

The Impact of Promotion, Services Quality and Website Quality towards Purchase Intention on the Airflight Tickets

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ABSTRACT

This research has purposed to investigate the impact from the promotion, service quality and website quality on purchase intention. The research object in this research was Traveloka.com and those number of samples used was 160 respondents through the heir formula calculation method, namely the indicator was multiplied by 5. The sampling method that used was the convenience sampling methods by data collection method used was the questionnaire method and was analysis by Partial Least Square (PLS). The results proved that promotion had a positive and significant affect on purchase intention, service quality had a positive and significant affect on purchase intention and web quality had a positive and significant affect on purchase intention.

Keywords: Promotion, service quality, website quality, purchase intention.

INTRODUCTION

The use of technology for business activities is increase rapidly. The High numbered of human mobility has required the business world that should be able to provide the products and services quickly according to consumer demand. The exceptional development in the use of information technology has now opened the world's eyes to a change of new world, new market places, new interactions and a world-wide business network. Recently, there are so many innovations, tools and facilities which companies can use as a

marketing in order to attract the consumers, such as through online applications (Aptaguna and Pitaloka, 2016). And this was Included the changed in the way of travelling in those various aspects. According to Nugroho et al (2020), an available of consumers to visit destinations has increased since last decade. The increasing public need for tourism at nowadays has urges the domestic and foreign tourists travelling around to the new destinations in a certain area just for holiday trips or just for business trips. That would be an excuse to take a tourism trip. And thats the reason why the online travel agency website has growing rapidly.

Purchase the airline tickets now are available through online can use gadgets or computers owned by each consumer without need to go to the ticket sales agent's office directly. Of course this would create an easier way in purchasing the flight tickets, especially for those people who often do travelling or people who often do the business trips. There are several examples of websites which assist in purchasing flight tickets online, namely Traveloka.com, Pegipegi.com, and Tiket.com. But in this research, we will use Traveloka.com as our sample of flight tickets online website. Traveloka.com is a leading travel company in Southeast Asia which provides various travel needs on a single platform which contained of an online flight ticket and hotel booking services in Indonesia and

collaborates with more than 100 domestic and international airlines.

Though the Traveloka.com has recognize as the market leader, But in 2017 - 2019, according to the Top Brand Index (TBI) value there has a decreased value which quite drastically. It's proven that in 2017 the value of Traveloka.com's Top Brand Index (TBI) was 78.5%, then in 2018 its Top Brand Index (TBI) value decreased to 45.7%, and again in 2019 has experienced a decrease in the Top Brand Index (TBI) value to 30%, Furthermore, in 2020 the value of Traveloka's Top Brand Index (TBI) will increase to 30.5%. The decline in the value of the Top Brand Index (TBI) on Traveloka.com was inversely proportional to the number of tourists, which dominantly increases of each year.

Reduced in purchase intention or consumer interest in the products offered by Traveloka.com has resulted in a decrease in the value of the Top Brand Index (TBI). Purchase intention is a stage where consumers or buyers have decided their choice and made a product purchase (Suharno in Monica, 2018). Interest in a product would arise because of the basic interest in the product accompanied by the ability to buy the product. In addition, purchase intention in a product could be done due to the impact from other people who are trusted by potential customers. The intention to purchase could be said as a reflection of a purchase acts. If the consumers had trusted in a brand, there would be a possibility that consumers will have an intention in purchasing the products or services that offered by the company (Rahmi and Nizam, 2017). Purchase intention is an interest feeling that consumers felt towards products (goods/services) which influenced by attitudes outside or within the consumer itself (Ashari in Rekarti and Hertina, 2014).

To revealed which factors that affect the purchase intention of Airflight tickets on Traveloka.com, then the author has conducted a survey on 20 Traveloka.com consumers who have purchased flight

tickets on Traveloka.com. Then there has 3 problems occurred. The first statement was "Traveloka often provides discounted prices", this statement refers to the promotion factor. The next problem statement was "Traveloka provides a fast and clear response in conveying information", this statement refers to the service quality factor. And the last one was "Traveloka online site is very easy to access", this statement refers to the website quality.

What an important thing in establish the purchase intention at Traveloka.com is certainly inseparable from the promotion factor which held by stakeholders. Traveloka would usually carry out promotion activities within a certain period of time, this activity is a very influential on marketing system in order to achieve sales goals and targets. Promotion activities not only function as a communication tool between companies and consumers, but also as a tool in influencing the consumers in purchasing activities or using services according to their wants and needs. promotion is a one-way flow of information or persuasion which created to lead a person or organization to actions that create exchanges in marketing (Private and Irawan, 2008). According to Faryabi et al (2015) there has a significant impact between promotion and purchase intention.

