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THE EFFECT OF PRICE AND PROMOTION ON PURCHASE DECISION OF TRAVELOKA ONLINE AIRLINE TICKETS DURING THE PANDEMIC

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Abstract:

The rapid development of technology has a positive impact on various social aspects. Especially in the transportation sector. It has become a basic need for every human to carry out activities.The presence of transportation has now also experienced rapid development. When people want to travel to another place, land, sea and air transportation options are now available. Booking travel tickets has also been made easier, people do not have to queue at the counter. They can book tickets online through the official website or application of transportation providers or online ticket sales services. Traveloka is the largest online travel agent in Indonesia.

This research is a descriptive research and used a quantitative approach. The sample data for this study were Traveloka users for the airline ticket category throughout Indonesia and taken by using purposive non-probability sampling. The analysis technique used was Multiple Linear Regression Analysis. The data processing method in this study was the SPSS version 25.0 program.

In this study, price and promotion variables were used to see their effect on the decision to purchase airline tickets at Traveloka. After doing the analysis, the data show that prices and promotions have a positive and significant influence partially or individually and also simultaneously or together on the purchace decision of airline tickets at Traveloka.

Keywords: Airline Tickets, Prices, Promotions, Purchase Decisions.

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Introduction (Include Literature Review)

Currently, Indonesia is one of the countries that do online business. There are various types of online businesses, such as marketplaces, e-commerce and online shops. According to Triswati (2018) E-commerce or electronic commerce is part of electronic business including companies or online sites that offer products or services that are easier to make transactions and make selling easier. One type of service offered through online sites is travel needs for tourists. Airline tickets are one of the necessities for tourists who are going on vacation or on a business trip to some place with an airline.)

In 2020 the world was shocked by the emergence of the Covid-19 Pandemic, which had a significant impact on changing the world. Starting from the economic, social aspects, to everyday life, everything is affected by the emergence of the Covid-19 virus. This also has an impact on the tourism sector in Indonesia.

In 2020, tourism in Indonesia has greatly decreased due to the COVID-19 pandemic. As a result of this pandemic, the condition of Indonesian tourism has been delayed by 20 years based from the data of foreign tourists visiting. Director of Communication Bureau. Ministry of Tourism and Creative Economy Republic of Indonesia, Agustini Rahayu, on September 2020, said that the number of foreign tourist arrivals only reached 3.5 million people. This number is much smaller than the number of tourist visits in 2019 with 16.7 million people.

COVID-19 in Indonesia has been going on since March 2020, resulting in the decline in foreign tourist visitors. This can be seen from the statistical data on the number of passengers at the airport that serves flights to Jakarta, namely Soekarno-Hatta Airport.

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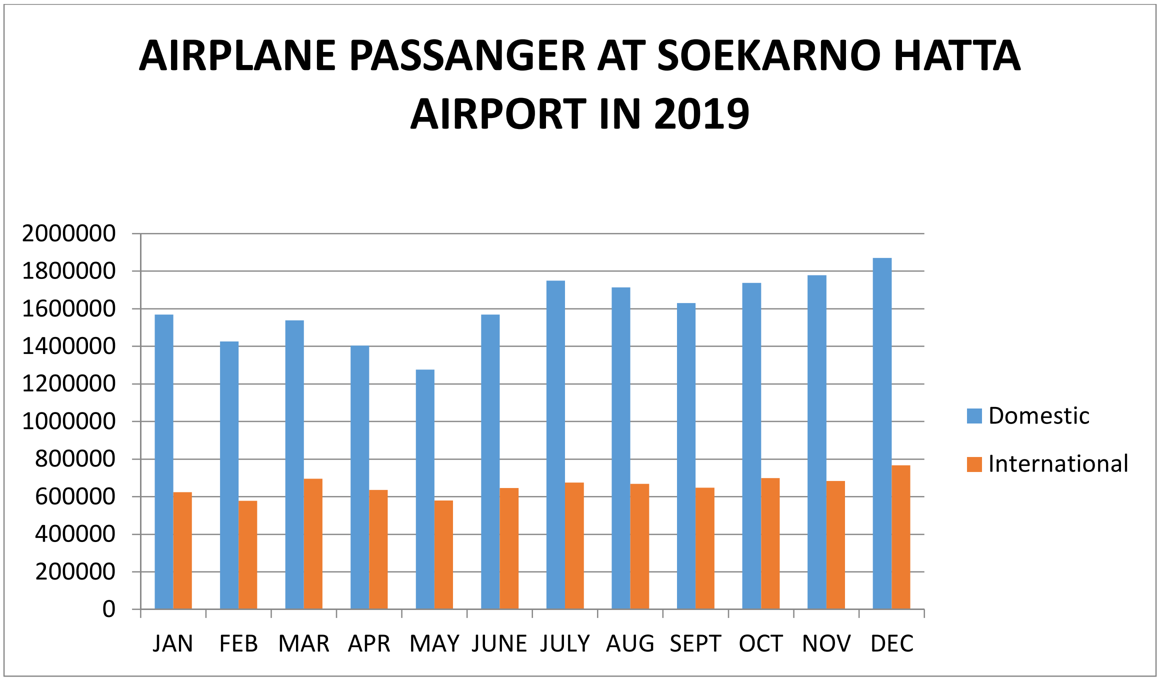

