

The Antecedents of Purchase Decision at Online Travel Agent (Tiket.com)

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Abstract

An online travel agent is one of the platforms that has evolved throughout this digital era, including Tiket.com. Unfortunately, when the Covid-19 pandemic hit, online travel agents were affected the most. Now it is time for Tiket.com to evaluate its marketing strategies to increase the customers' purchase decisions. This research aims to analyze which strategies among Perceived Trust, E-Service Quality, Online Rating, and Online Review have the biggest influence on customer's Purchase Decision on Tiket.com. This study is conducted from September to December 2022, using a quantitative method with purposive sampling by distributing an online questionnaire to 50 customers of Tiket.com. The data is analyzed for multiple regression analysis to find the influence of each independent variable on the dependent variable. Results show that E-Service Quality, Online Rating, and Online Review have a positive and significant influence on Purchase Decision while Perceived Trust has a positive but insignificant influence on Purchase Decision. Further, Online Rating is found to have the biggest influence on Purchase Decision. Thus, it is important for Tiket.com to pay attention to its Online Rating and Review, E-service Quality, and Perceived Trust.

Keywords: E-Service Quality; Online Rating; Online Review; Perceived Trust; Purchase Decision

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1. Introduction

Digitalization is increasingly developed in this modernization era which makes the internet not only function as a communication tool but has penetrated more complex interactions. Along with the increased use of the internet and technology, businesses emerged in electronic commerce or e-commerce. The development of digitalization greatly affects the behavior of consumers who want to be practical and efficient in consuming products and services (Rosyidin & Prihatini, 2020).

Technological developments provide convenience for all human affairs, one of which is the sector of tourism. Advances in internet technology that occur also affect the travel business sector, the business model that was originally conventional has now changed to online travel agencies (Atmojo & Widodo, 2022).

The change from the conventional travel business to Online Travel Agencies (OTAs) can be seen from the increase in Online Travel sector transactions which reached \$10.1 B in 2019. However, the online travel industry is one of the sectors most affected by the Covid-19 outbreak. In 2020, there were transactions of \$2.6 B indicating a decrease in transactions in 2019. But, in 2021 this figure experienced an increase in transactions of \$3.4 B, an increase of 29% from the previous year. It is predicted that in 2025 there will be an increase in transactions by almost 3 times with a transaction value of \$9.7 B (e-Conomy SEA, 2022).

Tiket.com is one of the largest Online Travel Agencies (OTAs) in Indonesia established in 2011, providing airline, train, and hotel ticket reservation services (Zebua, 2018). The company has collaborated with more than 50 domestic and international airlines and is connected to more than 200,000 hotel chains worldwide. Despite having a high app rate, there are a lot of complaints from customers which can be seen from the app rating and review. The company has received many criticisms and comments on the e-service quality and the trustworthiness of its apps. Several complaints

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also related to the information provided and the website system; thus, it indirectly affects consumer perceptions of trust on Tiket.com (Rosyidin & Prihatini, 2020).

There are numerous amounts of literature available to determine the factors influencing purchase decisions. Previous research written by Fathin & Millanyani (2021) stated that online review and rating have positive and significant effects on customers' purchases decision on the Traveloka app. Also, a study by Rosyidin & Prihatini (2020) shows that e-service quality and trust have positive and significant effects on customers' purchases decision on the Traveloka app. However, the existing literature is still limited to applying the online rating and review together with trust and e-service quality to affect customers' buying decisions in OTAs.

Based on the phenomena, this research is conducted to see the influence of Perceived Trust, E-Service Quality, Online Rating, and Review on the Purchase Decision at Tiket.com. The results of this study are expected to be used by Tiket.com and other online travel agents to increase their customers' purchase decisions.



Figure 1. Chart of GMV per Sector

2. Literature Review

2.1. Perceived Trust

According to Rosyidin & Prihatini (2020), trust is defined as when a brand provides interaction with consumers, meets consumer needs, and displays responsibility for the interests and safety of consumers, so that consumers feel comfortable towards the brand. Kotler and Keller (2016), as cited in Mutiara & Wibowo (2020), state that there are three indicators of consumer trust, namely (a) Benevolence, which shows how confident the seller is to treat customers well, (b) Ability, which is the seller's capability to keep buyers satisfied and safe, and (c) Integrity, which shows how many people believe in it, where the seller will be honest and complement good comments about customers.

