

The Effect of Providing Online Ticket Reservation Services Through Traveloka on Passenger Repurchase Interests at Yogyakarta International Airport

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Abstract

Within the framework of booking web-based tickets through the Traveloka application, buyers can make flight ticket reservations anytime and anywhere quickly so that buyers can return to using the assistance when it is fulfilled. The purpose of this research is to find out whether Traveloka's online ticket reservation service at Yogyakarta International Airport has an impact or not on passengers' intention to repurchase tickets. The sample of this research was taken as many as 100 people. Questionnaires were used in this study to collect data. Direct Relapse inspection strategy, T test, Coefficient of Assurance (R²), Expressive Test, are used in the information checking approach. The results showed that the online ticket reservation service offering variable through Traveloka had a positive effect on the repurchase intention of passengers at Yogyakarta International Airport, because the regression coefficient value was 0.877. With a significance level of 0.000 ± 0.05, the calculated T value of 10.576 indicates that H_a is accepted and H_o is rejected. The fact that the significant value is less than 0.005 shows that the provision of the Traveloka online ticket reservation service has a positive impact on passengers' intention to repurchase tickets. With a coefficient of determination of 0.528, the variable Service Provision (X) has an effect of 52.8% on Passenger Interest (Y), while other variables not included in the research model have an influence of 47.2%. Descriptive test results obtained a value of 55.73 for Service Provision (X). Passenger Interest (Y) has an average value of 55.24. The results of the hypothesis testing show that the provision of the online ticket reservation service for the Traveloka application affects passengers' intention to repurchase tickets at Yogyakarta International Airport. These are built by specific respondents communicating their settings.

Keywords: Service, Repurchase Intention, Traveloka



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INTRODUCTION

In Indonesia, transportation is currently developing very rapidly to support community infrastructure activities. Apart from land and sea transportation, air transportation is a fast, effective and efficient mode of transportation. As a result, air transportation is growing rapidly, as evidenced by the many international airports in Indonesia and the many airlines operating at each international airport, which can serve low-cost to high-cost flight routes for domestic and international flights. Air transportation currently plays a very important role in increasing the wheels of the economy in Indonesia because with many enthusiasts using air transportation services it can support people's economic growth in the economic progress of a country (West Java Regional Transportation). Administration, 2013). Business Aviation business in Indonesia is currently very lucrative, this can also be seen from the many airline companies in Indonesia that are involved in this business. The aviation or air transportation industry is used as a means of transportation for work, family visits, and tourism because Indonesia's population continues to grow. This has led to an increase in the aviation industry business in Indonesia. Due to

intense competition in the Indonesian aviation industry, service providers must retain customers by providing the best service in order to continue using the company's services.

Realizing that every airline must provide quality and safe services to passengers. Aviation operations aim to provide safe, regular (comfort), and economical (economy for business) flight services (Nasution, 2007: 202-204). A company must be able to offer customers the best service to compete with other businesses and grow. This can increase customer satisfaction and interest to reuse the services of a business. A company must provide the best service from the simplest things so that customers are still interested in using their services again, such as airline services to customers when they want to order airplane tickets. Airline reservations or booking service systems can be interpreted as a company's efforts to manage inventory or space. Saving or ordering airline tickets will make it easier for airlines to provide seats and space to customers, control airplane ticket transactions so that exorbitant ticket transactions do not occur (overload/oversales), and then work with carrier organizations to submit special requests to related meetings, for example, additional items, wheelchairs, and other special food needs (UPW SMKN2 Mataram Group, 2007).

Each airline will definitely offer reservation or ticket booking services through offline service systems or online applications such as Traveloka.com. Orders can also be made through this application. Customers can quickly order and buy airplane tickets by utilizing the Traveloka.com application online reservation system. In addition, customers can access information regarding flight schedules and hours, flight routes, and the facilities offered. by air travel. Online reservations require fast turnaround times and transaction systems that accept credit cards. However, the large number of users of online reservation systems leads to a lack of consumer confidence in a system, which is important to note because it often prevents customers from using online reservation systems. Wang and Emurian (2004) confirmed that customers are more likely to buy a product or service from a business and use its service again if they have prior expectations that the product or service will bring them comfort, safety, and happiness.