Apart from the promotion, another factor which affects the purchase intention on Traveloka.com is service quality. Service quality is also considered as the key to success for a company to win the competition with competitors (Ali et al, 2018). Service quality is the level of excellence which expected and it could control over in an efforts to meet customer desires (Tjiptono, 2016). According to Bakhtiar and Sunarka (2019) there has a significant impact between service quality and purchase intention. In running business within a company, by providing the best service for customers is not enough. Another factor which determines on purchase intention is the web quality.

The website quality as the whole excellency or effectiveness of the website in conveying the intended message to its audience and viewers (Ali, 2016). Website quality could also be seen from the amount of contribution to the usability of customers. According to research which conducted by Jauhari et al (2019) there has a significant influence between website quality and purchase intention.

According to the phenomenon which mentioned above, the value of the Top Brand Index (TBI) for flight ticket bookings on Traveloka.com has always decreased over the last three years. Cause of this reason, it is important to know the impact from promotion role, the service quality provided and the website quality displayed on the purchase intention of flight tickets at Traveloka.com.

LITERATURE REVIEW

Marketing Management

Kotler and Keller (2016) define the marketing management as the art and science in selecting the target markets and acquiring, retaining and increasing the customers through the creation, delivery and communication of superior customer value. According to Kotler and Armstrong (2014) there has five-step simple model in marketing process such as: 1) Acknowledge the market and its customer needs and wants; 2) Design a marketing strategy which driven by customers; 3) Build up an integrated marketing program which delivers superior value; 4) Create profitable connection and establish the customer satisfaction; and 5) Capture those value from customers in an efforts to create profits and equity based on customers.

Consumer Behaviour

Kotler and Armstrong (2018) stated that consumer purchase behaviour is refers to the purchase behaviour of end consumers - individuals and households who buy goods and services for personal consumption. The factors which affect the consumer behaviour based on Kotler (2008) consist of: 1)

Cultural Factors; 2) Social Factors; 3) Personal Factors; and 4) Psychological Factors.

Promotion

Based on Kotler and Armstrong (2014) promotion refers to activities which talked about the benefits of the product and persue the target customers to buy it. Promotion is one of the factors which affect the purchase intention, this proven by research which conducted by Faryabi et al (2015) which stated that promotion has a significant effect on purchase intention. Another research from Martono and Iriani (2014) which defined that promotion has a significant effect on purchase intention. So then it could be illustrated that the promotion will increase the consumer purchase decisions. The dimensions and promotion indicators based on Tjiptono (2015) could be define as follows: 1) Advertising; 2) Events and experiences; 3) Public relations and publicity; and 4) Personal selling (personal selling).

Service Quality

Service quality is the level of excellency which expected and retain that excellency level in order to meet customer desires (Tjiptono, 2016). Service quality is one of the factors which affect a person's behaviour to create purchase intention, this proven by research from Bakhtiar and Sunarka (2019) which stated that service quality has a significant effect on purchase intention. So it could be explained that service quality could improve the consumer purchase decisions. Tjiptono (2016) defines that the dimensions of service quality into main dimensions which arranged according to their relative important as follows: 1) Reliability; 2) Guarantee (Assurance); and 3) Empathy.

Website Quality

Website quality is a tactic or measurement method based on the opinions of the people who use it. The quality from the web could be seen through amount of

contribution to consumer usability (Permana, 2020). Research which conducted by Hasanov and Khalid (2015) described that website quality has a significant effect on purchase intention. Another research which conducted by Puspita et al (2018) explained that website quality has a significant effect on purchase intention. So it could be explained if the website quality could improve the consumer purchase decisions. According to Hyejeong and Niehm (2009) those previous researchers who divided the dimensions of web quality into five, namely: 1) Information, which includes: the use and completeness; 2) Security, which includes: trust and privacy; 3) Convenience, which includes: easy to understand and speed; 4) Convenience,

which includes: visual appeal and creative design; and 5) service quality, which includes: online completeness and customer service.

Purchase Intention

Purchase intention based on Simamora in Soelton et al (2020) is the emergence of an intention to buy a product because it is based on the existing trust in consumers along with the ability to buy. According to Ferdinand (2013) purchase intention could be identified through these following indicators: 1) Transactional Interests; 2) Relative Interests; 3) Preferential Interests; and 4) Explorative Interest.

