

The Effect of Online Flight Ticket Discounts Through Traveloka.com on Consumer Satisfaction at Yogyakarta International Airport

Dea Afni Primatari¹ Irwina Meilani²

Air Transportation Management Study Program, Sekolah Tinggi Teknologi Kedirgantaraan Yogyakarta, Bantul Regency, Province of Daerah Istimewa Yogyakarta, Indonesia^{1,2}

Email: deaprimatari09@gmail.com¹

Abstract

Selling airplane tickets through E-Commerce is an aviation business that has recently been quite popular among the public. Sales of airplane tickets both domestically and abroad in various E-Commerce show the high level of purchasing airplane tickets. Recently, the growth of E-Commerce, which sells airplane tickets, has been growing rapidly. With the development of E-Commerce, it has made it easier for passengers to buy airplane tickets, one of which is the Traveloka E-Commerce because it is an application that prioritizes ticket and hotel search programs. Apart from that, Traveloka also has unique and interesting original content. This study uses quantitative data. The data used in this study were taken from primary data based on questionnaires distributed to passengers at New Yogyakarta Airport for the time period of the research, namely September 1 – October 31, 2022. With a total of 120 people, the data analysis technique used was Simple Linear Regression Analysis, T Test, F Test and Coefficient of Determination. The results of this study can be concluded that the results of testing the hypothesis using the F-Test to find out whether there is an effect of online airplane ticket discounts through Traveloka.com on passenger satisfaction at the Yogyakarta international airport, from the calculation results of the F-Test shows the value of $f_{count} 0.859008 > f_{table} = 0.575879$. It is very clear that H1 is accepted. The magnitude of the influence of online flight ticket discounts through Traveloka.com on the Y variable of passenger satisfaction is known and the correlation value = 0.7722 (Very Strong) and the coefficient of determination is 84% (influence). While the remaining 16% is caused by other factors not examined by researchers.

Keywords: E-Commerce, Traveloka, Discounts



This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/).

INTRODUCTION

Transportation is one of the fastest growing modes. Indonesian people prefer to use air transportation services to travel to distant places or between islands, which is more profitable in terms of time, which is more efficient and timely. The higher consumer demand for the use of airplanes, airplane ticket sales also experience changes such as price changes that can change at any time. According to the TVRI NEWS.COM website, ticket sales for Christmas and New Year 2022 have increased by 100%. This happened because the demand for airplane tickets increased due to the influence of the holiday period.

Airline ticket sales are the main point of airline companies such as in developing business in order to gain more profits. Airline ticket sales are the income of an airline company. Sales become a very important activity, control of the power of the aviation market is fully held by consumers. Airline companies will have more guaranteed survival and can continue to grow to increase the company's turnover, if ticket sales activities are managed properly. One way is by selling airplane tickets through E-Commerce.

Selling airplane tickets through E-Commerce is an aviation business that has recently been quite popular among the public. Sales of airplane tickets both domestically and abroad in various E-Commerce show the high level of purchasing airplane tickets. Recently, the growth of

E-Commerce, which sells airplane tickets, has been growing rapidly. According to the news site Katadata.com, Traveloka recorded an increase in requests for travel services by up to 62% during the Eid holiday period in 2022. With the development of E-Commerce, it has made it easier for passengers to buy airplane tickets, one of which is Traveloka E-Commerce because it is an application that prioritizes ticket and hotel search programs. Apart from that, Traveloka also has unique and interesting original content, such as promotional sentences and explanations about the website itself. Then the placement of the template on the ticket search menu looks very pleasing to the eye.

Traveloka as an E-Commerce that not only provides transportation ticket reservation services such as planes, trains, buses and car rentals but also has added to its services by providing hotel, guest house, villa and resort reservation services. To maintain and increase airline ticket sales, many E-Commerce companies offer airline tickets with promotions that attract consumers, one of which is by offering discounts or discounted prices. This price discount is important for companies to do so that their customers are satisfied and do not glance at or switch to other products that are considered more competitive in terms of price offer.

In addition to sales promotion, consumer purchase intentions are also influenced by consumer satisfaction. Consumer satisfaction is the result that arises from performance and expectations. Attitude of satisfaction is also an evaluation of how it is perceived by consumers. If the evaluation results are good, then consumers will have a good perception of the application and have a tendency to use the application, so it can be concluded that if consumers are interested in the sales promotions offered by the company and are satisfied with existing products or services, moreover have a positive attitude, then consumers will have satisfaction to buy the company's products or services.

The level of consumer satisfaction is a reference in marketing evaluation. Therefore, the level of satisfaction is needed to be a measure of a company's success with the products or services it produces. The researcher sees a good opportunity to find information in carrying out the research title that has been described, then the researcher chooses a place at Yogyakarta International Airport due to the large number of customers from Traveloka.com at the airport. Based on the background previously described, the authors take the following problem formulation: Is there an effect of online flight ticket discounts through Traveloka.com on consumer satisfaction at Yogyakarta International Airport? How big is the influence of online flight ticket discounts through Traveloka.com on customer satisfaction at Yogyakarta International Airport?

