

Factors Attracting Online Purchase on Airasia Ticket

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Abstract. This study aims to find out the biggest factors determine consumers to continue purchased AirAsia tickets through AirAsia's official website and mobile application. The researchers used multiple linear regression methodology approach to examine construction and relationships within the framework. The results provides a better understanding of the factors attract tourists to get a cost-effective distribution network in buying the tickets. The factors are Airline Reputation, Website Quality, Passenger Trust, Price Perception and Website Usability Benefits. The results of the analysis shows that three of five-factor has a positive effect on online purchase behaviour which are Web Quality, Airline Reputation and Price Perception.

Keywords: customer behavior, air asia, e-ticketing, airline reputation, travel agent

1. Introduction

The development of technology in this global era is growing rapidly. Judging from the increase in knowledge and use of information technology that has sharply increased. Information obtained about technological advancements greatly impacts the Indonesian, especially in the travel and airlines industry. The support of computer technology and network infrastructure raises a new phenomenon with the internet, for example, the development of electronic transactions called Electronic Commerce. Some advantages compared to traditional methods, which can minimize the aspect of cost expenditure which means more efficient, unlimited service coverage with 24-hour information services, and more effective and efficient communication with consumers. The internet makes consumers have advance information, more choice of products offered and makes transactions simpler than traditional modes. The existence of the internet has proven to support industrial development, for example in the aviation industry. Today's people can book airline tickets online. The development of the internet has penetrated the service or service companies. One of them is online ticketing or online ticket sales in the air transportation system. The use of an electronic ticketing system in Indonesia with the presence of these technological developments made AirAsia begin to realize technological developments and the needs of its customers, the ease of obtaining airline tickets began to implement an online ticketing system. AirAsia was promotes tickets through online travel agents as an intermediary between airlines and consumers, namely Traveloka. In this collaboration, the two sides of the company have a huge advantage because with this collaboration consumers can easily make ticket purchases starting from the process of booking tickets to making payments. However, on February 16, 2019, along with the increase in the order system, Air Asia didn't appear in sales tickets on an online travel agent called Traveloka anymore. On March 4, 2019, the AirAsia airline has withdrawn sales through Traveloka's OTA (Online Travel Agent), the incident followed by a decision to exit on sales channel traveloka. In this case, what we will raise in our research is how a consumer can return to buy AirAsia tickets that have left Traveloka, which is the largest travel agent company in Indonesia and has a very large and wide market share. And in this study aims to find out the biggest factors that determine consumers to continue to buy AirAsia tickets on the official website and mobile applications owned by AirAsia despite the loss of cooperation that is done with intermediaries or can be called OTA (Online Travel Agent).

2. Literatur Review

2.1. Customer behavior

It can be defined as the process of obtaining and managing information to make purchasing decisions and evaluate products and services. This process includes seeking information, evaluating alternatives, purchasing, consuming and disposing of products and services. Consumer behavior is influenced by various subjective and objective factors that exist both within consumers and people or external organizations. [1]

2.2. Airline Reputation

Also called a critical factor increases the initial trust of a prospective customer in an offline vendor. In 2000, reputation was introduced in e-commerce research as a key determinant of initial trust in an online context. Specifically, it was stated that reputation influences early online buying behavior through a portion of trust media. [2]

2.3. Website Quality

It can be interpreted as ease in operating the website and the ease of conducting ticket searches [3]. Website quality is also related to customer purchasing intentions. Maintaining and managing website content are very important for business processes as they relate to customers' purchasing intentions to generate revenue. [4]

2.4. Price Perception

Price from a marketing point of view is a monetary or another measure (including other goods and services) that are exchanged to obtain ownership rights or use of goods and services. In a narrow sense, price is the amount billed for a product and service Price is the only element in the marketing environment that generates money because all the other elements represent costs. [5]

2.5. Passenger Trust

Trust is one of the important factors With voluntary market transactions characterized by Uncertainty and risk, such as transactions in the Online environment [6]. Especially true in the online context, where the consumers and sellers are physically separated. Some studies suggested that customers with a low propensity to trust tend to have negative views with risk situations. Such propensity reduces their desire to try new things. but from the other side, customers with higher trust interests have positive opinions and are ready to try new things [7]. can be defined as the process of obtaining and managing information to make purchasing decisions and evaluate products and services. This process includes seeking information, evaluating alternatives, purchasing, consuming and disposing of products and services. Consumer behavior is influenced by various subjective and objective factors that exist both within consumers and people or external organizations. [1]

2.6. Website usability Benefits

It's easy to find information that consumers want, navigation from a website that is consistent, scrolling websites require a short amount of time, graphics and website animation make it easier for consumers to use the website [3]. perceived usefulness for online purchases can be defined as the prospective consumer's subjective probability that using the internet will efficiently facilitate purchasing. [8]

2.7. E-ticket

It is one form of aviation services in serving prospective passengers to use their aircraft in traveling in a precise and accurate way. The form of the e-ticket is very simple. For this e-ticket in the form of a ticket, only a piece of paper is written in full starting with flight schedules, destination dates, and other rules. [3]