Hypothesis

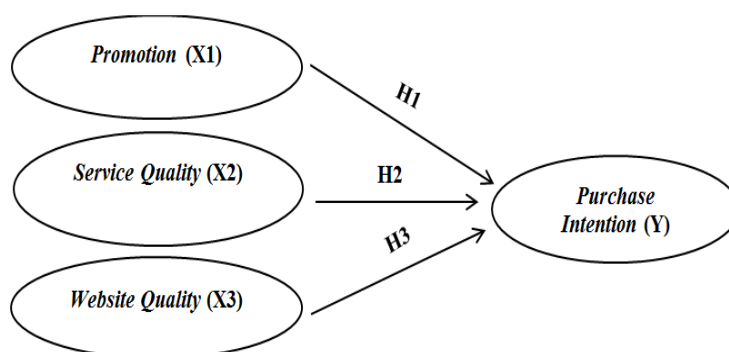


Figure 1: Hypothesis Model

H1: Promotion has a significant effect on purchase intention.

H2: Service quality has a significant effect on purchase intention.

H3: Website quality has a significant effect on purchase intention.

RESEARCH METHODS

This research were included in a type of causality research to analyzed those hypothesis related to the influence of one variable or several variables (independent variable) towards other variables / dependent variables. Through a quantitative method which a method that used to learn certain theories by analyzing those linkage between variables (Noor, 2011). As for estimation results it uses primary data in the form of a survey from google form. Due to

these Covid 19 pandemic, as for distributing the questionnaires, the researchers decided to used WhatsApp and email platform to respondents which located in the Jakarta Area.

This research aims to investigate those affect which come from the promotion, service quality, and website quality towards purchase intention of flight tickets. These data earned by distributing questionnaires to target respondents who had not used the Traveloka.com application and around the Jakarta area. The sampling method was carried out by convenience sampling technique and the results from these distributions of the questionnaire that there were 106 respondents who had filled out those questionnaires. The research data which has been collected then would be

analyzed descriptively and quantitatively. Descriptive analysis was carried out by the IBM SPSS 23 program to describe those variable i.e. promotion, service quality, and website quality on purchase intention, while quantitative analysis was carried out through PLS (Partial Least Square) method to revealed those affects from promotion, service quality, and website quality on purchase intention.

RESULT & DISCUSSION

Descriptive Analysis

Descriptive data is an overview of the respondents' answers to the statements which contained in the questionnaires. According to the results from 160 respondents related to the research variables, the writer would describe in detail about the respondents' answers who have been grouped into statistical descriptive data like in this below.

Table 1: Analysis of Respondents' Answers relate towards Promotion (X1)

	Mean	Median	Min	Max	Standard Deviation
P1	3.837	4	1	5	0.980
P2	3.706	4	1	5	0.946
P3	3.781	4	1	5	0.926
P4	3.606	4	1	5	0.994
P5	3.888	4	1	5	0.935
P6	3.844	4	1	5	0.905
P7	3.856	4	1	5	0.900
P8	3.619	4	1	5	0.941

According to the results from data processed in Table 1, it says that the indicator of the promotion variable which has the highest mean value among other indicators which found on the P5 indicator with a mean value of 3.888 with standard deviation of 0.98, namely with the question of "Communication which occurs between companies and consumers is going well". Meaning that Traveloka is quite good at communicating with respondents. The next highest mean was found in the P7 indicator with mean value of 3,856 and standard deviation of 0.9, namely with the question "Products offered by Traveloka.com could meet my needs". The high intensity of flights nowadays makes people need an

instant way of booking flight tickets, through the existence from Traveloka products, certainly makes it easier for people to book flight tickets so the people feel their needs has been fulfill.

Meanwhile, the indicator with the lowest mean value which found on the P4 indicator with a mean value of 3.606 with standard deviation of 0.994, and the question was "I am entertained with the ongoing event". Meaning that the event held by Traveloka still not capable to satisfy the respondents.