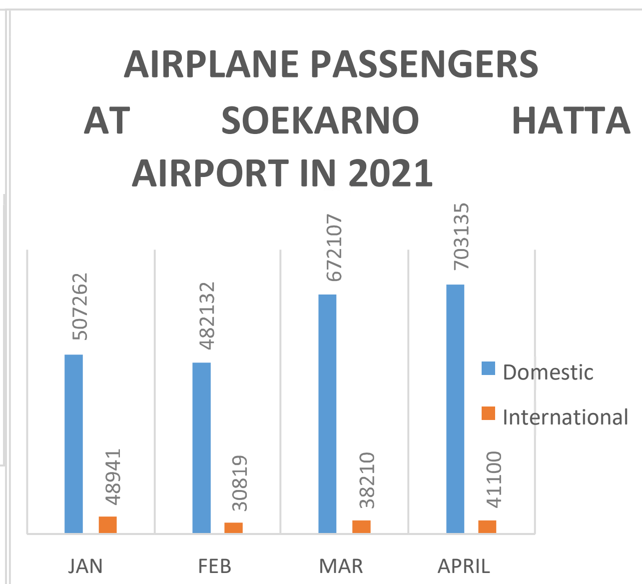

Table 1. Table of Airplane Passengers from SOETA Airport

Source: PT (Persero) Angkasa Pura I and II

Based on the following data, prior to the Covid-19 pandemic, passengers at Soekarno-Hatta airport were still increasing and during the Covid-19 pandemic there was a decrease in the use of airlines at Soekarno-Hatta airport. This decline occurred significantly in May 2020, and increased again until the end of 2020.

In addition, companies engaged in tourism must be able to carry out business strategies. This has made one of the E-commerce sites that provide online travel agent services to prepare several strategies to increase their resale in the midst of the COVID-19 pandemic, one of which is Traveloka.

Traveloka is a leading technology company in Southeast Asia that provides access for people to find and book various transportation, accommodation, activities and lifestyle services, as well as finance. Traveloka has collaborated with more than 100 airlines and has served more than 200,000 flight routes worldwide (Wakhidah, 2018). Traveloka is also easy to be accessed by the public anywhere and anytime without having to come to the airport or a place to sell airline tickets. Booking airline tickets at Traveloka can be ordered via a smartphone. Here is how to order Traveloka flight tickets:

- Open the traveloka home page, tap Airline Tickets. Fill in the origin of the destination, travel date, and flight class in the search box, then tap Search tickets.
- Select the flight ticket you want, then tap continue to booking.
- Fill in the customer data and traveler details (please make sure to fill in the name and data according to the identity card such as ID card or passport), then proceed to payment
- Select the payment method you want and make the payment.
- Click see purchase progress to see the status of your order. (You will receive an e-ticket via email after your payment has been successfully confirmed).