2.2. E-Service Quality

According to Zeithaml, Bitner, & Gremler (2017), service quality refers to the performance provided to another person. The performance could take the form of a non-tangible action that does not grant anyone ownership of any tangible assets. In the theory of e-service quality, there are seven indicators, namely (a) Efficiency, the state of consumers getting the facility of speed in finding product information and ease of using the application, (b) Fulfillment, an agreement made by e-commerce to its consumers and the promise is fulfilled in the form of retrieval, management, packaging and delivery of goods, (c) System availability, a technical function of a service provider application and the performance it provides and how it will be presented, (d) Privacy, a service and form of protection provided by the marketplace as a

guarantee to its consumers, and as a security for user or consumer information data, (e) Responsiveness, a form of handling and response from marketplace service providers in dealing with problems or requests, (f) Compensation, the provision of a refund feature to consumers if they experience a mismatch of goods or products with the wishes of the consumers themselves, and (g) Contact, a service offered by the marketplace for consumers so they can communicate with the company through the website, telephone, or other online representative features.

2.3. *Online Rating*

According to Quesenberry (2020:169), “Ratings are a measurement of how good or bad something is; but expressed specifically on a scale that is a relative estimate or evaluation. Five-point rating scales are popular and can be expressed as straight numbers, stars, or even spoons”. Harli, Mutasowifin, & Andrianto (2021) stated that there are three indicators of customer rating, namely (a) Credible, the level of trust of a company in the eyes of clients or customers, and financial resources, (b) Expert, the level of professionalism in providing an assessment of the experience gained after interacting with a product or service, and (c) Likeable, a feeling that likes and is interested in the content or rating is given.

2.4. *Online Review*

According to Quesenberry (2020:169), “Reviews are reports that give someone’s opinion about the quality of a product, service, or performance. Reviews are longer descriptions of a critic’s opinion of a product or experience with a service”. Suryani, Adawiyah, & Syahputri (2022) elaborate that there are five indicators in the online customer review, namely (a) Perceived Usefulness, when customers benefit from online customers reviews of online shopping sites, (b) Source Credibility, how well knowledgeable people identify the experts in the field, (c) Argument Quality, the persuasive arguments for information, (d) Valence, the positive or negative nature of information can have a significant impact and influence customer behavior that lead to purchasing decision, and (e) Volume of Review, the total number of word of mouth interactions.

2.5. *Purchase Decision*

A purchase decision is a part of consumer behavior that shows how individuals, groups, and organizations choose, use, and consume products, services, ideas, or information according to their needs and desires (Muchtaron, 2022). According to Kotler and Armstrong (2016), as cited in Muchtarom (2022), there are several indicators for the purchase decision, namely (a) Brand Decision, an activity where buyers must be able to make a decision on which marketplace with what brand to make a purchase, (b) Dealer Decision, the decision on which marketplace to visit where considerations include the low price factor, the number of vouchers and discounts, (c) Quantity Decision, made by marketplace consumers in determining how many goods or products they want to buy, (d) Time Decision, the process of choosing the time at the time of purchase by determining the purchase of the product when there is a certain event, and (e) Payment Method, consumer activities in making decisions regarding product payment methods by cash, credit or other means.

2.6. *The Influence of Perceived Trust on Purchase Decision*

According to Wakhidah (2018), consumer trust includes the belief that a product has more than one feature and benefits from these multiple features. Consumer confidence in a product defines consumers’ perceptions. Online business shows that customer trust is important in e-commerce.

H1: Perceived Trust has a partial influence on the Purchase Decision at Tiket.com

2.7. *The Influence of E-Service Quality on Purchase Decision*

E-service quality refers to the extent to which the website can help customers buy and make purchases, up to the delivery of goods and services efficiently and effectively (Setyawan, 2019). According to Setyowati & Suryoko (2020), e-service quality is designed to make the customer more cost and time efficient in doing business. This becomes the motivation of entrepreneurs or companies in facilitating the availability of information, and smooth transaction processes for consumer purchasing activities.

