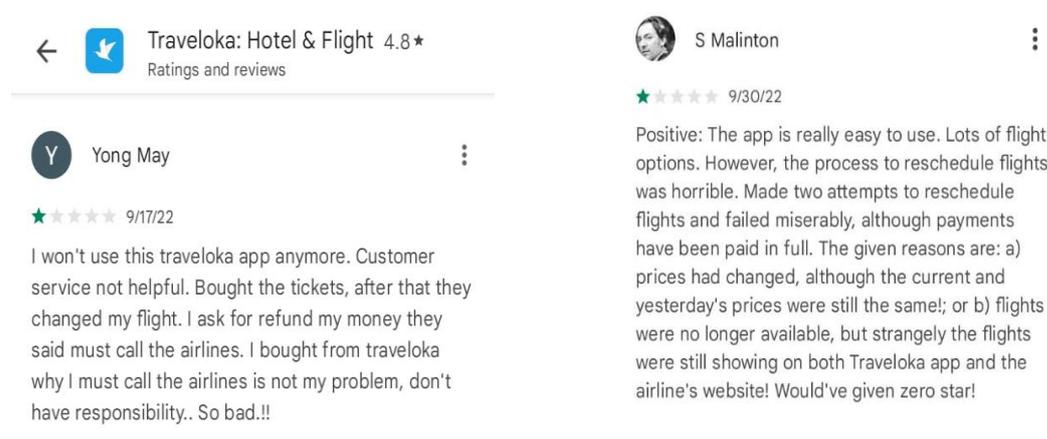


Figure 2. Review of the Traveloka Application on the Google Store
Source: (Google playstore, 2022)

The picture above shows that even though Traveloka's rating is 4.8 out of 5.0, there are still many reviews about consumer disappointment with Traveloka's handling of problems. Problems that are often experienced by consumers include customer service that is not very helpful in handling refunds and rescheduling airplane tickets, prices that are relatively expensive and often change during the holiday season, actual flight schedules are not available but are still available on the Traveloka website and application. as well as airlines websites.

Building consumer trust is not easy, there are many processes to go through, these processes can be built from scratch and can be proven. Consumers will believe if a product or service meets the expectations and needs of consumers so that they are satisfied with the product. When consumers feel dissatisfied in consuming certain brand products or using certain product brands, then trust in consumers will decrease. When consumers feel comfortable and match certain brand products, consumers will not replace these products with other brand products.

In a study conducted by Wijaya and Kuswoyo (2022) which discusses the effect of the attractiveness of website design and consumer trust on Shopee consumer purchasing decisions which proves that the consumer trust variable influences purchasing decisions significantly and positively, then if the company is able to provide the goods needed, ensuring that the goods being sold are quality goods, the honesty of the seller, and the appropriate response from the company to consumers will form consumer trust which will later influence consumer purchasing decisions on the site in question.

The purpose of this research is to find out what direction and motion you want to achieve in carrying out a research. Based on the formulation of the problem above, the objectives to be achieved in this study are as follows: To determine the effect of promotions partially on the

decision to buy airplane tickets online through Traveloka. To find out the effect of partial consumer trust on the decision to purchase airplane tickets online through Traveloka. To find out simultaneously the influence of promotions and consumer trust on the decision to purchase airplane tickets online through Traveloka.

Relevant Research

Table 1. Relevant Research

| No. | Name | Year | Title | Result Research |
|-----|--|------|---|---|
| 1 | Leo Kristian Lak | 2018 | The Influence of Online Trust, Price, Promotion, And Brand Image To The Decision To Purchase Airplane Tickets Online. (Case Study on Traveloka Consumers) | Online trust, price, promotion, and brand image have a significant effect on the decision to purchase airline tickets online. |
| 2 | Himmatul Syahriyanti | 2021 | The Influence of Trust and Convenience on the Decision to Purchase Airplane Tickets Online Through the Traveloka.com Application. (Study on Students of the Faculty of Economics, State Islamic University of Maulana Malik Ibrahim Malang) | Trust and convenience have a positive and significant effect on the decision to purchase airplane tickets online through Traveloka.com |
| 3 | Laili Yastari | 2019 | Effect of Price, Service Quality and Trust Consumers Regarding the Decision to Purchase Train Tickets Through the Online Reservation System at Tiket.com | Price and service quality have a significant effect on purchasing Train Tickets at Tiket.com and consumer trust has no significant effect on the decision to buy tickets online at Tiket.com. |
| 4 | Arini Fauziah | 2021 | The Influence of Price, Trust, Use of Applications and Promotions on Purchase Decisions at Shopee During the Covid19 Pandemic. | The results of the study show that price, trust, use of applications and promotions partially influence purchasing decisions. |
| 5 | Pantas H Silaban and Bela Kristy Manihuruk | 2020 | The Effect of Perceived Price, Promotion and Service Quality on the Decision to Purchase Airline Tickets Online on the Site Tiket.com (Case Study of Medan City Community) | Perceptions of price, promotion and service quality have a significant effect on the decision to purchase airplane tickets online on the Tiket.com site. |

