THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED OF USEFULNESS, AND SALES PROMOTION TOWARDS THE PURCHASE DECISION OF TRAVELOKA MOBILE APPLICATION CONSUMERS
(A Study on Traveloka Mobile Application in Malang City)

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ABSTRACT

This research aims to discover the influence of Perceived Ease of Use, Perceived of Usefulness, and Sales Promotion towards the Purchase Decision of Traveloka mobile application consumers in Malang City. The type of this research is the explanatory research which explains the relationship and the influence between one variable and another through the hypothesis testing. This study used a sample of 210 respondents where the survey was conducted in Malang City. The sample of this research consisted of the respondents who had already made transactions on Traveloka mobile application. The data analysis used in this study was the Multiple Linear Regression Analysis and the hypothesis testing which processed through the SPSS software ver. 20. The result of this research can be concluded that variable of Perceived Ease of Use, Perceived of Usefulness, and Sales Promotion have a significant positive influence on the Purchase Decision of Traveloka mobile application consumers.

Keywords: Perceived Ease of Use, Perceived of Usefulness, Sales Promotion, Purchase Decision.

ABSTRAK

Penelitian ini dilakukan bertujuan untuk mengetahui pengaruh dari persepsi kemudahan, persepsi manfaat, dan promosi penjualan terhadap keputusan pembelian konsumen pada aplikasi *mobile* Traveloka di Kota Malang. Jenis penelitian ini adalah *explanatory research* yang menjelaskan hubungan dan pengaruh antara satu variable dengan variable lainnya melalui pengujian hipotesis. Penelitian ini menggunakan sampel sebanyak 210 responden dimana penyebaran kuesioner dilaksanakan di Kota Malang. Sampel terdiri dari responden yang sudah pernah melakukan transaksi pada aplikasi *mobile* Traveloka. Analisis data dalam penelitian ini menggunakan Analasis Regresi Linier Berganda dan uji hipotesis yang diolah dengan software SPSS *ver*. 20. Dari hasil pengujian dapat disimpulkan bahwa variable persepsi kemudahan, persepsi manfaat, dan promosi penjualan memiliki pengaruh positif signifikan terhadap keputusan pembelian konsumen pada aplikasi *mobile* Traveloka.

Kata Kunci: *Persepsi Kemudahan, Persepsi Manfaat, Promosi Penjualan, Keputusan Pembelian.*

I. Introduction

Today, traveling has become one of the most important needs for some people. Distance no longer becomes a serious problem or a barrier for most of the people to travel far at this time. Traveling outside the city or traveling abroad has become a usual activity nowadays done for many different purposes like vacations, businesses, jobs or visiting their families and friends. However, people should be able to make an initial preparation before travelling, for example by preparing their own accommodations that they are going to use when they are traveling.

The development of technology and e-commerce markets from time to time has made many companies developed various applications for traveling. Based on the data obtained from the website of We Are Social (2018) regarding the spending on e-commerce based on categories in the period of January 2018 shows that spending on e-commerce in Indonesia in travel category (including accommodation) is ranked in second position in the amount of US $2,417 billion. This has become one of the proofs of the increasing demand for traveling.

Based on Visa website (2018) who focused in global travel intention study, people tend to travel farther, more often and longer. People are more interested in traveling further because they expect differences or uniqueness that could be found in each region. Furthermore, the frequency of trips has increased to an average of five trips from three trips in the last two years. Meanwhile, the average length of stay when traveling is eight nights. Besides that, traveling has become easier with an online booking application with one of the frequently used online booking application is the Traveloka online mobile application developed by PT. Trinusa Travelindo.

Traveloka is an online business for flight ticket booking and hotel booking services that was founded in 2012 by Ferry Unardi, Derianto Kusuma, and Albert Zhang (Traveloka.com, 2018). The company has successfully followed the development of the technology from time to time. Consequently, the

company becomes one of the largest OTA online aggregators in Indonesia today (Beritasatu.com, 2015).