Most studies of customer behavior have focused on various other direct effects such as web quality services, usefulness, perceived value, perceived costs, and satisfaction. This is why it is important to overcome negligence related to the role of trust in the context of online repurchase behavior. [2]

3. Methodology

This study uses a multiple linear regression analysis used to predict changes the value of a particular variable when another variable changed. It is said to be multiple regression, because number of independent variables as more than one predictor. Regression analysis is a relationship that is obtained and expressed in the form of mathematical equations that express functional relationships between variables [9]. Multiple linear regression method with a quantitative approach that describes a general approach to research that focuses on assessing variability between variables that appear naturally. The researchers asked respondents what would show acculturation and carried out their responses through data reduction techniques to determine what qualities acculturated people [10]. Random and purposive sampling can also be combined to produce a strong sampling method [11]. There is no limit on how many informants have to make a purposive sample, provided that the information needed is obtained [12]. Studies different sample sizes from informants who were chosen intentionally and find that at least five informants are needed so that data can be relied upon. This study aims to find out the biggest factors that determine consumers to continue to buy Air Asia tickets on the official website and mobile applications owned by Air Asia despite the loss of cooperation that is done with intermediaries or can be called OTA (Online Travel Agent). This research method uses a sample of 100 correspondence with the regression variable X and variable Y and the research is using the IBM SPSS methods to find the factors that effect variable Y.

4. Result and Discussion

This research has collected data by 100 respondents. 42 respondents are Male, and 58 are Female. Respondents are in the age group, <25 years old is 83%, 25-34 years old is 6%, 35-44 years old is 2%, 45-54 years old 6%, and >55 years old is 3%. The first step is validity and reliability. For validity the significant value is $0.000 < 0.05$ to be said valid. Therefore, all variables are valid for reliability and croanch alpha need to be above 0.942 and to be said reliable. And for normality tests, the linearity test, all can be said to be normal and there is a relationship formed between variables X and variables Y.

The results of multiple linear regression analysis performed using the IBM SPSS program are presented as follows:

Table 1. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.667	.635		1.051	.296
	X1	.353	.096	.297	3.694	.000
	X2	.477	.113	.384	4.214	.000
	X3	.143	.098	.143	1.456	.149
	X4	.202	.074	.181	2.722	.008
	X5	.010	.100	.008	.099	.922

a. Dependent Variable: Y

Table 2. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	461.215	5	92.243	55.237	.000 ^b
	Residual	156.975	94	1.670		
	Total	618.190	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X5, X4, X2, X1, X3

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864 ^a	.746	.733	1.29226

a. Predictors: (Constant), X5, X4, X2, X1, X3

Based on the results of the regression analysis it can be seen the multiple regression equation using the following formula:

$$\hat{y} = \alpha_0 + \alpha_1 x_1 + \dots + \alpha_k x_k$$

Regression equation $Y = 0.667 + 0.353X_1 + 0.477X_2 + 0.143X_3 + 0.202X_4 + 0.010X_5$ illustrates that the independent variable Airline Reputation (X1), Web Quality (X2), passenger trust (X3), price perception (X4), website usability benefits (X5) in the regression model can be expressed if one independent variable changes 1 one and the other constant, then the change in the dependent variable behavior online buying (Y) is equal to the coefficient value (b) of the value of the independent variable.

The constant value of 0.667 can be interpreted if the variable Airline Reputation, Web Quality, Passenger Trust, Price Perception, Usability Benefits are considered zero, then online purchase behavior at Ticket Air Asia will amount to 0.667. Beta coefficient value on the Airline Reputation variable (X1) of 0.353 means that every change in the Airline Reputation variable by one unit will result in changes in the online purchase behavior of 0.353 units, with other assumptions being fixed. The increase of one unit in the variable Airline Reputation will decrease the online purchasing behavior of 0.353 units, whereas the decrease of one unit in the Airline Reputation variable will increase online purchase behavior by 0.353 units. Beta coefficient value on the Web Quality (X2) variable is 0.477, which means that every change in the variable Web Quality by one unit will result in changes in online purchase behavior of 0.477 units, with other assumptions being fixed. The increase of one unit in the Web Quality variable will decrease the online purchase behavior of 0.477 units, whereas a decrease in one unit on the Web Quality variable will increase the online purchase behavior of 0.477 units. The beta coefficient value in the variable passenger trust (X3) is 0.143, which means that each change in the variable passenger trust by one unit will result in changes in the online purchase behavior of 0.143 units, with the other assumptions being fixed. The increase of one unit in the variable passenger trust will reduce the online purchase behavior of 0.143 units, whereas a one-unit decrease in the variable passenger trust will increase online purchase behavior by 0.143 units. Beta coefficient value on price perception (X4) 0.202 means that each change in the variable is variable price perception by one unit will result in changes in the online purchase behavior of 0.202 units, with other assumptions being fixed. The increase of one unit in the variable price

perception will decrease the online purchase behavior of 0.202 units, whereas the decrease of one unit in the variable price perception will increase the online purchase behavior by 0.202 units. Beta coefficient value in usability benefits (X5) variable is 0.010 means that each change invariable usability benefits by one unit will result in changes in the online purchase behavior of 0.010 units, with other assumptions being fixed. The increase in one unit the variable usability benefits will decrease the online purchase behavior 0.010 units, whereas the one unit decrease in the variable usability benefits will increase the online purchase behavior of 0.010 units.