H2: E-Service Quality has a partial influence on the Purchase Decision at Tiket.com

2.8. *Influence of Online Rating on Purchase Decision*

According to Sianipar & Yoestini (2021) linking the rating to the level of customer decision-making levels. The impact of the customer on the evaluation depends on how much the product is used or evaluated before deciding to buy something. Rating a product online is one of the ways consumers think about the quality of online products, this is

mainly due to product ratings by consumers that reflect global consumer satisfaction, not only on products; but also, on how consumers are served by online sellers.

H3: Online Rating has a partial influence on the Purchase Decision at Tiket.com

2.9. Influence of Online Review on Purchase Decision

A review is an electronic part of Word of Mouth (eWOM), a person’s opinion, not advertising. Customer reviews are said to be relevant because they are carried out voluntarily by customers who have purchased the item. Customer reviews are also one of the factors that determine purchasing decisions (Hariyanto & Trisunarno, 2020). Sianipar & Yoestini (2021) state that if the review given by consumers is positive, it will also lead to positive consumer perceptions so that other people who have never used the product will be interested in trying to use the product and vice versa.

H4: Online Review has a partial influence on the Purchase Decision at Tiket.com

2.10. Influence of Perceived Trust, E-Service Quality, Online Rating, and Online Review on Purchase Decision

Purchase decisions can be determined by factors such as perceived trust, e-service quality, online ratings, and online reviews, according to research. For instance, the perceived usefulness of an e-service can be influenced by its quality dimensions, and this directly affects online trust (Bhat & Darzi, 2021). The effect of e-service quality on the likelihood of repeat purchases can be mitigated by customer satisfaction, trust, and perceived value (Miao, et al., 2022). In addition to the impact on customer trust, e-service quality, and customer satisfaction, it can also predict customer behavior such as repurchase intentions, word-of-mouth marketing, and website reviews (Rita, Oliveira, & Farisa, 2019). Additionally, customer loyalty to making purchases of goods and services can be impacted by e-service quality, trust, and satisfaction (Muharam, Bin, Chaniago, & Endraria, 2021). In the context of the new economy, research has been done on how perceived trust, service quality, and online reviews affect purchasing decisions (Junedi, Yahya, Ken, & Anastasya, 2022).

H5: Perceived Trust, E-Service Quality, Online Rating, and Online Review have a simultaneous influence on the Purchase Decision at Tiket.com

The research model is designed as follows:

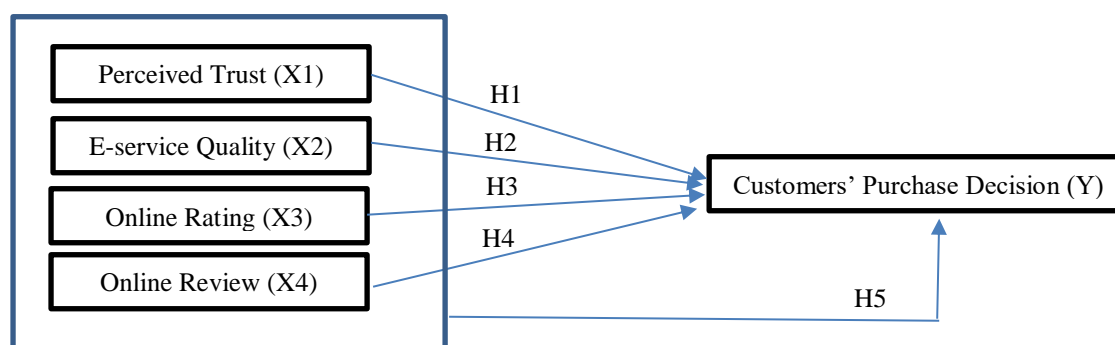


Figure 2. Research Model

3. Research Methods

Using quantitative and descriptive research, the objective of this study is to determine the influence between independent and dependent variable. With the concern of the Covid-19 pandemic, the data is collected using online questionnaires via Google Forms, distributed to 50 customers of Tiket.com users who have used the app. The period of the survey is from October to November 2022. The sampling technique used is a non-probability sampling method with purposive sampling. The criteria for purposive sampling are (1) The respondent should be between 18-60 years old, (2) The respondent is aware of the Tiket.com app and website (3) The respondent has used or done a transaction using the Tiket.com app/website.