The Traveloka application has been downloaded more than 60 million times, making it the most popular travel booking application in the Southeast Asia region. (www.traveloka.com/id-id/about-us). In addition, Traveloka also provides various information such as flight times, promo tickets, baggage weight for each aircraft accurately. Traveloka is the number one online travel agent in Indonesia. Several things that can cause Traveloka's high ranking are product, price, and promotion.

The prices offered by Traveloka are very varied and lower than other online travel agents. Prices are based on flight class and distance traveled. The prices offered by Traveloka are transparent without any additional costs. Best price guarantee is one of Traveloka's mainstay features in guaranteeing the best price offer for its users. Best price guarantee provides a

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money back guarantee to users who find cheaper ticket prices outside Traveloka. During the COVID-19 pandemic, Traveloka provides a discount for purchasing airline tickets of IDR 200,000 to IDR 250,000 using a credit card and Traveloka pay later.

Promotion makes the product or service offered can be recognized by consumers so that consumers recognize the product or service, then the desire to buy the product or service arises (Waluyo and Aan, 2018). Traveloka is collaborating with several airlines to increase sales during the COVID-19 pandemic, namely by carrying out various promotions, one of which is Traveloka in collaboration with Citilink airlines. If consumers buy their airline tickets, they will get a free rapid test for domestic travel. In addition, Traveloka also provides discounted flight tickets with payments using credit cards issued by several banks, such as Mandiri, BRI, CIMB, etc.

Traveloka also made promotions through digital marketing such as social media and advertisements. Social media is a form of promotion that is quite attractive among young people, this is because companies can approach and ask consumers for opinions about what consumers need and want so that companies become aware of the problems they are facing, thus creating a pleasant experience for consumers. Advertising marketing also affects the sale of a product.

Marketing mix is a factor that can influence purchasing decisions. Purchase decisions occur because some things are influenced by products which consist of a variety of products, services, brand names, and guarantees (Triswati, 2018). Then according to Wakhidah (2018) the price is very influential on the decision to buy plane tickets online on the Traveloka application, because the more affordable the price given by Traveloka is, the decision to buy plane tickets will increase and vice versa. If the price offered by Traveloka is getting more expensive, the decision to buy plane tickets will drop. In addition to prices, and promotions also affect the decision to purchase airline tickets on the Traveloka application,

The Purpose of the Research :

Based on the formulation of the problem above, the expected objectives in this study are:

1. This study aims to determine the effect of flight ticket prices offered by Traveloka on the airline tickets purchase decision during the COVID-19 pandemic.

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2. To determine the effect of the flight ticket promotion offered by Traveloka on the airline tickets purchase decision during the COVID-19 pandemic.
3. To determine the effect of the price and promotion of airline tickets offered by Traveloka on the airline tickets purchase decision during the COVID-19 pandemic.

Literature Review

Marketing

According to Kotler and Keller in Limakrisna and Susilo (2012: 3) Marketing is a social and managerial process in which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others.

Price

According to Kotler and Armstrong (2016: 345) Price is the amount of money that is billed to consumers as a replacement value for obtaining benefits from owning or using a product or service. Price plays a role as a major determinant of consumer choice.

Meanwhile, according to Tjiptono (2019: 46) price mix decisions relate to strategic and tactical policies, such as price levels, discount structures, payment terms, and the level of price discrimination among various customer groups. Intangible characteristics of services cause price to be a significant indicator of quality. The personal and non-transferable characteristics of the service type allow price discrimination in the service market. Many services are marketed by the public sector at subsidized or even free prices, this causes complexity in pricing services.

The selling price of the product is important for the company, including retail companies. In setting prices, it must be calculated and balanced for consumer needs. In addition, the selling price is also a means of competition with the competitors.

The following factors that determine the selling price of a product:

- Consumer Segmentation

Determine the consumer segments that are the customers of the products. Lower and upper middle class. Efforts are made so that the set selling price can be reached by consumers with middle to lower and upper middle economic classes so that there is a balance.

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- Competitor Price

Before setting the selling price of the product, it is better to survey the products of the competitors. After determining the average selling price of these competitors, the seller is able to determine the selling price of the same product as competitors or a slightly higher selling price of the product but rely on better quality.

- Production cost

Costs incurred when the product is still in production. Production costs include the cost of product raw materials, direct labor costs, and so on.