Source: (Researcher, 2022)

Research on the Effects of Promotion and Trust on Purchasing Decisions has been studied before, this research includes research conducted by Leo Kristian Lak (2018), with the title "The Effects of Online Trust, Price, Promotion, and Brand Image on Decisions to Purchase Airplane Tickets Online. (Case Study on Traveloka Consumers)". The results of the study show that online trust, price, promotion, and brand image have a significant effect on the decision to purchase airline tickets online. Furthermore, research conducted by Himmatul Syahriyanti (2021), entitled "The Influence of Trust and Convenience on the Decision to Purchase Online Flight Tickets Through the Traveloka.com Application. (Study on Students of the Faculty of Economics, State Islamic University of Maulana Malik Ibrahim Malang)". The results of the study show that trust and convenience have a positive and significant effect on the decision to purchase airplane tickets online through Traveloka.com.

In addition, research conducted by Laili Yastari (2019), entitled "The Influence of Price, Service Quality and Consumer Trust on the Decision to Purchase Train Tickets Through the Online Reservation System at Tiket.com". The results of the study show that price and service quality have a significant effect on purchasing Train Tickets at Tiket.com and consumer trust has no significant effect on purchasing decisions for online tickets at Tiket.com.

Furthermore, research conducted by Arini Fauziah (2021), with the title "The Influence of Price, Trust, Use of Applications and Promotions on Purchase Decisions at Shopee During the Covid19 Pandemic". The results of the study show that price, trust, use of applications and promotions partially influence purchasing decisions. The latest research was conducted by Pantas H Silaban and Bela Kristy Manihuruk (2020), with the title "The Influence of Perceived Price, Promotion and Quality of Service on the Decision to Purchase Airplane Tickets Online on the Tiket.com Site (Case Study of the People of Medan City)". The results of the study show that perceptions of price, promotion and service quality have a significant effect on the decision to purchase airplane tickets online on the Tiket.com site.

Based on relevant studies that have been carried out by previous researchers, it can be concluded that there are differences and similarities with previous studies. The similarity of this research with previous research is that researchers both research on Influence, while the difference is on the subject to be studied, namely promotion and consumer confidence in the decision to purchase airplane tickets online through Traveloka for passengers at Jenderal Ahmad Yani Semarang Airport.

RESEARCH METHODS

Research Design

According to Ismail and Sri (2019) research design is a systematic framework used to carry out research. The research design provides an overview of the procedures for obtaining information or data needed to answer all research questions. Therefore a good research design will produce an effective and efficient research process. In this research using a quantitative approach that aims to determine a relationship between variables in a population. According to Sugiyono (2017) quantitative research is research based on the philosophy of positivism, used to examine certain populations or samples, collecting data using research instruments, data analysis is quantitative or statistical, with the aim of testing established hypotheses.

Population and Sample

According to Usman, as quoted in Ismail and Sri (2019), explains that population is basically all values, whether measurements or calculations that are qualitative or quantitative in nature, of certain traits or characteristics associated with a clear group of objects or subjects. According to Sugiyono (2017) population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. So the population is not only people but also objects and other natural objects. The population is not just the sum of the objects or subjects being studied, but all the characteristics or traits possessed by that subject or object. The population in this study were all passengers at Jenderal Ahmad Yani International Airport, Semarang, who had purchased plane tickets through Traveloka.