Based on the data from Nusa Research website (2014) regarding the ranking of online booking applications, it was assumed that Traveloka became the first ranked online booking application that excelled in various aspects such as the ever visited site for 68,8%, brand awareness 89.4%, and top of mind 42,5%. This data became one of the evidences that Traveloka application is the most preferred online booking application in Indonesia.

On the contrary, data from GDP Venture website (2017) regarding the contribution travel transactions shows that online transactions in the travel category only contribute 14% to all transactions in the travel category. This shows that the public interest in conducting online transactions in travel category is still considered low. Thus, numbers of online booking applications that are available is not in the line with the large contribution of online travel transactions towards the overall travel transactions.

This problem occurred because there are several factors that influence the user's behavior in using the technology. According to Heijden (cited in Rositasari 2015) explained that there are two perspectives that influence the attitude towards the online purchases including the technology perspective and trust perspective. The technology perspective consists of perceptions of usefulness and ease of use which both came from the TAM theory (Technology Acceptance Model) stated by Davis (1989). TAM model is an analysis model to determine the user's attitude toward technology acceptance. Thus, to be able to increase the online transactions in travel category, Traveloka needs to increase the influence of Perceived Ease of Use and Perceived of Usefulness of its mobile application in order for the company to be able to intensify the consumers' Purchase Decision.

Perceived Ease of Use is one of the most important influence or factor that might help many people to use the mobile application to book their tickets easily by themselves. When the consumers have understood the use of the application, there will be the probability for the consumers to make a purchase decision in Traveloka mobile application. The other influence that can affect the growth of Traveloka mobile application users is the usefulness of the application that could really help the consumers to find, compare, book and receive the E-tickets easily and quickly. The usefulness of Traveloka mobile application has also helped the consumers to do various transactions besides booking the airline tickets and hotel.

A research done by Suhir et al (2014) showed that the Perceived Ease of Use has a positive significance impact on consumer's Purchase Decision through the Kakus.co.id website. Furthermore, the consistent research was also conducted by Ramayah and Ignatius (2005) who assumed that Perceived Ease of Use and Perceived Usefulness serve as one of the factors that influence individual interest to make an online transactions.

Another way to encourage the consumers' Purchase Decision is the Sales Promotion. It is done by the company in order to direct its consumers to download the application and make a purchase decision towards the offers that Traveloka has given. It has always been an effective way for the company to attract the consumers as most of the consumers tend to make a purchase on something that has lower or cheaper prices than the usual prices.

A research done by Sholihat (2018) described that the sales promotion is one of the important thing to be used as the promotional tool that helps to influence consumers to make a purchase decision towards a particular product. The result of the research showed that there is positive significant influence of the sales promotion and sales quality on purchase decision.

II. Theoretical Framework

Purchase Decision

Purchase Decision making is the consumer's decision about what to buy, how much to buy, where it will be done, when it will be done and how the purchase will be made (Loudon & Bella, 1993). While Kotler and Armstrong (2006) defined the Purchase Decision as an individual who makes a purchase or a transaction towards a brand that she or he mostly like.

Technology Acceptance Model (TAM)

The concept of Technology Acceptance Model (TAM) was developed by Davis (1989) as the foundation to study and understand the users' behaviour in both receiving and using the information system. TAM has a purpose to explain various keys of factors of the users' behaviour of technology information towards the acceptance of adoption of information technology. the purpose of the model users itself aims at explaining, describing, and estimating the users

acceptance as well as the main factors of an individual users' behaviour in receiving the technology information (Istiarni&Hadiprajitno, 2014).

Perceived Ease of Use

Hartono (2008: 115) defined the Perceived Ease of Use as the measurement to find out on how far someone's belief in being free from any kinds of efforts or struggles in using the technology information. Moreover, Rahadi and Zainal (2015: 840) argued that the Perceived Ease of Use is the level of an individual's belief that using the technology information is easy and not requiring any special attentions in operating it.
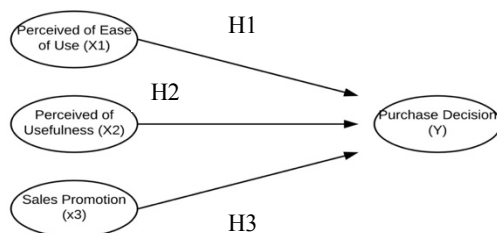
Perceived of Usefulness

Shun Wang et al (2003: 501-519) (cited in Adhiputra, 2015), explained that the Perceived of Usefulness is the existence of someone's belief in improving their performances using information technology system. Whereas Yasa, Ratnaningrum, and Sukaatmaja (2014) defined the Perceived of Usefulness as

someone's trust that the use of an information technology will provide benefits to its users.