Table 2: Analysis of Respondents' Answers towards Service Quality (X2)

	Mean	Median	Min	Max	Standard Deviation
SQ1	3.675	4	1	5	0.898
SQ2	3.631	4	2	5	0.755
SQ3	3.45	4	1	5	0.980
SQ4	3.669	4	1	5	0.878
SQ5	3.481	4	1	5	0.955
SQ6	3.55	4	1	5	1.048

According to the Table 2, the highest mean value of respondents' answers to service quality was found on the SQ1 indicator with mean value of 3.675 with standard deviation of 0.898, with the question of "Information provided by officers is very sufficient" meaning that service officers are quite detailed in conveying information, so the respondents would feel quite satisfied with the information provided by service officers. The next highest mean was found in the SQ4 indicator with mean value of 3.669 and standard deviation of 0.878 with the question of "Service staff would help if there has problem occurred in administration". Meaning that service officers could help the respondents if there has administrative problems.

Meanwhile, the indicator with the lowest mean value among others which found in the SQ3 indicator with mean value of 3.45 and standard deviation of 0.98, namely the question was "Traveloka.com would be responsible if there has a problem. Meaning that most respondents feel that Traveloka.com has a huge lack of responsibility if something goes wrong.

Table 3: Analysis of Website Respondents' Answers (X3)

	Mean	Median	Min	Max	Standard Deviation
WQ1	3.881	4	1	5	0.904
WQ2	3.831	4	1	5	0.860
WQ3	3.756	4	1	5	0.879
WQ4	3.875	4	2	5	0.864
WQ5	3.931	4	1	5	0.838
WQ6	3.956	4	1	5	0.839
WQ7	4.112	4	1	5	0.750
WQ8	3.894	4	2	5	0.856
WQ9	3.925	4	1	5	0.863
WQ10	3.969	4	1	5	0.840

According to the results from the Table 3, it could be seen that the indicator of the website quality variable which has the highest mean value among other indicators was the WQ7 indicator with mean value of 4,112 with standard deviation of 0.75, with the question was "Web Traveloka.com has visual appeal". Meaning that mostly respondents were interested in Traveloka's web interface. The next highest mean was found in the WQ10 indicator with mean value of 3.969 with standard deviation of 0.84, with the question of "Traveloka.com online customer service is quite helpful". Meaning that most respondents feel helped by the online customer service from Traveloka.

Meanwhile, the indicator which has the lowest mean value from other indicators was the WQ3 indicator with mean value of 3.756 and standard deviation of 0.879 with the question "I trust the Travelok.com website". Meaning that the majority of respondents do not believe in the Traveloka website. The respondent's lack of trust is based on the respondent's worriedness about the respondent's personal data who would be given to unauthorized parties.

Table 4: The Analysis of Respondents' Answers towards Purchase Intention (Y)

	Mean	Median	Min	Max	Standard Deviation
PI1	3.966	4	1	5	0.843
PI2	3.919	4	1	5	0.901
PI3	3.906	4	1	5	0.907
PI4	3.962	4	2	5	0.828
PI5	4.125	4	3	5	0.578
PI6	4.075	4	2	5	0.712
PI7	3.944	4	1	5	0.875
PI8	3.769	4	1	5	0.963

According to the table above, the highest mean value was found in the PI5 indicator with mean value of 4.125 and

standard deviation of 0.578, with the question was "I have top priority for Traveloka.com products". meaning that most respondents have priority to book flight tickets at Traveloka. The next highest mean was in the PI6 indicator with mean value of 4.075 and standard deviation of 0.712, with the question "I like the products offered by Traveloka.com". Consider of the high intensity of flight bookings, it's no wonder most respondents like the products offered by Traveloka. Besides, the booking process on Traveloka is quite easy, so most respondents stated that they like the products offered by Traveloka.

Meanwhile, the indicator which has the lowest mean value from other indicators was the PI8 indicator with mean value of 3.769 and standard deviation of 0.963, with the question "I studied product-related information in detail". meaning that the majority of respondents stated that they did not study product-related information in detail.

Tests of Outer Model test or Measurement Model

The tests of measurement model (outer model) was used to revealed the specification of the correlations between the latent variable and the manifest variable, the outer model test in this research would be used to examine the validity and reliability test. The validity test were includes convergent validity test and discriminant validity test. Meanwhile, the reliability test was including composite reliability.

Convergent Validity

Convergent Validity aims to find out the validity of each correlation between indicators and constructs or latent variables through PLS software. To examine those convergent validity, the value of outer loading or factor loading is used. An indicator is declared to fill the convergent validity in the good category if the value of outer loading was > 0.70. According to Chin in Ghozali (2014), an indicator is said to have good validity if the value was greater

than 0.70, while a loading factor of 0.50 to 0.60 could be considered as sufficient. In

this research, a loading factor limit of 0.5 is one that will be used.