According to Sugiyono (2017) The sample is part or number and characteristics possessed by the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example due to limited funds, manpower and time, the researcher will take samples from that population. The determination of the sample developed by Roscoe in Sugiyono (2015) is an appropriate sample size in the study is between 30 to 500. In this study, the sampling used a non-probability sampling technique using a

purposive sampling method. According to Sugiyono (2017) non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. . Meanwhile, according to Sugiyono (2017) purposive sampling is a sampling technique for data sources with certain considerations. Research subjects by considering certain criteria that have been determined by researchers, namely; Gender Male and female. Age over 18 years. Passengers at Jenderal Ahmad Yani International Airport in Semarang who have purchased airplane tickets through Traveloka.

Data Types and Sources

1. Data type. The type of data used is quantitative data so that the discussion is in the form of numbers and the data is analyzed using statistical methods and processed with the help of the SPSS application.
2. Data sources. Sources of data used in this study are primary data and secondary data.
 - a. Primary data. According to Sugiyono (2017) states that, primary data is a source of data that directly provides data to data collectors. The primary data in this study were obtained by distributing questionnaires containing questions or statements related to the research topic, where the respondents would fill in the answers or responses to questions or statements on the distributed questionnaire.
 - b. Secondary Data. According to Sugiyono (2017) secondary data is research data obtained that is not directly related to providing data to data collectors. In this study, researchers collected the necessary data and information by reading books, journals, articles, data from the internet, theses, and previous research theses.

Data Collection Technique

Data collection techniques are methods used to obtain data and information from respondents used in research. In this study, researchers used a questionnaire or survey method. According to Sugiyono (2017) a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. The research instrument used in this study was in the form of a questionnaire with variable indicators for each question. Variable questionnaire questions or statements were measured using a Likert scale. According to Sugiyono (2017) the Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena.

RESEARCH RESULTS AND DISCUSSION

This research is quantitative with the results in the form of numbers. The data obtained will be analyzed using the SPSS version 23 program. This study aims to determine the effect of promotion and consumer trust on the decision to purchase airplane tickets online through Traveloka. In this study the questionnaire was made using a Likert scale, so that each variable will be used as a number of variable indicators.

Traveloka is a company founded in 2012 that provides flight and hotel ticket booking services, train tickets, credit top-up, flight+hotel packages, activities & recreation, connectivity products, airport transportation and buses online with a focus on domestic travel in Indonesia. Traveloka works with more than 100 domestic and international airlines. Traveloka serves more than 200,000 flight routes worldwide. Traveloka.com also has the largest and most varied inventory of accommodation bookings ranging from hotels, apartments, guest houses, homestays, villas and resorts. All of this is supported by more than 40 payment methods for all customers in Indonesia, Thailand, Vietnam, Malaysia, Singapore and the Philippines, as well as customer service that is ready to serve 24 hours in the local language.

Description of Respondents

Based on the results of collecting questionnaire data with a total sample of 100 passengers at Jenderal Ahmad Yani International Airport Semarang who had purchased airplane tickets through Traveloka, an analysis was carried out using the SPSS 23 program. The characteristics used as samples for this study were based on gender, age respondent and the respondent's occupation. The following will discuss the conditions of the characteristics of these respondents:

Gender Characteristics

Table 2. Respondents by Gender

| No | Gender | Respondents | Percentage |
|-------|--------|-------------|------------|
| 1 | Male | 53 | 53% |
| 2 | Female | 47 | 47% |
| Total | | 100 | 100% |

Source: (Research Data, 2022)

Based on table 2, it is known that there were 53 male respondents with a percentage of 53% and the number of female respondents was 47 people with a percentage of 47%. So it can be concluded that male passengers are more dominant.

Age Characteristics

Table 3. Respondents by Age

| No | Age | Respondents | Percentage |
|-------|---------|-------------|------------|
| 1 | 18 - 24 | 53 | 53% |
| 2 | 25 - 30 | 31 | 31% |
| 3 | > 30 | 16 | 16% |
| Total | | 100 | 100% |

Source: (Research Data, 2022)

Based on table 3 it can be seen that the most respondents aged 18-24 were 53 people with a percentage of 53%, while the number of respondents aged 25-30 were 31 people with a percentage of 31% and the number of respondents aged > 30 was 16 people with a percentage of 16%.