- Marketing costs

Costs incurred to market or promote a company's new product.

- Distribution fee

Represents costs incurred for the delivery of products from the warehouse or manufacturer to the store.

- Profit from product sales

In addition, there is a percentage component of profit or profit to be obtained from product sales which is also an important factor in determining the selling price of manufactured products. The calculation of the profit to be obtained must be able to become a separate profit for the company so that it can continue to develop its business.

Promotion

According to Kotler and Armstrong (2016: 63) promotion is the seller's effort to convey the benefits of the product and persuade consumers to buy the product. Meanwhile, according to Lupiyoadi (2013:178) promotion is one that is very important in the marketing mix implemented by the company in marketing products or services. Promotion not only serves as a communication tool between companies and consumers, promotions can also influence consumers in purchasing activities or using services according to their wants and needs.

According to Tjiptono (2019: 46) the traditional promotional mix includes various methods for communicating the benefits of services to potential and actual customers, these methods consist of, advertising, sales promotion, *direct marketing*, *personal selling* and *public relations*. Then, Herlambang (2014: 56) argues that promotion can cause people who were

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previously not interested in Purchase a product or service to become interested and try the product or service so that consumers make a purchase. According to Hermawan (2019:128) the general purpose of sales promotion can be generalized into three, namely; Increase demand from industrial users or end consumers, Improve business performance, Support and coordinate sales and advertising activities.

Purchase decision

Purchase decision according to Thamrin and Francis (2016: 83), is the stage where the buyer has made his choice and purchases the product and consumes it. Purchases themselves physically can be done by consumers, but it can also be the choice of others. Meanwhile, according to Kotler and Armstrong (2016: 181) consumer purchasing decisions are Purchase the preferred brand from various alternatives.

Furthermore, according to Kotler and Keller (2016: 184) Purchase Decision is a basic psychological process that plays an important role in understanding how consumers actually make their Purchase decisions. Based on the opinion above, it can be conveyed that purchasing decisions are actions taken by consumers to purchase a product from various alternatives. Therefore, in making purchasing decisions, consumers must go through a selection process that takes one of several alternative problem solving with real follow-up. After that the consumer can evaluate the choice and then can determine the attitude to be taken next.

Factors That Influence Purchase Decisions

According to Tjiptono (2017), the factors that influence customer purchasing decisions are the emotional bonds that exist between customers and producers after customers use products and services from the company and find that these products or services provide added value. The value dimension consists of 4, namely:

1. Emotional value, utility derived from feelings or affective or positive emotions arising from consuming the product. If consumers experience positive feelings when Purchase or using a brand, then the brand provides emotional value.
2. Social value, utility derived from the product's ability to enhance the consumer's social self-concept. Social value is the value held by a consumer, regarding what is considered good and what is considered bad by consumers.

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3. Quality value, the utility obtained from the product due to the reduction of short-term costs and long-term costs.
4. Functional value is the value obtained from product attributes that provide functional utility to consumers. This value is directly related to the functions provided by the product or service to consumers.

Price Influence on Purchase Decision

The price of a product and service is one of the determining factors that influence consumers in making purchases, the higher the price the lower the purchasing decision, on the contrary if the low price the purchasing decision changes the higher, this is evidenced in the research of Koko Arie Bowo, Abdul Hoyyi, Moch. Abdul Mukid (2016). This is also reinforced by research conducted by Feti Fatimah (2017) which states that the price variable has a significant positive effect on purchasing decisions. Thus the price can influence consumer purchasing decisions, competitive prices will make customers make purchases of products offered by retailers.

H1: It is suspected that there is an influence of price on the decision to purchase airline tickets on the Traveloka application during the COVID-19 pandemic.

Effect of Promotion on Purchase Decision

Companies use promotions to trigger transactions, so that consumers are willing to buy a certain brand and encourage salespeople to aggressively sell it. In addition, promotion is able to stimulate demand for a product. With this promotion, it is expected that consumers will try the product and encourage existing consumers to buy the product more often so that repeat purchases will occur and the sales volume of a company's products will increase.