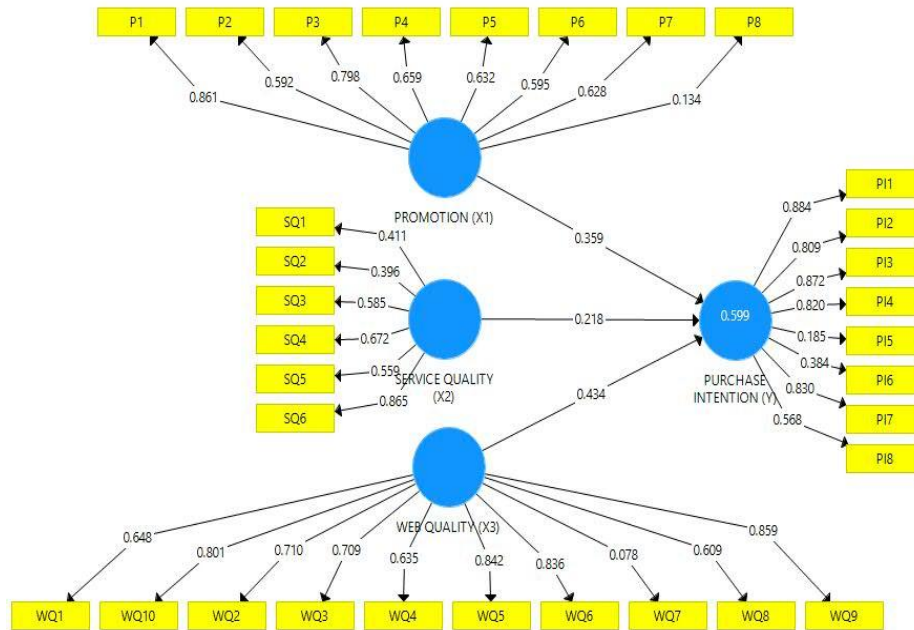


Figure 2: The Convergent Validity Test Results

According to results from data processing in Figure 2 was a structural model obtained from the results of data processing. In these figure, there has an outer model value or correlation between constructs with variables which did not meet the convergent validity requirements, namely there are indicators which have an outer factor value of less than 0.50. In Figure 2 it seems that indicators which have

a loading factor value of less than 0.50 were declared invalid and insignificant, for example at P7 with value of 0.134, SQ1 with value of 0.411, SQ2 with value of 0.396 and WQ7 with value of 0.078. Therefore, these indicators would be removed from the model. These following are the results of removing indicators and recalculating them

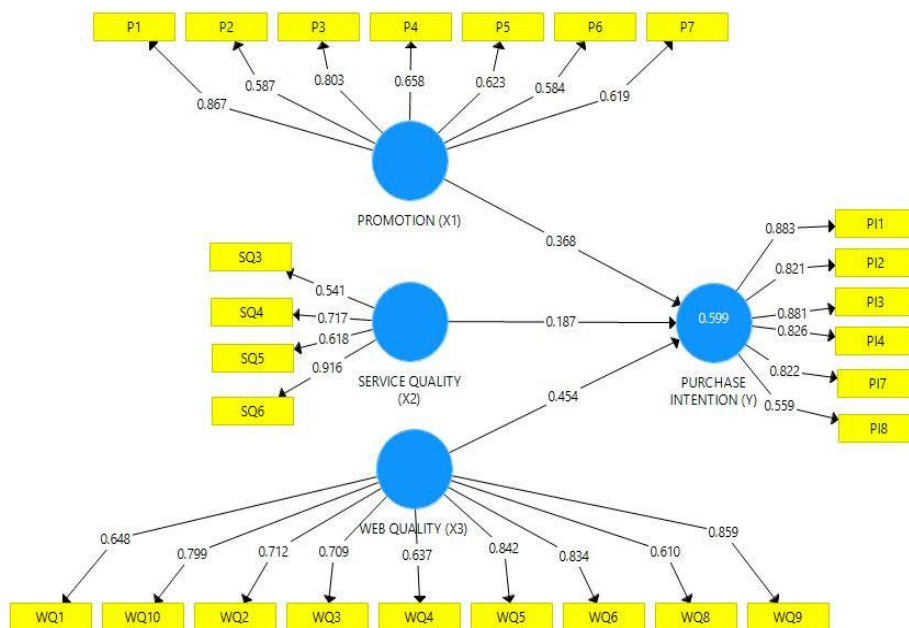


Figure 3: The Test Results of Convergent Validity (Modification)

According to the results of data processed (modification) it could be seen that all indicators fills the convergent validity because they have a loading factor value above 0.50. Thus, all modified indicators were declared valid. Apart from being seen from the loading factor, to view the convergent validity, you can also use the Average Variance Extracted (AVE).