Sales Promotion

According to Laksana (2008), Sales Promotion is one of the short-term and non-repetitive sales activities aimed to encourage the target market to quickly respond various promotional tools that have been designed and set by the company. In the other hand, Tjiptono (2008) argued that the Sales Promotion is direct form of persuasion given by a company to its consumers that has a purpose to stimulate the purchase of products immediately as well as to increase the number of goods purchased by customers.

Figure 1
Research Framework

Source: Researcher, 2018

Based on the research conceptual framework, the hypotheses are:

H1: Perceived Ease of Use (X_1) positively influences the Purchase Decision of Traveloka mobile application consumers

H2: Perceived Usefulness (X_2) positively influences the Purchase Decision of Traveloka mobile application consumers

H3: Sales Promotion (X_3) positively influences the Purchase Decision of Traveloka mobile application consumers.

III. RESEARCH METHODOLOGY

The research type for this research uses explanatory research with quantitative method. The research took place in Malang City, Indonesia. The population in this research is the consumers of Traveloka mobile application. The sampling technique used in this research is the non-probability approach with purposive sampling method where the respondents should know about Traveloka Mobile Application, with the minimum age of 17 years old and have

already used Traveloka Mobile Application. The minimum sample required in this research will be 180 respondents. The data collecting method used in this research is online questionnaire. The research instrument test used in this research will be the validity test and reliability test and will be continued with the assumption classic test such as the normality test, multicollinearity test. After that, the data will be tested by the multiple linear regression test, determinant coefficient test, F test and T test.

IV. RESULT & DISCUSSION

Descriptive Result

Based on the data of the questionnaire, there were 114 (54.27%) female respondents while the rest of the other respondents were male with 96 (45.71%) male respondents. Thus, female users are the dominant users of Traveloka Mobile Application than the male users. The result shows that the majority of respondents aged between 17 – 30 years for 207 (98.57%) of respondents with 192 (91.43%) are a

student. Furthermore, 104 (49.52%) respondents having Rp 1.000.001 – Rp 3.000.000 as their incomes in which also be the dominant income in this research. Lastly, 121 (57.62%) of the respondents have used this application for more than 10 times usages.

Research Instrument Test

Based on the validity test it can be concluded that all statements items either in variable of Perceived Ease of Use, Perceived of Usefulness, Sales Promotion, and Purchase Decision have of $r_{count} > r_{table}$ and significant value <0.05. which can be assumed that the statements instruments used in this research are all valid.

Based on the reliability test it can be concluded that all statements items have Cronbach Alpha value >0.60 which can be concluded that the instruments used in this study are all reliable.

Classic Assumption Test
Normality Test

The result of normality test based on table *Kolmogrov-Smirnov*

shows that the significance value is 0.071 where the value is greater than 0.05; then the provision of H_0 is accepted which means that the data on this research is normally distributed. Thus, the assumption of normality in this research is fulfilled.

Multicollinearity Test

Based on the result of the test, it can be assumed that the Tolerance value of all independent variables are ≥0.10, whereas, the VIF value of all independent variables are ≤10. Thus, it can be concluded that there is no multicollinearity occur between the independent variables in this research.

Heteroscedasticity Test

The result shows that all ignificance variable values are >0.05. Therefore, it can be concluded that there is no heteroscedasticity in this study or in other words, residuals have a variety of homoscedasticity. With all classical assumption test being fulfilled, it can be said that the multiple linear regression model used in this research is feasible or appropriate.

Therefore, interpretation can be taken from the results of multiple regression analysis that has been done before.