These factors can affect customer interest in repurchasing online ticket reservations, especially through the Indonesian airline traveloka.com application. The purpose of the authors in conducting this research is as follows: To find out whether there is an effect of providing online ticket reservation services through Traveloka on passenger repurchase intentions at Yogyakarta International Airport. To find out how much influence the provision of online ticket reservation services through Traveloka has on passenger repurchase intentions at airports. Yogyakarta International Air.

Theoretical Basis

Definition of Service

According to (Rusydi, 2017) service or (service) is a stage of the method of providing services to customers, the service is in the form of providing knowledge, preparing all items related to the event that will take place and previously the customer has booked in advance. According to Keller and Keller (2016), service quality is the capacity of a product or service to meet stated requirements as a whole or as a feature. Service quality is something that can be surveyed by clients/tourists regarding meeting the needs of clients or shoppers. Service quality is especially important for businesses that provide services, such as the airline industry, because consumers and producers interact directly when marketing their goods and services. Thus the quality of service is one of the factors in the company's way of being able to attract and retain buyers so that customers can feel satisfied and can also reuse the services of a company.

Reservation

Reservation is a process of booking or ordering in advance before coming to the place you want to go to. The nature of customers who make reservations in advance is the right way to anticipate that an event can run smoothly and on target. There are several types of reservations: New orders are new customers who have never ordered before. Change reservation, which is an order whose date can be changed by the customer. Canceled Reservation, cancellation of an order that has been made. Confirm Reservation, an order that has been confirmed whether the customer will come to the place. Individual Reservation, a person who makes an order for himself. Group Reservation, Orders made for a group of people. Conference Reservation, booking for important events.

Traveloka

Traveloka is an application from a leading innovation company in Southeast Asia that can make it easier for people to search for and order various goods for daily necessities, transportation, and finance. Traveloka's administration, which can serve ticket reservations such as land, sea, air transportation, lodging appointments, resorts, air terminal get service and others, makes Traveloka an application that has a booking stage with various convenience options and the most complete packages. (traveloka.com, 2023). Traveloka is also an industry player in the lifestyle sector, which makes requests to various sports facilities and other activities. Apart from ticket and receipt administration services, Traveloka also has financial services. Traveloka offers installment and protection solutions for areas that lack banking access to help clients in the financial sector, this administration includes payletter and Visa payments, as well as protection (traveloka.com, 2023).

Interest in Buying Passengers

Tourists' advantage in buying an item basically persuades them to make a purchase. According to Abdullah (2003), one aspect of consumer behavior which includes buying interest is the tendency of respondents to act before actually making a purchase decision. According to Kotler (2008), buying interest is something that arises after getting excited from the item he sees, from there an interest arises to try the item until finally a desire arises to buy to claim it.

Relevant Research

Table 1. Relevant Research

No	Name	Year	Research Title	Research Result
1.	Rio Fany Syarifaz Prasetyo, RahimudinR	2022	The Influence of Service Quality on Lion Air Passenger Repurchase Interest at Yogyakarta International Airport.	This research produces data in the form of identified influence of service quality variables on purchase intention of 3.468, a significance value of 0.000 <0.5
2.	Kenny, Kenny	2019	The Influence of Service Quality, Price and Promotion on Plane Ticket Purchasing Decisions Through Tiket.com.	There is a significant influence of variables X1 and X2 on variable Y. While the variable X3 has no effect.
3.	Mardianti, Evi	2021	The Influence of Consumer Behavior on the Decision to Purchase Airplane Tickets Online on the Traveloka.Com Site	There are positive and significant results between consumer behavior variables on ticket buying decisions of 33%.

RESEARCH METHODS

(Sugiyono, 2016) defines that the research method is a method that will be applied when carrying out research. There are several methods that can be applied by researchers, one way is to prepare a data reference, photos as evidence of data to strengthen research, field observations, and calculation methods. This type of quantitative method was chosen by researchers to carry out research with the topic of discussing the effect of providing reservation services through service provider application media at Yogyakarta International Airport.