Sekaran & Bougie (2016) as cited in Memon, et al. (2020) stated that most behavioral research requires a sample size of greater than 30; thus, it is decided to employ 50 respondents as the sample size. SPSS v.25 software program is utilized to analyze the data and 5-Level Likert Scale is used to measure the variables where the scale is ranging from

strongly disagree to strongly agree. Below is a table presenting the variables and dimensions along with the developed indicators.

Table 1. Operationalization of Research Variables

Research Variable	Dimension	Indicator
Perceived Trust (X1)	Benevolence	1. Tiket.com is a trustable online travel agent
	Ability	2. Tiket.com can fulfill the needs regarding online booking.
	Integrity	3. Tiket.com is honest and sincere in handling and processing my transaction.
E-Service Quality (X2)	Efficiency	4. Tiket.com have a fast-loading time and easy to access
	Fulfillment	5. Tiket.com effectively processes the needs of its customers.
	System Availability	6. Tiket.com sites and apps can be accessed anytime and anywhere.
	Privacy	7. Confidentiality of personal information on Tiket.com is guaranteed and safe.
	Responsiveness	8. Tiket.com's customer service responds quickly to a problem and requests.
	Compensation	9. Tiket.com provide a 100% refund service if the item got canceled or if it was not received.
Online Rating (X3)	Contact	10. Tiket.com customer service contact is available and easy to access.
	Credible	11. The overall online rating on Tiket.com is trustworthy.
	Expert	12. Online ratings on tiket.com are helpful and based on competent judgment.
Online Review (X4)	Likeable	13. Online rating on Tiket.com motivates and increases the interest to do the transaction from Tiket.com.
	Perceived of Usefulness	14. Online review on Tiket.com is beneficial and useful.
	Source Credibility	15. Tiket.com provide a trustable and competent online review.
	Argument Quality	16. Tiket.com provide a valid and good-quality customer online review.
Purchase Decision (Y)	Valence	17. Online review on Tiket.com is important and can be used as a reference to do transactions.
	Volume of Review	18. The more the quantity of the online review on Tiket.com the better the review quality is.
	Brand Decision	19. Customers choose and use Tiket.com as their online travel agent.
	Dealer Decision	20. Companies such as hotels, airlines, etc., which are available on Tiket.com are varying.
	Quantity Decision	21. Customer can choose the quantity of the item and the transaction on Tiket.com
Purchase Decision (Y)	Time Decision	22. Customers can choose when to do the transaction on Tiket.com
	Payment Method	23. The payment method on Tiket.com is varying and comprehensive

4. Results and Discussions

4.1. Validity and Reliability Test

A pretest of the research instrument is conducted to test the validity and reliability by distributing the questionnaire to 30 respondents of Tiket.com's customers. To identify the validity of a statement, r_{count} value will be measured, and for the reliability test, Cronbach's Alpha value will be used. The results below show that all statements are valid and reliable.