H2: It is suspected that there is a partial promotion effect on the decision to purchase airline tickets on the Traveloka application during the COVID-19 pandemic

The Influence of Price, and Promotion on Purchase Decisions

Simultaneously from the three variables there is a relationship. This is evidenced in Fatimah's research (2017) which states that price and promotion variables have a significant effect on purchasing decisions.

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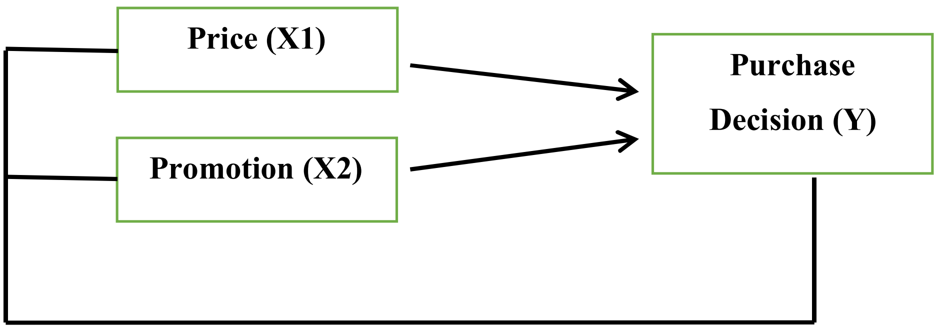
H3: It is suspected that there is an influence of price and promotion on the decision to purchase airline tickets on the Traveloka application after the COVID-19 pandemic

conceptual framework



Method

This research is correlational because this study seeks to determine whether there is a relationship (association) between two or more variables, and how far the correlation exists between the variables studied. This study used quantitative methods because it produced findings that can be achieved using statistical procedures

The strategy used was a survey because the collection of information was done by compiling a list of questions asked to respondents. The unit of analysis in this study was the individual who bought flight tickets at Traveloka in Indonesia.

The sampling method used in this study wasa non-probability sampling method, namely the purposive sampling method. Purposive Sampling according to Sugiyono (2017:85) is a sampling technique based on certain considerations. The strength of the purposive sampling method is that the selected data is data that is relevant to the research, because the selection and implementation will be cheaper and easier. For the sample size used, the researcher does not know the exact number of the Traveloka user population in Jakarta. According to Ghozali (2014) the appropriate sample size to be used in the study is in the range of 100 to 150. So, the researcher decided to use 100 samples in this study.

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Conceptual and Operational Definitions of Variables

Conceptual Definition

The conceptual definitions of variables in this study are:

1. **Price**

   According to Panjaitan (2018: 140) price is the value expressed in rupiah and used for exchange or transactions or an amount of money that must be paid by consumers to get the desired goods and services.

   According to Assauri (2014:223) price is an element of a mix or mixture that generates revenue from the sale of goods or services. This price is often referred to as an important and mandatory element in marketing compared to other marketing elements. The existence of a price will make it easy for consumers to choose and sort out quality goods and services at the specified price. In addition, there is usually a negotiation, where consumers can bid on a number of goods at prices that match market standards.

2. **Promotion**

   According to laksana (2019:129) "promotion is a communication from sales and buyers that comes from the right information that aims to change the attitudes and behavior of buyers, who previously did not know to become familiar so that they become buyers and still remember the product.

3. **Purchase decision**

   According to Natalia & Mulyana in (Setiawati & Lumbantobing, 2017) states that "purchase decisions are an integration process that combines knowledge to evaluate two or more alternate behaviors in choosing one of them."

Operational definition

According to Sugiyono (2015) the operational definition in research variables is an attribute or nature or value of objects or activities that have certain variations that have been determined by researchers to be studied and then drawn conclusions.

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Table 2. Indicators

Variable	Indicator
Price (X1)	1. Price List. 2. Discount. 3. Payment Period. 4. Credit Terms.
Promotion (X2)	1. Advertising. 2. Private Selling. 3. Sales Promotion. 4. Public Relations.
Purchase Decision (Y)	1. Product Selection. 2. Brand Choice. 3. Dealer Options. 4. Time of Purchase. 5. Purchase Amount. 6. Payment Method.