Population and Sample

The population according to (Sugiyono, 2016) is a large coverage in the environmental area that will be selected as a research sample. In this study the population used was all passengers who made online ticket reservations through the Traveloka application from September to October 2022 at Yogyakarta International Airport. Sugiyono (2016) Important examples for the number and attributes displaced by residents. to measure the sample, in particular by using the Slovin formula to determine the number of samples needed when the behavior of a population cannot be determined with absolute certainty. Determining the size of the exam depends on research (Roscoe in Sugiyono). This study uses non-probability sampling for sampling. Non-probability sampling methods ensure that not every member of the population has an equal chance of being selected for the sample; Sugiyono did not even know the possibility of electing several members (2018: 136). Purposive sampling, which is a method of selecting respondents who will be sampled based on a set of criteria used in this study by Sugiyono (2016: 85), used the determinant table of Isaac and Michael samples for research samples that had an error rate of 5% and included 100 respondents who met criteria as follows:

1. Airline passengers who make ticket reservations online through the Traveloka.com application
2. Passengers aged 17-35 years
3. Passengers using flight services at Yogyakarta International Airport

Research Instruments

In this study, researchers used an online questionnaire distribution system which was given to all passengers at Yogyakarta International Airport who made online ticket reservations through the Traveloka application. The results of the questionnaire will later be given a score to determine how much influence the provision of online ticket reservation services through Traveloka has on the repurchase intention of passengers at Yogyakarta International Airport. Modification of the Likert scale eliminates the middle answer category based on three reasons:

1. The term "undecided" can mean "unable to make a decision" or "neutral or unsure." Both of these interpretations are possible. Naturally, this category of multi-meaning answers-multi-interpretations-is not something the instrument expects.
2. The central tendency to answer is created by the availability of answers in the middle, especially for those who are still unsure about the direction of the tendency of respondents' opinions to agree or disagree.
3. The purpose of the five scale categories is to determine whether respondents tend to agree or disagree. A five-scalar Likert scale was used to evaluate the questionnaire in this study, with scores such as: Clear Deviation (STS), Dissent (TS), Unbiased (N), Agree (S), and Agree Empathically (SS).

Research Steps

In this study the steps used are as follows:

1. Collect data by giving online questionnaires to passengers who make online ticket reservations through the Traveloka application at Yogyakarta International Airport
2. Perform data analysis according to the title that has been taken
3. Discussing the effect of providing online ticket reservation services through Traveloka on the interest in repurchasing passengers at Yogyakarta International Airport

Method of Collecting Data

Data collection methods in this study are as follows:

1. Questionnaire. A researcher will prepare a question that will be answered by the selected target sample. Questionnaires are the main data in research where the data is the main source in research.
2. Literature Study. Literature study is a method of collecting data as evidence to strengthen research. The data is in the form of a collection of sources from previous studies that carry out research according to almost the same theme.
3. Time and Place of Research. The research was conducted at Yogyakarta International Airport which is an operational activity. The time of the research was conducted from September 2022 to October 2022.

RESEARCH RESULTS AND DISCUSSION

The Effect of Providing Online Ticket Reservation Services Through the Traveloka Application on Passenger Repurchase Interests at Yogyakarta International Airport

Based on the hypothesis and analysis conducted, it shows that the online ticket reservation service through the Traveloka application has a positive effect on passenger repurchase intentions at Yogyakarta International Airport. The results of this study support Ha who stated that "there is an effect of online ticket reservation services through the Traveloka application on passenger repurchase intentions." (Y) of 0.877. Ha accepted is shown from a significance value of $0.000 < 0.05$.