Table 2. Validity Test

Variable	No	Validity Value (r_{count})	Critical Value (r_{table})	Criteria	Result
Perceived Trust (X1)	1	0.372	0.361	$r_{count} > r_{table}$	Valid
	2	0.906	0.361	$r_{count} > r_{table}$	Valid
	3	0.898	0,361	$r_{count} > r_{table}$	Valid
E-Service Quality (X2)	1	0.778	0.361	$r_{count} > r_{table}$	Valid
	2	0.653	0.361	$r_{count} > r_{table}$	Valid
	3	0.899	0.361	$r_{count} > r_{table}$	Valid
	4	0.812	0.361	$r_{count} > r_{table}$	Valid
	5	0.780	0.361	$r_{count} > r_{table}$	Valid
	6	0.535	0.361	$r_{count} > r_{table}$	Valid
	7	0.784	0.361	$r_{count} > r_{table}$	Valid
Online Rating (X3)	1	0.785	0.361	$r_{count} > r_{table}$	Valid
	2	0.928	0.361	$r_{count} > r_{table}$	Valid
	3	0.923	0.361	$r_{count} > r_{table}$	Valid
Online Review (X4)	1	0.850	0.361	$r_{count} > r_{table}$	Valid
	2	0.931	0.361	$r_{count} > r_{table}$	Valid
	3	0.970	0.361	$r_{count} > r_{table}$	Valid
	4	0.970	0.361	$r_{count} > r_{table}$	Valid
	5	0.754	0.361	$r_{count} > r_{table}$	Valid
Purchase Decision (Y)	1	0.895	0.361	$r_{count} > r_{table}$	Valid
	2	0.803	0.361	$r_{count} > r_{table}$	Valid
	3	0.918	0.361	$r_{count} > r_{table}$	Valid
	4	0.829	0.361	$r_{count} > r_{table}$	Valid
	5	0.917	0.361	$r_{count} > r_{table}$	Valid

Table 3. Reliability Test

Reliability Statistics		
Variable	Cronbach's Alpha	N of Items
Perceived Trust	0.650	3
E-Service Quality	0,859	7
Online Rating	0.846	3
Online Review	0.937	5
Purchase Decision	0.912	5

4.2. Respondents' Characteristics

In total, there are 50 customers of Tiket.com employed in this study, of which 54% are males and 46% are females. Also, the respondents' age is between 18-60 years old, as described in the table 4.

Table 4. Respondents' Demographic

Gender	Frequency	Percentage
Male	28	56%
Female	22	44%
Total	50	100%
Age	Frequency	Percentage
18-30 Years Old	38	76%
31-40 Years Old	5	10%
41-50 Years Old	7	14%
51-60 Years Old	0	0%
Total	50	100%

4.3. Descriptive Statistics

The table 5 shows the results of the mean, median, mode, and standard deviation for each variable used.

Table 5. Descriptive Statistics of Variables

	Perceived Trust	E-Service Quality	Online Rating	Online Review	Purchase Decision
N Valid	50	50	50	50	50
Missing	0	0	0	0	0
Mean	13.92	27.24	12.12	19.08	20.50
Median	13.00	27.00	12.00	19.00	20.00
Mode	14	27	13	19	20
Std. Deviation	1.558	2.053	2.099	2.071	2.088

4.4. Result of Data Quality Testing

4.4.1. Normality Test

As seen from the P-P Plot (Figure 3), the dots are scattered close to the line that intersects the X-axis and Y-axis at (0.0). With little to slight deviation shown on the graph, the placements of the dots likewise form a straight line that is almost parallel to the straight line. The residual data is therefore assumed to be regularly distributed. The author also utilized the One-Sample Kolmogorov Smirnov Test to determine whether the data is normally distributed to support the normality of the data.

Data is regularly distributed if the significance level is larger than 0.05 (>0.05) by the Kolmogorov-Smirnov test criteria. From the Asymp and One-Sample Kolmogorov Smirnov Test, it shows that the variables in this study have a significant value of 0.200. The research variables are consequently said to be normally distributed based on the Sig (2-tailed) value from One-Sample Kolmogorov Smirnov Test. In conclusion, the residual data for this research can be concluded as normally distributed.

4.4.2. Multicollinearity Test

Referring to the table 6, the value of the Variance Inflation Factor (VIF) is 1.068, 1.480, 2.116, and 2.00 which is smaller/less than 10. Thus, it can be concluded that there is no multicollinearity found in the data. Moreover, the value of tolerance is 0.736, 0.676, 0.473, and 0.5 which is higher/greater than 0.1. Hence, it can be said that there is no multicollinearity in the data, which indicates the model is good for this research.