Discussion and Result

Description of Research Object

Traveloka is a leading technology company in Southeast Asia that provides access for people to find and book various transportation, accommodation, activities and lifestyle services, as well as finance.. Traveloka has collaborated with more than 100 airlines and has served more than 200,000 flight routes worldwide (Wakhidah, 2018).The Traveloka application has been downloaded more than 60 million times, making it the most popular travel booking application in the Southeast Asia region. (www.traveloka.com/id-id/about-us). In addition, Traveloka also provides various information such as flight times, promo tickets, baggage weight for each aircraft accurately. Traveloka is the number one online travel agent in Indonesia.

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Respondent Description

Description of Respondents by Gender

The descriptions of the respondents below are based on the gender of consumers who bought airline tickets on the Traveloka application during the COVID-19 Pandemic in the DKI Jakarta area, namely as follows:

Table 3. Characteristics of Respondents by Gender

No.	Respondent's Gender	Number of Respondents	Percentage
1.	Man	41	41%
2.	Woman	59	59%

Based on table 3, it shows that the gender of consumers who buy airline tickets on the Traveloka application during the COVID-19 pandemic in the DKI Jakarta area is dominated by the female gender with a percentage of 59%, in which women more often use the Traveloka application to Purchase plane tickets during this period. COVID-19 pandemic.

Description of Respondents by Age

The descriptions of the respondents below are based on the age of consumers who bought airplane tickets on the Traveloka application during the COVID-19 pandemic in the DKI Jakarta area, as follows:

Table 4. Characteristics of Respondents by Age

No.	Respondent Age	Number of Respondents	Percentage
1.	<18 years old	3	3%
2.	18-25 years old	27	27%
3.	26-30 years old	25	25%
4.	>30 years	45	45%

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Based on table 4, it shows that the age category of Purchase flight tickets on the Traveloka application during the COVID-19 Pandemic in the DKI Jakarta area is dominated by ages ranging from 30 years and over with a percentage of 45%. During the COVID-19 pandemic it is recommended that those who are young may be allowed to beactive outside the home because their immune system is stronger, while those over 36-45 years old are less because they are more susceptible to being exposed to the virus and in accordance with the regulations that have been made by the government.

Description of respondents by occupation

The descriptions of the respondents below are based on the work of consumers who bought airplane tickets on the Traveloka application during the COVID-19 Pandemic in the DKI Jakarta area, namely as follows:

Table 5. Characteristics of Respondents by Occupation

No.	Respondent's Occupation	Number of Respondents	Percentage
1.	Student	20	20%
2.	Employee	34	34%
3.	self-employed	18	18%
4.	BUMN	10	10%
4.	Etc	18	18%

Based on table 5, it shows that the job category of consumers who buy airline tickets on the Traveloka application during the COVID-19 pandemic in the DKI Jakarta area is dominated by employees. This is because the survey was conducted at the end of semester holidays.

Research Instrument Test Results

Validity Test Results

To find out whether or not a research instrument statement is valid, then the validity of each variable is tested using the SPSS 26.0 program. Based on the results of the validity test for all research items, it can be concluded that all instrument variables price (X1), promotion (X2) and purchasing decisions (Y) are valid because the value of r hit > r critical (0.1966).

Table 6. Price Validity Test

Correlations

		H1	H2	H3	H4	H5	H6	H7	Price
H1	Pearson Correlation	1	.720**	.397**	.523**	.529**	.485**	.524**	.753**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
H2	Pearson Correlation	.720**	1	.392**	.502**	.637**	.459**	.520**	.759**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
H3	Pearson Correlation	.397**	.392**	1	.665**	.506**	.547**	.521**	.741**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
H4	Pearson Correlation	.523**	.502**	.665**	1	.678**	.642**	.594**	.848**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
H5	Pearson Correlation	.529**	.637**	.506**	.678**	1	.551**	.616**	.818**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100
H6	Pearson Correlation	.485**	.459**	.547**	.642**	.551**	1	.589**	.782**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100
H7	Pearson Correlation	.524**	.520**	.521**	.594**	.616**	.589**	1	.793**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100
Price	Pearson Correlation	.753**	.759**	.741**	.848**	.818**	.782**	.793**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

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Based on the data above, it can be seen that the entire value of Sig on the indicator to the total of each indicator is less than 0.005 so that the data is said to be valid.