From the data obtained from the T test results, it is known that T count is 10.576, it is known that the provision of online ticket reservation services through the Traveloka application has an effect on passenger repurchase intentions at Yogyakarta International Airport. Provision of ticket reservation services through the Traveloka application has a positive effect on passenger repurchase interest, which means that when the provision of ticket reservation services through Traveloka is high, the intention to repurchase passengers using the Traveloka application will be high, conversely if the provision of ticket reservation services through Traveloka has a negative effect, the higher By providing ticket reservation services through the Traveloka application, the interest in repurchasing passengers will decrease. Based on the results of the descriptive statistical test, the average value that supports Service Provision (X) is 55.73%. This figure is followed by an average value of Passenger Interest of (Y) 55.24%.

The results of this study support the results of research conducted by Amalia and Saryadi (2018) who examined the effect of ease of access and discounts on purchasing decisions on the online site Tiket.com. The study found that ease of access and discounts had an effect on purchasing decisions, ease of access of 0.461% and discounts of 0.596%. This research is also supported by research conducted by Hedyanti and Ika Kusuma (2021) concerning the Effect of Advertising and Taglines on Purchase Intentions at Tiket.com. Indonesia. The results of this study are that there is a positive influence on buying interest at tiket.com based on advertisements having a positive influence on buying interest, the tagline also has a positive influence on buying interest on tiket.com.

The Magnitude of the Effect of Providing Online Ticket Reservation Services Through Traveloka on Passenger Repurchase Intentions at Yogyakarta International Airport

In this study using the direct relapse information checking strategy. The R square value which indicates how much the model can explain the variation of variable (Y) is known to be used to calculate the percentage of influence of variable X on variable Y. The greater the coefficient of determination, the greater the variation. in the variable (X) affects the variable (Y). Passenger repurchase intention is influenced by the provision of online ticket reservation services through the Traveloka application by 0.528 or 52.8%, according to the coefficient of determination R square. The remaining 47.2% is influenced by other variables not included in the research model.

The value of the guarantee coefficient shows a figure of more than half which indicates that the variable Administrative settings for online ticket reservations through the Traveloka application fundamentally affect the purpose of repurchasing tourists. Based on the hypothesis and the results of the analysis, the direction of influence in this study is very positive. This means that the intention to repurchase is higher when the Traveloka application offers ticket reservation services, whereas if it has a negative impact, the application offers more online ticket reservation services. Traveloka, interest in buying back passengers will decrease. Consumer repurchase interest in an application can be influenced by other variables, including according to the data and research findings mentioned above. Accessibility to apps, discounts, and impact of ads and taglines.

CONCLUSION

This research was conducted to examine the effect of providing online ticket reservation services through the Traveloka application on passenger repurchase intentions at Yogyakarta International Airport. In this study, it can be concluded that: Based on the hypothesis and analysis conducted on this study, the provision of online ticket reservation services through the Traveloka application has a positive effect on passenger repurchase intentions at Yogyakarta International Airport. This states that the better the provision of online ticket reservation services through the Traveloka application, the interest in repurchasing passengers at Yogyakarta International Airport will increase. On the other hand, the worse the provision of ticket reservation services through Traveloka, the lower the interest in repurchasing passengers. The effect of providing online ticket reservation services on passenger repurchase intention at Yogyakarta International Airport, with the results of calculating the coefficient of determination with an R square of 0.528. This means that the willingness to provide online ticket reservation services through the Traveloka application has a 5.28% effect on passenger repurchase intentions. And from the data and research results above, it can be concluded that consumer repurchase interest in an application can be influenced by other variables, including, Ease of access to applications, discounts, influence of advertisements and taglines.

Based on the discussion and conclusions above, some suggestions can be taken that can be used as input for companies or references for further research in the future: For Companies, Based on the results of the discussion, the author provides suggestions to the traeloka application as a service provider media accommodation, especially flight ticket services, to pay more attention to service for the sake of creating satisfaction for Traveloka accommodation users, because by providing the best service it will increase service users and also other service users will reuse the service. For future researchers, future researchers are advised to continue similar research by using qualitative research methods so that it can be a comparison of how much interest in repurchasing passengers in providing ticket reservation services through the Traveloka application at Yogyakarta International Airport now and in the future.

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