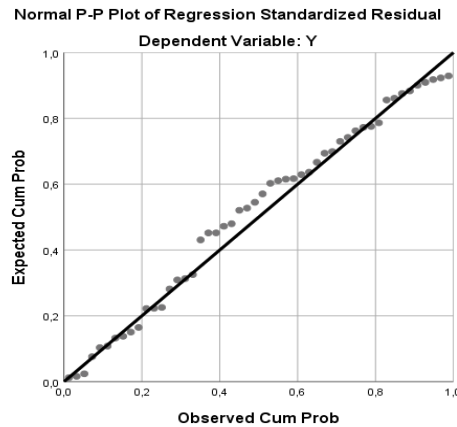


Figure 3. Normal P-Plot of Regression Standardized Residual

Table 6. Multicollinearity Test

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	14.3	3.513		4.082	0.000		
	Perceived Trust	0.14	0.173	0.127	1.121	0.101	0.736	1.068
	E-Service Quality	0.13	0.11	0.181	1.154	0.01	0.676	1.480
	Online Rating	0.18	0.161	0.213	1.134	0.00	0.473	2.116
	Online Review	0.14	0.127	0.203	1.112	0.04	0.500	2.000

a. Dependent Variable: Y

4.4.3. *Heteroscedasticity Test*

The Scatterplot Test could be used to describe the heteroscedasticity Test. Based on the figure below, all dots are dispersed above and below point 0 on the Y-axis without forming any kind of shape or pattern. As a result, there is no evidence of heteroscedasticity in it.

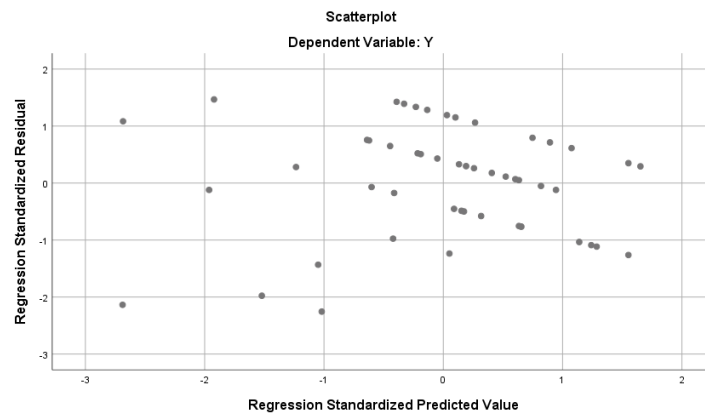


Figure 4. Scatterplot for Heteroscedasticity Test on Purchase Decision

Referring to the criteria of the Glejser test below, if the sig. value is higher than 0.05, there are no heteroscedasticity symptoms present. In this case, all four independent variables have significant values greater than 0.05 with the value of 0.112, 0.748, 0.518, and 0.526 respectively. It can be concluded that the research passed the heteroscedasticity test.

Table 7. Heteroscedasticity Test

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	3.62	1.809		1.999	0.012
Perceived Trust	-0.3	0.089	-0.051	-0.371	0.112
E-Service Quality	0.01	0.057	0.031	0.193	0.748
Online Rating	-0.2	0.083	-0.475	-0.459	0.518
Online Review	0.01	0.066	0.017	0.093	0.526

a. Dependent Variable: ABSRES

4.4.4. Multiple Linear Regression Analysis

Multiple linear regression is a statistical technique that predicts the result of a response variable by combining numerous explanatory variables. Multiple linear regression attempts to represent the linear relationship between explanatory (independent) and response (dependent) variables. The outcome of this test is presented on Table 8.

Table 8. Multiple Linear Regression Analysis

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	4.342	1.513		2.868	0
Perceived Trust	0.035	0.031	0.127	1,121	0.101
1 E-Service Quality	0.127	0.034	0.181	3.135	0.01
Online Rating	0.283	0.061	0.313	4.639	0
Online Review	0.242	0.077	0.223	3.742	0.04

a. Dependent Variable: Y

Based on the table 7, the regression model's estimated parameter values are calculated using the linear regression coefficient. Thus, Online Rating has the highest value of regression coefficient, it can be inferred from the regression equation that it has the greatest influence on Purchase Decision.