Literature Review

Influence

Influence is a form of power whose certainty cannot be measured. Influence is a power that exists or arises from something, both people and objects and so on that has power or has power and influences other people. Influence is an ability that continues to grow and is not too related to trying to fight for and impose interests. Influence is "the power that exists or arises from something (people or objects) that contributes to the character of one's beliefs and actions"

Flight Ticket

According to Anggraini (2008) "a ticket is a travel document issued by a company that contains routes, dates, passenger data used to make a trip". Airplane tickets are "valuable documents that must be owned by passengers who will travel by airplane, these documents are

issued by the relevant airline acting as transportation carrier which contains the terms of the agreement between the passenger and the carrier (airline company)".

Discounts

A discount is a discount given by the seller to the buyer in appreciation of certain activities from the buyer that are pleasing to the seller. Discounts or price cuts are a form of sales promotion that is often applied by offline and online marketing that is more aimed at end consumers.

Traveloka

Traveloka is an E-Commerce business engaged in Online Travel Agent. It was founded by 3 people namely Ferry Unardi, Derianto Kusuma and Albert in 2012. The main founder and current CEO of Traveloka, Ferry Unardi, is someone with an engineering background. The Traveloka site was first launched for booking flight tickets in 2013. The launch of Traveloka in 2013 was considered appropriate due to the boom in the travel business. National income is said to reach USD 1 trillion with a growth of 6 percent. So that the Traveloka site is said to be developing at the right time. In 2014, Traveloka added a hotel room booking feature. In the same year Traveloka also launched an application for smartphones. This is based on the increase in smartphone users for online transactions by 57%.

Consumer Satisfaction

The word "satisfaction" comes from the Latin "satis" (meaning quite a lot, sufficient) and "facio" (to do or make). Simply put, satisfaction can be interpreted as an effort to fulfill something or make something adequate. Consumer satisfaction is one of the reasons consumers decide to shop somewhere. If consumers are satisfied with a product, they are more likely to continue to buy and use it and tell others about their pleasant experience with the product. Satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the real or actual product performance with the expected product performance.

Consumer

According to the Consumer Protection Act No. 8 of 1999, a consumer is any person who uses goods and/or services available in society, both for the benefit of himself, his family, other people and other living things and not for trading. Consumers are everyone who gets goods and services used for a particular purpose.

RESEARCH METHODS

This study uses quantitative data. The data used in this study were taken from primary data based on questionnaires distributed to passengers at New Yogyakarta Airport for the time period of the research, namely September 1 – October 31, 2022. With a total of 120 people, the data analysis technique used was Simple Linear Regression Analysis, T Test, F Test and Coefficient of Determination.

RESEARCH RESULTS AND DISCUSSION

Based on the results of research data that has been obtained using SPSS, the Validity Test shows that Variable X (Effect of online flight ticket discounts through Traveloka.com) on Variable Y passenger satisfaction has a value of $r_{count} > r_{table}$, thus Variable X (Effect of online flight ticket discounts through Traveloka.com) on Variable Y passenger satisfaction is declared

valid in this study. Furthermore, the reliability test shows that the Cronbach Alpha value of each instrument variable is greater than 0.5, which means that the questionnaire, which is an indicator of these variables, is reliable. This can be seen from the results of the tests that have been carried out as follows:

1. Variable X (Effect of online flight ticket discounts through Traveloka.com) has a Cronbach Alpha value of 0.750.
2. The variable Y passenger satisfaction has a Cronbach Alpha value of 0.548.

After the results of the validity and reliability tests are declared valid and reliable, it can be continued with other tests to determine the effect of online flight ticket discounts through Traveloka.com on passenger satisfaction. As is well known, one of the objectives of this research is to find out whether there is an effect of online flight ticket discounts through Traveloka.com on passenger satisfaction at Yogyakarta international airport.

The Effect of Online Flight Ticket Discounts Through Traveloka.Com and on Passenger Satisfaction at the Yogyakarta International Airport

Based on the results of multiple linear analysis, a constant value of 18,279 indicates that when the effect of online flight ticket discounts through Traveloka.com is zero or does not increase, passenger satisfaction will still be worth 18,279. The coefficient of variable X is 0.26412, which means that if the effect of online flight ticket discounts through Traveloka.com is increased by one unit, it will increase passenger satisfaction by 0.26412 units. Based on the results of testing the hypothesis using the F-Test to find out whether there is an effect of online airplane ticket discounts through Traveloka.com on passenger satisfaction at the Yogyakarta international airport, the calculation results for the F-Test show a value of $f_{count} 0.859008 > f_{table} = 0.575879$. It is very clear that H1 is accepted. The test results using the T-Test determine whether there is an effect of online airplane ticket discounts through Traveloka.com on passenger satisfaction at Yogyakarta international airport, namely a significant value = 0.004256 Smaller than the threshold value. Significance = 0.05 means that the effect of online airplane ticket discounts through Traveloka.com has a significant effect on passenger satisfaction and a significant value.