Job Characteristics

Table 4. Respondents by Occupation

| No | Occupation | Respondents | Percentage |
|-------|-------------------|-------------|------------|
| 1 | PNS/TNI/Police | 10 | 10% |
| 2 | Private employees | 27 | 27% |
| 3 | Entrepreneur | 12 | 12% |
| 4 | Student | 37 | 37% |
| 5 | Etc | 14 | 14% |
| Total | | 100 | 100% |

Source: (Research Data, 2022)

Based on table 4 it can be seen that the most respondents are student respondents as many as 37 people with a percentage of 37%, while private employee respondents are as many as 27 people with a percentage of 27%, entrepreneurial/entrepreneur respondents are 12 people with a percentage of 12%, respondents with other jobs are 14 people with a percentage of 14% and the fewest respondents were PNS/TNI/POLRI as many as 10 people with a percentage of 10%.

Results of Data Analysis

Instrument Test

In this instrument test, there are 2 tests carried out, namely the validity and reliability tests used to test the variable indicators in the questionnaire where to find out whether the questions are valid or reliable or not.

Validity Test

Table 5. Promotion Variable Validity Test Results (X1)

| Items | Criteria for Significance Test <0.05 | Information | Items | Criteria for Significance Test <0.05 | Information |
|-------|--------------------------------------|-------------|-------|--------------------------------------|-------------|
| P1 | 0,000 | Valid | P5 | 0,000 | Valid |
| P2 | 0,000 | Valid | P6 | 0,000 | Valid |
| P3 | 0,000 | Valid | P7 | 0,000 | Valid |
| P4 | 0,000 | Valid | P8 | 0,000 | Valid |

Source: (Primary Data Processed, 2022)

Based on table 5 above, it can be seen that the results of tests conducted by researchers on each of the 8 promotional variable statement items (X1) obtained the result that all statement items had a significance value smaller (<) than alpha (0.05) and had a positive value so that declared valid.

Table 6. Validity Test Results for Consumer Trust Variables (X2)

| Items | Criteria for Significance Test <0.05 | Information | Items | Criteria for Significance Test <0.05 | Information |
|-------|--------------------------------------|-------------|-------|--------------------------------------|-------------|
| K1 | 0,000 | Valid | K5 | 0,000 | Valid |
| K2 | 0,000 | Valid | K6 | 0,000 | Valid |
| K3 | 0,000 | Valid | K7 | 0,000 | Valid |
| K4 | 0,000 | Valid | K8 | 0,000 | Valid |

Source: (Primary Data Processed, 2022)

Based on table 6 above, it can be seen that the results of tests carried out by researchers on each of the 8 items of consumer confidence variable statements (X2) obtained the result that all statement items had a significance value smaller (<) than alpha (0.05) and had a positive value so that it is declared valid.

Table 7. Purchasing Decision Variable Validity Test Results (Y)

| Items | Criteria for Significance Test <0.05 | Information |
|-------|--------------------------------------|-------------|
| Y1 | 0,000 | Valid |
| Y2 | 0,000 | Valid |
| Y3 | 0,000 | Valid |
| Y4 | 0,000 | Valid |
| Y5 | 0,000 | Valid |

Source: (Primary Data Processed, 2022)

Based on table 7 above, it can be seen that the results of tests carried out by researchers on each of the 8 items of purchase decision variable statement (Y) obtained the result that all statement items had a significance value smaller (<) than alpha (0.05) and had a positive value so that it is declared valid.

Reliability Test

Table 8. Reliability Test Results

| Variable | Cronbach's Alpha value > 0.6 | Information |
|-----------------|------------------------------|-------------|
| Promotion | 0,836 | Reliable |
| Consumer Trust | 0,844 | Reliable |
| Buying Decision | 0,839 | Reliable |

Source: (Primary Data Processed, 2022)

Based on the data in table 8 above, it shows that this reliability test is carried out per variable not per statement item. In each variable it can be seen that the Cronbach's alpha value is greater than 0.6, so the promotion variable (X1), consumer confidence variable (X2) and purchase decision variable (Y) from the data above can be said to be reliable. It can be concluded that the data obtained from the entire instrument questionnaire statements on each variable have met the requirements for instrument reliability.

Hypothesis Testing

Hypothesis testing is done to prove temporary answers based on existing research. This test includes multiple linear regression tests, partial tests (t test), simultaneous tests (f test) and the coefficient of determination.