Table 7. Promotion Validity Test

Correlations

		P1	P2	P3	P4	P5	P6	P7	Promotion
P1	Pearson Correlation	1	.357**	.637**	.399**	.292**	.348**	.558**	.702**
	Sig. (2-tailed)		.000	.000	.000	.003	.000	.000	.000
	N	100	100	100	100	100	100	100	100
P2	Pearson Correlation	.357**	1	.452**	.313**	.248*	.291**	.523**	.658**
	Sig. (2-tailed)	.000		.000	.002	.013	.003	.000	.000
	N	100	100	100	100	100	100	100	100
P3	Pearson Correlation	.637**	.452**	1	.474**	.319**	.477**	.687**	.790**
	Sig. (2-tailed)	.000	.000		.000	.001	.000	.000	.000
	N	100	100	100	100	100	100	100	100
P4	Pearson Correlation	.399**	.313**	.474**	1	.363**	.381**	.539**	.681**
	Sig. (2-tailed)	.000	.002	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
P5	Pearson Correlation	.292**	.248*	.319**	.363**	1	.477**	.396**	.643**
	Sig. (2-tailed)	.003	.013	.001	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100
P6	Pearson Correlation	.348**	.291**	.477**	.381**	.477**	1	.503**	.693**
	Sig. (2-tailed)	.000	.003	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100
P7	Pearson Correlation	.558**	.523**	.687**	.539**	.396**	.503**	1	.833**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100
Promotion	Pearson Correlation	.702**	.658**	.790**	.681**	.643**	.693**	.833**	1

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	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Based on the data above, it can be seen that the entire value of Sig on the indicator to the total of each indicator is less than 0.005 so that the data is said to be valid.

Table 8. Test the Validity of Purchase Decisions

Correlations

		PE1	PE2	PE3	PE4	PE5	PE6	PE7	Purchase
PE1	Pearson Correlation	1	.279**	.715**	.561**	.561**	.610**	.512**	.772**
	Sig. (2-tailed)		.005	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
PE2	Pearson Correlation	.279**	1	.418**	.161	.379**	.363**	.269**	.572**
	Sig. (2-tailed)	.005		.000	.110	.000	.000	.007	.000
	N	100	100	100	100	100	100	100	100
PE3	Pearson Correlation	.715**	.418**	1	.628**	.651**	.692**	.605**	.864**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
PE4	Pearson Correlation	.561**	.161	.628**	1	.711**	.579**	.679**	.774**
	Sig. (2-tailed)	.000	.110	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
PE5	Pearson Correlation	.561**	.379**	.651**	.711**	1	.602**	.635**	.824**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100
PE6	Pearson Correlation	.610**	.363**	.692**	.579**	.602**	1	.700**	.831**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100
PE7	Pearson Correlation	.512**	.269**	.605**	.679**	.635**	.700**	1	.797**
	Sig. (2-tailed)	.000	.007	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100

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Purchase	Pearson Correlation	.772**	.572**	.864**	.774**	.824**	.831**	.797**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the data above, it can be seen that the entire value of Sig on the indicator to the total of each indicator is less than 0.005 so that the data is said to be valid.

Reliability Test Results

Reliability testing aims to find out which instrument, when used several times, produces the same (consistent) results. The valid statement is then tested with reliability test using Cronbach's Alpha model. The instrument is said to be reliable if the instrument (Cronbach's Alpha) > 0.6 then the variable is declared reliable. Based on the results of the reliability test of all statement items, it can be concluded that the price (X1), promotion (X2) and purchasing decisions (Y) variables are declared reliable because they have a Cronbach Alpha value > 0.60.