4.4.5. Coefficient of Determination

The coefficient of correlation is used to gauge how strongly the independent variables are related to the dependent variable at the same time. Based on the table 9, as the value of the Coefficient of Determination is 0.538, this concludes that the independent variables contribute to the dependent variable for as much as 53.8%, meaning that the dependent variable is influenced by the independent variables by 53.8%, while the other 46.2% is influenced by other factors not mentioned in this research.

4.4.6. Hypothesis Test Result

In this research, the T-test is used to understand if the independent variables have a partial influence on the dependent variable. The result of T Test will be used for the four hypotheses. Based on the T-test result (Table 10), the value of

Sig for Perceived Trust, E-Service Quality, Online Rating, and Online Review are 0.101, 0.01, 0.00, and 0.04 respectively. This shows that E-Service Quality, Online Rating, and Online Review are less than 0.05, thus it indicates that E-Service Quality, Online Rating, and Online Review have a partially significant influence on Customer Purchase Decisions. While Perceived Trust's value is greater than 0.05, thus Perceived Trust has no partially significant influence on Purchase Decisions. In conclusion, H₁ is rejected, while H₂, H₃, and H₄ are accepted.

Table 9. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.768	0.591	0.538	2.241

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

b. Dependent Variable: Y

Table 10. T-Test Result

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.342	1.513		2.868	0
1 Perceived Trust	0.035	0.031	0.127	1,121	0.101
E-Service Quality	0.127	0.034	0.181	3.135	0.01
Online Rating	0.283	0.061	0.313	4.639	0
Online Review	0.242	0.077	0.223	3.742	0.04

a. Dependent Variable: Y

4.4.7. F-Test

The hypothesis model used in this F-test is the H₅. There are criteria for F-test which are; if the significance value > 0.05, the hypothesis is rejected, on the other hand, if the significance value is < 0.05, the hypothesis is accepted.

Table 11. F-Test Result

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	23.170	4	5.793	3.760	0.000 ^b
Residual	69.330	45	1.541		
Total	92.500	49			

a. Dependent Variable: Y

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

From the Table 11, it is shown that the F-Test data shows the significance value is 0.000 therefore it can be concluded that H₅ is accepted as it fulfilled the criteria above where a significance value less/smaller than 0.05 meaning H₅ is

accepted. It can be concluded that Perceived Trust, E-Service Quality, Online Rating, and Online Review have a simultaneous influence on the Purchase Decision at Tiket.com.

5. Conclusions and Recommendations

The model involved and developed in this research is to study the Purchase Decision of Tiket.com's customers. The research model combines four variables which are Perceived Trust, E-Service Quality, Online Rating, and Online Review, which later be analyzed regarding their influences on creating a relationship of the customer's Purchase Decision. Based on the data analysis, it is concluded that E-Service Quality, Online Rating, and Online Review have a significant influence on Purchase Decision on Tiket.com. However, the Perceived Trust variable does not have a significant influence on Purchase Decision on Tiket.com.

Thus, the four hypotheses in the research accepted are H₂, H₃, H₄, and H₅, while H₁ is rejected. The correlation between the independent variables, which are Perceived Trust, E-Service Quality, Online Rating, and Online Review, contribute to Purchase Decision for as much as 53.8%, with the remaining 46.2% explained by other factors that are not discussed in this research. Based on the analysis, statistically, Online Rating has the highest influence on customer's Purchase Decision on Tiket.com with a regression value of 0.283.

With some considerations, customers look for good online ratings as their evaluations of the transactions. In this research, the analysis result shows that Online Rating has a significant influence on Purchase Decision. Thus, maintaining a high/good level of Online Rating is recommended. Since Online Rating is the most influential variable, Tiket.com should partner up and work together with some professional critics, which later then Tiket.com can show the overall rating from each expert based on their experiences. Providing good quality online rating will affect the customer's decision in terms of doing transactions. Tiket.com should also work with famous influencers to give their opinions/ratings regarding the service they have experienced.

Since the variable of Perceived Trust has a weak influence on Purchase Decision; therefore, the attention of the company is to improve customer trust through predictors that influence it. For this reason, further research related to the factors that affect purchase decision from the mediating aspect of perceived trust can be the opportunity for further research.

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