4.1. Hypotheses

Testing of the hypotheses in this study aims to prove the hypotheses that has been proposed, whether it affects buying behavior online. Analysis of the data used for testing the hypotheses in the study is the t-test, F test, and coefficient of determination (R²).

4.1.1 Test t (Partially)

The t-test shows how far the influence of one variable explanatory or individually independent in explaining the variation of the variable dependent. This decision is made based on a comparison of the value significance of the t value calculated for each regression coefficient with a level of predetermined significance, which is equal to 5% ($\alpha = 0.05$). If the value of the t count is greater than t table, then the null hypothesis (H₀) is accepted which means that the variable affects the dependent variable. Whereas if the value of the t count is smaller than the t table, then H₀ is rejected, which means that the independent variable does not affect the dependent variable [13]. The table for 100 respondents is 1,984.

The explanation for the t-test for each variable is as follows:

4.1.1.1. Airline Reputation

The results of the t-test statistic for the Airline Reputation variable are t counted at 3,694, with the t table value of 1,984 (3,694 > 1,984) then the hypothesis that "Airline Reputation (X1) has a positive effect on online purchase behavior (Y) "supported. Thus, Airline Reputation affects the online purchase behaviour.

4.1.1.2. Web Quality

The results of the t-test statistics for the Web Quality variable obtained a t count value of 4.214, with at table value of 1.984 (4.214 > 1.984) then the hypothesis that "Web Quality (X2) has a positive effect on online purchase behavior (Y) "Supported. Thus, Web Quality influences the online purchase behaviour.

4.1.1.3. Passenger Trust

The results of t-test statistics for Passenger Trust variables are obtained by a t count of 1,456, with a t table of 1,984 (1.456 < 1,984), the hypothesis that "Passenger Trust (X3) has a negative effect on online purchase behavior (Y) "Supported. Thus, Passenger Trust does not affect the online purchase behavior.

4.1.1.4. Price Perception

The results of the t-test statistics for Price Perception variables are obtained with a t value of 2.722, with at table value of 1.984 (2.722 > 1.984) then the hypothesis that "Price Perception (X4) has a positive effect on online purchase behavior (Y) "Supported. Thus, Price Perception affects the online purchase behavior.

4.1.1.5. Website Usability Benefits

The t-test results for Usability Benefits variables obtained t count value of 0.099, with at table value of 1.984 (0.099 < 1.984), the hypothesis which states that "Usability Benefits (X5) has a negative effect on online purchase behavior (Y) "supported. As such, Usability Benefits does not affect on online purchase behavior.

4.1.2. Test F

Test F shows whether all the independent variables included in the model have a simultaneous influence on the variable dependent. Decision making is done based on a comparison of the F value calculated by looking at the level of significance, then comparing with the predetermined significance level (5% or 0.05). If the significance of the F count is smaller than 0.05, the hypothesis is accepted which means that the independent variables simultaneously influence the dependent variable [13] So it is known that the significant value is 0.000 smaller than 0.05 ($0.000 < 0.05$), it can be concluded that the hypothesis is received or in other sentences X1, X2, X3, X4, X5 simultaneously affect by Y.

4.1.3. Coefficient of Determination (R2)

The coefficient of determination is a measure of the influence of independent variables on the dependent variable. The magnitude of the determination coefficient ranges from numbers 0 to 1, the magnitude of the coefficient of determination is close to number 1, the greater the influence of the independent variable on the dependent variable. The adjusted R2 test results in this study obtained a value of 0.746. This shows that the online purchase behavior or of Air Asia is influenced by web quality, usability benefits, passenger trust, Airline reputation, price perception of 74.6%, while the remaining 25.4% is influenced by other factors not included in this study.

5. Conclusion and Recommendation

5.1. Conclusion

Understanding new markets is very important for airlines to survive and become successful in the business. This study should help airlines to develop their online e-business solutions in ways that can attract customers to use online platform to generate a profit. The conceptual framework was developed based on the literature of electronic consumer behavior, web quality, travel, and tourism. The results of this study indicate that there are three factors out of five-factors that we examined, show a significant effect on the online purchase behavior. The biggest influence is on the Web factor quality with a percentage of 34.58%, Airline Reputation with a percentage of 30.32%, and Price Perception with a percentage of 22.34% for the behavior of Air Asia online ticket buying. However, of the five-factors contributing to 74.6% online purchase behavior and 25.4% are influenced by other factors that we did not examine in this study.

5.2. Recommendation

Based on the results of the discussion and conclusions of the study, it is recommended for AirAsia companies, they can increase the benefits of the website's usefulness and AirAsia's mobile application and increase passenger confidence in the service quality, comfort, and safety of the flights that are operated. And for further researchers, it can still be continued with other factors not examined in this study.

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