Table 5: AVE Test Results

Variable	Average Variance Extracted
Promotion (X1)	0.469
Purchase Intention (Y)	0.650
Service quality (X2)	0.507
Website Quality (X3)	0.554

According to the results of data processed in Table 5, it could be seen that in the average variance extracted value of the promotion variable is still less than 0.5 so it did not meet the criteria and needs to be modified by eliminating the indicator which has the smallest value from the variable that did not meet the criteria. These following

Table 7: The Discriminant Validity test results (Fornell-Lacker Criterion)

	Promotion (X1)	Purchase Intention (Y)	Service Quality (X2)	Web Quality (X3)
Promotion (X1)	0.685			
Purchase Intention (Y)	0.616	0.806		
Service Quality (X2)	0.291	0.401	0.712	
Website Quality (X3)	0.426	0.655	0.237	0.745

From Table 7 that the square root of AVE has shown in the numbers which bold and it was greater than the value which beside it. This might illustrate that the discriminant validity requirements has been fulfill.

Discovering the composite reliability and Cronbach's Alpha has purposed to examine the reliability of the instrument in a research model or measure internal consistency and the value should be ≥ 0.60 . If all latent variable values have a composite reliability and Cronbach's alpha value ≥ 0.70 . Meaning that the construct has a good reliability or the questionnaire which used as a tool in this research was consider reliable and consistent, Ghozali (2015).

From the Table 8, the results from the Cronbach's alpha test and composite

results are the outcomes from removing indicators and recount them again

Table 6: The AVE Test Results (Modification)

Variable	Average Variance Extracted
Promotion (X1)	0.525
Purchase Intention (Y)	0.650
Service quality (X2)	0.507
Website Quality (X3)	0.554

According to the result from data processed in Table 6, it could be seen that all the average variance extracted values have a value above 0.5 so means that it has meet the convergent validity criteria. Then could be used to the further step.

The validity test could also be done by analyze the discriminant validity by comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlation between constructs and other constructs in the model. If the AVE root for each construct was greater than the correlation between the construct and the other constructs in the model. Then these models would have good discriminant validity.

reliability shows a satisfactory value, which is, all variables were reliable because all latent variable values have a Cronbach's alpha value and composite reliability ≥ 0.70 . So it could be concluded that the questionnaire used as a research tool were declared reliable or consistent.

Table 8: The Composite Reliability and Cronbach's Alpha test Results

Variable	Cronbach's Alpha	Composite Reliability
Promotion (X1)	0.769	0.843
Purchase Intention (Y)	0.888	0.916
Service Quality (X1)	0.710	0.798
Website Quality (X3)	0.897	0.917

Structural Model Test (Inner Model)

After done with the outer model, the next step was to continue the analysis of its affect through the inner model. Inner model test is the development of a model based on

concepts and theories in order to analyze the correlations between exogenous and endogenous variables, which have been described in conceptual framework. This research would explain the results from the path coefficient test, goodness of fit test and hypothesis test. The structural model of PLS is an evaluated using the R square as dependent variable and the path coefficient value for the independent variable which then assessed for its significance based on the t-statistic value of each path. The further Steps on the structural model (inner model) were carried out according to these following stages:

R-Square Value (R²)

The R-Square (R²) value shows how much the independent variable could explains the dependent variable. The R-Square value is zero to one. If the R-Square value gets closer to one, means that those independent variables were explained all the information needed to predict the variation in the dependent variable. Conversely, the smaller the R-Square value, the more limited of the ability from the independent variables to explain the variation in the dependent variable. The R-Square value has a weakness, which is the R-Square value would increase every time there has an addition of one independent variable even though the independent variable did not have a significant affect towards the dependent variable. According to the data processed that has been done, the R-Square value that obtained could be described as follows:

Table 9: R-Square Test Results

Variable	R-Square
Purchase Intention (Y)	0,605

According to the data shown in Table 9, the R-Square value was 0.605 meaning that the variability of purchase intention which could be explained by these three variables in the model, namely promotion, service quality and website quality was 60.5% while 39.5% was

explained by other variables which is not examined in this research model.