Multiple Linear Regression Test

Table 9. Multiple Linear Regression Test Results

| Coefficients^a | | | | | | |
|---------------------------------|----------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.054 | 1.580 | | 1.933 | .056 |
| | Promotion | .163 | .058 | .275 | 2.809 | .006 |
| | Consumer Trust | .380 | .068 | .545 | 5.560 | .000 |

a. Dependent Variable: Buying Decision

Source: (Primary Data Processed, 2022)

The data in table 9 above shows the results of multiple linear regression analysis. From the data above, the coefficient for the promotion variable (X1) is 0.163 and the coefficient for the consumer trust variable (X2) is 0.380 with a constant of 3.054 so that the multiple linear regression equation model obtained is as follows: $Y = a + b_1.x_1 + b_2.x_2 = 3.054 + 0.163 + 0.380$

The results of the multiple linear regression equation above show the relationship between the independent variables (X1 and X2) and the dependent variable (Y), from this equation it can be concluded that:

1. A constant value of 3.054 is a state constant when the purchase decision variable (Y) has not been influenced by other variables, namely promotion variables (x1) and consumer trust (x2). If the independent variable does not exist, the purchasing decision variable does not change.
2. The regression coefficient value of the promotion variable (X1) is 0.163, indicating that the promotion variable has a positive influence on purchasing decisions, which means that every 1 unit increase in the promotion variable will affect the purchase decision by 0.163.
3. The regression coefficient value of the consumer trust variable (X2) is 0.380, indicating that the consumer trust variable has a positive influence on purchasing decisions, meaning that each increase in consumer confidence variable units will influence purchasing decisions by 0.380.

Partial Test (T Test)

The t test aims to determine the effect of the independent variables, namely promotions and consumer confidence on the dependent variable, namely purchase decisions separately.

Promotion Variable (X1) Against Purchase Decision (Y)

Table 10. Promotion Variable T Test Results

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 8.179 | 1.466 | | 5.578 | .000 |
| | Promotion | .406 | .043 | .687 | 9.353 | .000 |

a. Dependent Variable: Buying Decision
 Source: (Primary Data Processed, 2022)

Based on table 10. above it can be seen that the calculated t value is 9.353. The significance value of the effect of promotion (X1) on purchasing decisions (Y) is 0.000 less than (<) 0.05. Then H01 is rejected and Ha1 is accepted. This means that there is a significant influence of promotion on purchasing decisions.

Consumer Confidence Variable (X2) on Purchase Decision (Y)

Table 11. T-Test Results of Consumer Confidence Variables

| Coefficients ^a | | | | | | |
|---------------------------|----------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.440 | 1.629 | | 2.112 | .037 |
| | Consumer Trust | .525 | 0.46 | .753 | 11.323 | .000 |

a. Dependent Variable: Buying Decision
 Source: (Primary Data Processed, 2022)

Based on table 11 above, it can be seen that the calculated t value is 11.323. The significance value of the effect of consumer trust (X2) on purchasing decisions (Y) is 0.000 less than (<) 0.05. Then H02 is rejected and Ha2 is accepted. This means that there is a significant influence of consumer trust on purchasing decisions.

Simultaneous Test (Test F)

The F test is used to test whether as a whole or together the independent variables affect the dependent variable.

Table 12. Anova F Test Results

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 468.836 | 2 | 234.418 | 72.554 | .000 ^b |
| | Residual | 313.404 | 97 | 3.231 | | |
| | Total | 782.240 | 99 | | | |

a. Dependent Variable: Buying Decision
 b. Predictors: (Constant), Consumer Trust, Promotion
 Source: (Primary Data Processed, 2022)

Based on table 12 above, it can be seen that the significance value for the influence of promotion (X1) and consumer confidence (X2) on purchasing decisions (Y) is 0.000, less than

(<) 0.05. This proves that H03 is rejected and Ha3 is accepted. This means that there is a significant effect of promotion (X1) and consumer trust (X2) on purchasing decisions (Y).

Determination Coefficient Test (R2)

Table 13. Test Results for the Coefficient of Determination of the Summary Model

| Model Summary | | | | |
|--|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .774 ^a | .599 | .591 | 1.797 |
| a. Predictors: (Constant), Consumer Trust, Promotion | | | | |

Source: (Primary Data Processed, 2022)

Based on table 13 above, it can be seen that the coefficient value of R Square (R2) is 0.599 or 59.9%. So it can be concluded that the influence of promotion variables and consumer trust variables on purchasing decisions is 0.599 or 59.9%.