The Magnitude of the Effect of Discounted Online Airplane Tickets Through Traveloka.Com on Passenger Satisfaction at the Yogyakarta International Airport

Judging from the results of the Coefficient of Determination test which shows how much influence online discount airline tickets through Traveloka.com have on the Y Variable passenger satisfaction is known and the Correlation value = 0.7722 (Very Strong) and the coefficient of determination value is 84% (influential). While the remaining 16% is caused by other factors not examined by researchers.

CONCLUSION

This study examines "the effect of online discounted airline tickets through Traveloka.com on passenger satisfaction at the Yogyakarta international airport. Data from a questionnaire with 120 respondents showed that there was a significant influence between the variables of the influence of online flight ticket discounts through Traveloka.com on passenger satisfaction at Yogyakarta international airport. Based on the discussion that has been explained previously, it can be concluded that: Based on the results of the discussion above, the effect of online flight ticket discounts through Traveloka.com has a significant effect on passenger satisfaction. The magnitude of the influence of discounted online airline tickets

through Traveloka.com on the Y variable of passenger satisfaction is known and the correlation value = 0.7722 (Very Strong) and the coefficient of determination is 84% (influence). While the remaining 16% is caused by other factors not examined by researchers.

From the conclusions above, there are several suggestions, including: For Traveloka Companies, the results of this study can provide input and also serve as a source of information for companies to maintain service quality in terms of ticket sales. For future researchers, the results of this study are expected to be used as a reference and information for future researchers.

BIBLIOGRAPHY

- Arikunto (2014). *Prosedur Penelitian*. Jakarta: Rineka Cipta. Dimiyati dan Mudjiono.
- Fandi, Tjiptono. (2014). *Service, Quality & Satisfaction*. Edisi 3. Yogyakarta: Penerbit Andi.
<https://katadata.co.id/>
<https://media.neliti.com/media/publications/45333-ID-manajemen-aset-infrastruktur-di-indonesia.pdf>
<https://peraturan.bpk.go.id/Home/Details/54656/uu-no-1-tahun-2009>
- Juni Priansa. (2017). *Komunikasi Pemasaran Terpadu Pada Era Media. Sosial*. Bandung: CV Pustaka Setia.
- Kotler, Phillip dan Kevin Lane Keller. (2016). *Manajemen Pemasaran edisi 12 Jilid 1 & 2*. Jakarta: PT. Indeks
- Madjukie, Reynard (2018) *Pengaruh Promosi dan Kualitas Layanan terhadap Kepuasan Konsumen Zalora Indonesia di Jakarta*
- Malau, Harman. (2017). *Manajemen Pemasaran. Teori dan Aplikasi Pemasaran Era. Tradisional Sampai Era Modernisasi Global*. Bandung : Alfabeta.
- Ni Luh Putu Riska Riana Paramita. (2018). *Jurnal tentang Efektivitas Promosi Tiket.Com Terhadap Keputusan Wisatawan Domestik Dalam Pembelian Tiket Pesawat Menuju Bali*
- Pandapotan Na Uli Sun Siregar. (2022) *Jurnal Tentang Pengaruh Promosi Dan Potongan Harga Tiket Pesawat Terhadap Minat Beli Konsumen Pada Pt. Manumadi Tour And Travel Bali*
- Prihastama, Brian (2016) *Pengaruh Price Discount Dan Bonus Pack Terhadap Impulse Buying Pada Pelanggan Minimarket*
- Priyatno. (2013). *Analisis Korelasi, Regresi, dan Multivariate Dengan SPSS*. Yogyakarta : Gava Media.
- Sugiyono (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta.
- Sujarweni, V. Wiratna. (2015). *Metodologi Penelitian Bisnis Dan Ekonomi*, 33. Yogyakarta: Pustaka Baru Press.
- Sunyoto. (2016). *Metodologi Penelitian Akuntansi*. Bandung: PT Refika Aditama Anggota Ikapi.
- Ummul Kuro. (2021) *Jurnal Tentang Pengaruh Promosi Dan Diskon Terhadap Daya Tarik Closing Online Shop Mahasiswa Di Stkip Pgri Bangkalan*
- Undang-Undang Perlindungan Konsumen No 8 Tahun 1999 Tentang "pengertian Konsumen"
- Yuliantiningsih, A., & Rahardjo, S. T. (2016). *Analisis citra merek, produk, harga dan promosi terhadap keputusan pembelian*. *Diponegoro journal of management* , Volume5, Nomor3, Halaman1-11.