Table 9. Reliability Test

<table>
<tr><th>Variable</th><th>Reliability</th><th>Information</th></tr>
<tr><td>Price</td><td>Reliability Statistics
Cronbach's Alpha | N of Items
.896 | 7</td><td rowspan="2">Based on the data on the side, it can be seen that the Cronbach's Alpha value of all variables is MORE than 0.6 which means that all questionnaire data from each variable is reliable.</td></tr>
<tr><td>Promotion</td><td>Reliability Statistics
Cronbach's Alpha | N of Items
.831 | 7</td></tr>
</table>

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Purchase	**Reliability Statistics** Cronbach's Alpha: .879 N of Items: 7	

NORMALITY TEST

Table 9. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters, b	mean	.0000000
	Std. Deviation	1.74627628
Most Extreme Differences	Absolute	.063
	Positive	.057
	negative	-.063
Test Statistics		.063
asymp. Sig. (2-tailed)		.200c,d

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the data above, it can be seen that the Asymp value. Sig. (2-tailed) is more than 0.05. This means that the data is normally distributed.

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HETEROSCEDASTICITY TEST

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,759	.745		2.360	.020
	Price	.017	.030	.069	.561	.576
	Promotion	-.029	.027	-.136	-1.109	.270

a. Dependent Variable: abres

Heteroscedasticity test in this study used the glejser test. Based on the data above, it can be seen that the Sig value of each variable for Abscess is above 0.05, which means that the data is free from heteroscedasticity symptoms.

DETERMINATION COEFFICIENT

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.904a	.817	.813	1.76419

a. Predictors: (Constant), Promotion, Price

b. Dependent Variable: Purchase

Based on the data above, it can be seen that the Adjusted R Square value is 0.813 or 81.3%. This means that the independent variable affects the dependent variable by 81.3%. The rest comes from other variables that are outside the model.

F TEST

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1346.101	2	673.051	216,251	.000b
	Residual	301,899	97	3.112		
	Total	1648.000	99			

a. Dependent Variable: Purchase

b. Predictors: (Constant), Promotion, Price

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Based on the data above, it can be seen that the Sig value in the ANOVA table is less than 0.05. This means that the research model is accepted and the independent variables together affect the dependent variable.

Multicollinearity Test and T Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	.317	1.364		.233	.817		
	Price	.577	.055	.553	10,442	.000	.674	1.484
	Promotion	.427	.049	.466	8,798	.000	.674	1.484

a. Dependent Variable: Purchase

Based on the value above, the tolerance value is above 0.1 and the VIF value is less than 10 so that it is found that the data is free from multicollinearity symptoms.

Based on the data above, it can be seen that:

1. The value of Sig on Price and Promotion is less than 0.05 (Sig < 0.05), which means that this variable has an effect on Purchase

STATISTICS DESCRIPTION

Descriptive Statistics

	N	Minimum	Maximum	mean	Std. Deviation
Price	100	21.00	35.00	28,4500	3.90900
Promotion	100	15.00	35.00	26.8500	4.45034
Purchase	100	20.00	35.00	28.2000	4.08001
Valid N (listwise)	100				

Multiple Linear Regression Test Results

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.

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1	(Constant)	.317	1.364		.233	.817
	Harga	.577	.055	.553	10.442	.000
	Promosi	.427	.049	.466	8.798	.000

From table the results of multiple linear regression, describe the regression equation:

Interpretation of the regression results as follows:

1. This shows that the price has a positive effect on purchasing decisions.

2. This shows that sales promotion has a positive and significant effect on purchasing decisions.

4. This means that if there is an increase in the price variable (X1), it will increase purchasing decisions (Y).

5. This means that if there is an increase in the sales promotion variable (X2), it will increase purchasing decisions (Y).

Conclusion

Based on the results of the research described in the previous chapter, the conclusions of this study are:

1. Based on the results of hypothesis testing, it shows that the price variable affects the decision to purchase airline tickets online through the Traveloka application in Jakarta. This is because the price of airline tickets offered by Traveloka during the COVID-19 pandemic affects purchasing decisions.

2. Based on the results of hypothesis testing, it shows that the promotion variable affects the decision to purchase airline tickets online through the Traveloka application in Jakarta, because during the COVID-19 Pandemic the promotions offered by Traveloka attracted customers to buy airline tickets.

3. Based on the results of hypothesis testing, it is shown that the price and promotion variables simultaneously have a significant influence on the decision to purchase airline tickets online through the Traveloka application in Jakarta.

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