Goodness of Fit Model

The Goodness of Fit structural model on the inner model used to predictive the relevance of (Q²) value. The value of Q Square was greater than 0 (zero) which indicated that the model has a predictive relevance value. The higher the Q Square, then the model could be said to be better or more fit with the data. The R square value of each endogenous variable in this research that could be seen in these following calculations:

$$Q^2 = 1 - (1 - R1)$$

$$Q^2 = 1 - (1 - 0.605)$$

$$Q^2 = 1 - 0.395$$

$$Q^2 = 0.605$$

The results from the above estimation shows the predictive relevance value of 0.605 > 0. Meaning that 60.5% of the variation in the purchase intention variable (dependent variable) was explained by the variables used, thus the model could said to be feasible to have a relevant predictive value and the model and this research could be stated as having a good goodness of fit.

Hypothesis Test Results (Estimated Path Coefficient)

The estimated values for the path correlations in the structural model should be significant. The structural model was examined through the bootstrapping technique. The analyzed for significance of the path coefficient was done by comparing the value of t-statistics with the value of t-table at the 5% significance level of 1.96. According to (Hair et al., 2014) that the t-statistics value was greater than the t-table value of 1.96, so the path coefficient is considered has a significant influence. These following tables are the results of hypothesis test which obtained from the results of bootstrapping using SmartPLS.

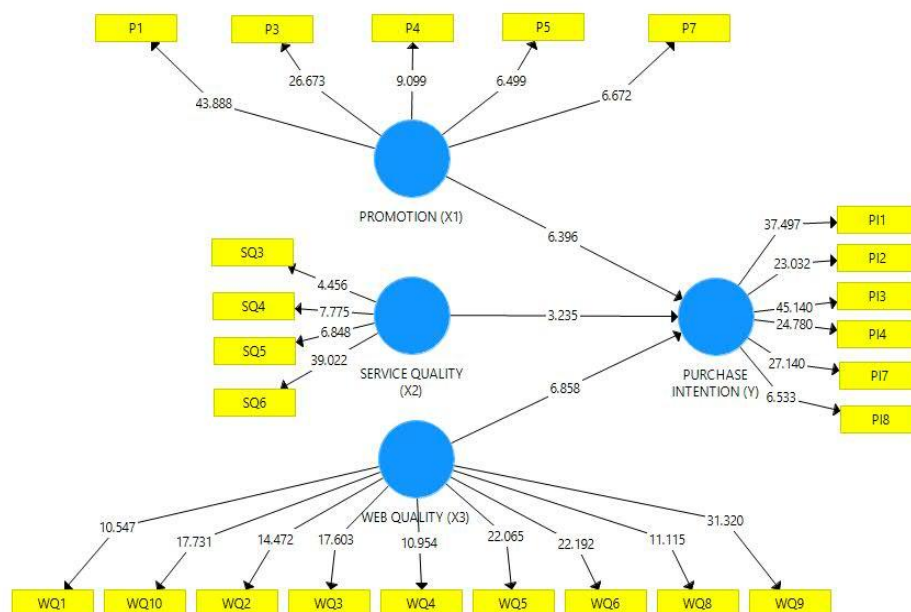


Figure 3: Bootstrapping Test Results

Table 10: Hypothesis Table

Hypothesis	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values	Information
Promotion (X1) -> Purchase Intention (Y)	0.389	0.391	0.061	6.396	0.000	Accepted
Service Quality (X2) -> Purchase Intention (Y)	0.174	0.174	0.054	3.235	0.001	Accepted
Website Quality (X3) -> Purchase Intention (Y)	0.434	0.431	0.063	6.858	0.000	Accepted

Based on hypothesis test (H1) from the Table 10, it could be seen that the results were accepted and this research has shown that the promotion had a positive and significant affect on purchase intention. This illustrated by the t-statistic of $6.396 > 1.96$ and $0.000 < 0.05$ with original sample of 0.389 which indicated as a positive direction on the relations. The results of hypothesis test in this research could be interpreted by increasing the promotional activities it will also increase the purchase intention. The results from this research were strengthen the research from Faryabi et al (2015) which defined that promotion has a positive and significant affect on purchase intention. And research conducted by Martono and Iriani (2014) which stated that promotion has a positive and significant affect on purchase intention.