Discussion

The sample used in this study was passengers at the General Ahmad Yani International airport in Semarang who bought airplane tickets through Traveloka as many as 100 respondents. Each respondent was given a questionnaire in which there were a set of statements or questions that had to be answered regarding promotion and consumer confidence in purchasing decisions in this case the promotion attribute (X1), consumer trust (X2) and purchase decision (Y) with the number of questions consisting of 21 questions . The results of the questionnaire obtained by the researcher are as follows:

The Influence of Promotions on the Decision to Purchase Airplane Tickets Online Through Traveloka

Based on the results of multiple linear regression tests that have been carried out by researchers, the regression coefficient of the promotion variable (X1) is positive so that it can be said that the direction of influence of the promotion variable (X1) on purchasing decisions (Y) is positive. While the results of the T test show that the promotion variable on purchasing decisions has a significant value. The significance value of the effect of promotion (X1) on purchasing decisions (Y) is 0.000 less than (<) 0.05. Then H01 is rejected and Ha1 is accepted. This means that there is a significant influence of promotion on purchasing decisions.

The Effect of Consumer Trust on the Decision to Purchase Airplane Tickets Online Through Traveloka

Based on the results of multiple linear regression tests that have been carried out by researchers that the regression coefficient of the consumer confidence variable (X2) is positive so that it can be said that the direction of influence of the consumer confidence variable (X2) on purchasing decisions (Y) is positive. Meanwhile, the results of the T-test show that consumer trust in purchasing decisions has a significant value. The significance value of the effect of consumer trust (X2) on purchasing decisions (Y) is 0.000 less than (<) 0.05. Then H02 is rejected and Ha2 is accepted. This means that there is a significant influence of consumer trust on purchasing decisions.

The Influence of Promotion and Consumer Trust on the Decision to Purchase Airplane Tickets Online Through Traveloka

Based on the results of the F test conducted by the researcher, it shows that the promotion variable and the consumer trust variable in purchasing decisions simultaneously have a

significance value of 0.000, less than ($<$) 0.05. This proves that H03 is rejected and Ha3 is accepted. This means that there is a significant effect of promotion (X1) and consumer trust (X2) on purchasing decisions (Y). While the results of the coefficient of determination test show that the coefficient value of R Square (R2) is 0.599 or 59.9%. So that it can be concluded that the influence of promotion variables and consumer trust variables simultaneously on purchasing decisions is 0.599 or 59.9%.

CONCLUSION

Based on the results and discussion that has been done, the conclusions of this study are as follows: Promotion has a partially significant effect on the decision to purchase airplane tickets online through Traveloka. The promotion carried out by Traveloka was seen from the responses of the respondents as many as 100 respondents were classified as good with an average score of 33.47. According to the results of the study, respondents answered more dominantly in agreement with questions regarding promotion variables. This means that promotions carried out by Traveloka such as price discounts, giving discounts, advertising on the web, social media, and others have been successful which has made Traveloka one of the most popular online ticket reservation service companies in Indonesia.

Consumer trust has a partially significant effect on the decision to buy tickets online through Traveloka. Consumer trust is one of the factors of consumers to make purchasing decisions. Respondents' responses in this study were in the good category with an average score of 34.90. This means that the trust that respondents have in Traveloka is very much considered in terms of service, information presented, reputation and convenience obtained so that respondents do not hesitate to make purchases.

Promotions and consumer trust influence the decision to buy airplane tickets online through Traveloka. based on the research results of respondents' responses regarding promotions and consumer confidence in terms of purchasing decisions are in the good category. coefficient value R Square (R2) of 0.599 or 59.9%. So that it can be concluded that the magnitude of the influence of the promotion variable and the consumer trust variable on purchasing decisions is 0.599 or 59.9%, while the remaining 0.401 or 40.1% is influenced by other variables outside the research variables.

Based on the conclusions above and the results of the research, the authors submit the following suggestions: Suggestions for Companies; According to Traveloka, it is hoped that promotions and consumer trust will be increased by implementing several methods, such as recognizing and understanding consumer needs by providing more intensive promotions in various media, attractive price discounts or coupons, improving and improving services. This is to encourage consumers to prefer buying airplane tickets at Traveloka rather than other similar service sites. Suggestions for further researchers; This research is expected to be a reference for further research so that researchers can prepare themselves to collect the data and information needed without spending a lot of time, and understand the concepts of the research that has been selected so that the results produced will be better.

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