Data Analysis Result
Multiple Linear Regression Test
The equation used in this research can be seen below:

$$Y = 0.418 \, X_1 + 0.320 \, X_2 + 0.130 \, X_3$$

Y = The dependent variable in this research is the Purchase Decision (Y) in which the value will be influenced by dependent variables such as Perceived Ease of Use (X_1), Perceived of Usefulness (X_2), and Sales Promotion (X_3).
β_1 = The regression coefficient of Perceived Ease of Use (X_1) is 0.418 and it indicates as positive regression. This positive regression coefficient explains that the more positive of Perceived Ease of Use, the higher of consumer's Purchase Decision (Y) will be.
β_2 = The regression coefficient of Perceived of Usefulness (X_2) is 0.320 and it indicates as positive regression. This positive regression coefficient

explains that the more positive of Perceived of Usefulness, the higher of consumer's Purchase Decision (Y) will be.

β_3 = The regression coefficient of Sales Promotion (X_3) is 0.130 and it indicates as positive regression. This positive regression coefficient explains that the more positive of Sales Promotion, the higher of consumer's Purchase Decision (Y) will be.

Based on the interpretation above, it can be concluded that the variable of Perceived Ease of Use, Perceived of Usefulness, and Sales Promotion are positively influence the Purchase Decision (Y).

Determinant Coefficient Result

The result of the coefficient of determination on Adjusted R^2 is 0.525. This explains that 52.5% of the Purchase Decision variable will be influenced by independent variables in this research including the Perceived Ease of Use, Perceived of Usefulness, and Sales Promotion. However, 47.5% of the remaining of variable Purchase Decision will be influenced by the other variables that are not being discussed in this research.

The Regression Model Test Result (F Test)

Based on the result, the value F_{count} is 77.981, then it also shows that the regression value of df = 3, and the residual df = 206 with α = 0.05 which get the result of F_{table} is 2.648. Thus, H_0 is rejected and H_1 is accepted which means that there is a linear relationship between independent variables with dependent variable. Consequently, the regression model that has been used in this study is feasible and correct.

The Hyphothesis Test Result (T Test)

H1 : The Perceived Ease of Use variable has a value of $T_{count} > T_{table}$ which is 6.613 > 1.972 with the significance value of Perceived Ease of Use <0.05 which is 0.000. Thus, on the results of this test H_0 is rejected and H_1 is accepted which means that the Perceived Ease of Use (X_1) variable has a significant positive effect towards the variable of Purchase Decision (Y)

H2 : The Perceived of Usefulness variable has a value of $T_{count} > T_{table}$ which is $4.898 > 1.972$ with the significance value of Perceived of Usefulness <0.05 which is 0.000. Thus, on the results of this test H_0 is rejected and H_1 is accepted which means that the Perceived of Usefulness (X_2) variable has a significant positive effect towards the variable of Purchase Decision (Y)

H3 : the variable of Sales Promotion has a value of $T_{count} > T_{table}$ which is $2.519 > 1.972$ with the significance value of Sales Promotion <0.05 which is 0.000. Thus, on the results of this test H_0 is rejected and H_1 is accepted which means that the Sales Promotion (X_3) variable has a significant positive effect towards the variable of Purchase Decision (Y)

V. CONCLUSION & RECOMMENDATION

Conclusion

The conclusions of the research results are described as follows:

1. Perceived Ease of Use can encourage and increase the Purchase Decision of Traveloka mobile application consumers.

2. Perceived of Usefulness can encourage and increase the Purchase Decision of Traveloka mobile application consumers.

3. Sales Promotion can encourage and increase the Purchase Decision of Traveloka mobile application consumers.

Recommendation

The following are some suggestions that can be applied:

1. The Traveloka mobile application should be able to continue to develop its feature that have already existed before.

2. The Traveloka mobile application should be able to add the live chat feature with its customers service which will be very helpful so users can easily contact it when facing any

problems or questions regarding to their bookings.

3. The Traveloka mobile application should be able maintain sales promotion as well as add more prizes as the new sales promotion tools to be used.

4. For further researcher who will conduct research with the same topic, it is better to add other variables that have not been used in this research.

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