Based on the hypothesis test (H2) from the Table 10, it could be seen that the results were accepted and this research shows that service quality had a positive and significant affect on purchase intention. This

illustrated by the t-statistic $3,236 > 1.96$ and $0.001 < 0.05$ with the original sample of 0.174 which indicated as a positive direction on the correlations. These hypothesis test results from this research could be interpreted that by increasing the service quality it would increase the purchase intention as well. These results were strengthen the research by Bakhtiar and Sunarka (2019) which stated that service quality has a positive and significant affect on purchase intention. And also the research from Handoko (2017) which defined that service quality has a positive and significant affect on purchase intention.

Based on the hypothesis test (H3) from Table 10, it could be seen that the results were accepted and this research proved that website quality has a positive and significant affect on purchase intention. This could be illustrated by the t-statistic of $6.858 > 1.96$ and $0.000 < 0.05$ with the original sample of 0.434 and indicates as a positive direction of the correlations. These hypothesis test result could be conclude that

by improving the web quality it would also increase the purchase intention. The results of this research were strengthen the research which conducted by Hasanov and Khalid (2015) defined that website quality has a positive and significant affect on purchase intention And also the research from Jauhari et al (2019) which stated that website quality has a positive and significant affect on purchase intention.

CONCLUSION

Conclusion

This research was intended to reveal the impact which cause from promotion, service quality and website quality on purchase. According to the data analysis and discussion which mentioned in previous chapter, it could be concluded that:

- 1) Promotion had a positive and significant affect on purchase intention. This illustrated that promotional activities held by Traveloka.com have an impact on purchase intention. It could be concluded that through increasing promotional activities will also increase the purchase intention towards Traveloka.com. The Increasing promotional activities could be done by the use of television media, social media, billboards or the use an influence role.
- 2) Service quality has a positive and significant affect towards purchase intention. It can be concluded that by improving the service quality it will also increase the purchase intention on Traveloka.com. In improving the service quality, Traveloka.com can use fast responsive services. Most consumers certainly want to be served quickly and responsively, which should be done in accordance with the consumer expected. Don't simply just be fast but not fully satisfy with what the consumer expected.
- 3) Website quality has a positive and significant affect on purchase intention. This means by improving the quality of Traveloka's web it will also have an

impact towards Traveloka.com. It could be concluded that through improving web quality it will increase the purchase intention on Traveloka.com. The quality of the web is certainly plays as an important factor to attract potential customers. What companies need to consider is web performance, stability and speed of access, creative visual design and also has a good marketing and service.

Suggestion

This research still has limitations in some matters which have not been discussed in this research topic and it is expected that it would be continued for further research. Sort of things that could be material for further research are:

- 1) Reviewing the results of the R-Square test which only 60.5% of the independent variables (promotion, service quality, and website quality) that could affect the purchase intention variable. So it is highly recommended for further research to discover other variable factors which are relate to the matters and not examined now such as trust, electronic word of mouth, price, product quality and others.
- 2) The time limitation of the research causes the research sample to be obtained only covered in Jakarta area, in the near future we hope that it would conduct the research with a sample of respondents who use Traveloka.com throughout Indonesia
- 3) According to those descriptions from the respondents' answers, it could be seen from the promotion variable which has a low indicator of a mean value with a question of "The communication that occurs between the company and consumers is going well". Meaning that the most respondents feel that the communication which occurs between companies is not going well. For this reason, the suggestions that can be taken into consideration are that the company are expected to be more communicative

in delivering promotional activities which held by the company by increasing advertisements on television because it will establish an effective and efficient communication so those acknowledgement could be shaped an easy to understand and it will increase the attractiveness on the community. Because people will tend to choose products which advertised on television than the products which are not known.

- 4) Based on the descriptions from the respondents' answers towards service quality, it can be seen that the service quality variable has an indicator with the smallest mean value on question "Traveloka.com is responsible if there is a problem". Meaning that the most respondents feel that Traveloka.com has lack of responsibility if a problem occurs. Based on this reason, Traveloka are expected to be more responsive in the refund process. So it would foster a sense of trust in consumers that Traveloka is a company with good responsible service.
- 5) Based on the descriptions from the respondents' answers towards website quality, it can be seen that the website quality variable has an indicator with the smallest mean value with the question of "I trust the Traveloka.com website" meaning that the most respondents feel less trust in the Traveloka.com website. As for this reason, the suggestions that could be made up are that it is hoped that the company will protect the consumer privacy by protecting consumer data because consumer data is confidential and should not be given to other parties who are not related to the business.

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