



MARKETING STRATEGY ON ONLINE AIRCRAFT TICKET PURCHASE DECISION THROUGH THE TRAVELOKA APPLICATION DURING THE COVID-19 PANDEMIC PERIOD

(Case Study in DKI Jakarta Area)

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Abstract - This study aims to see the influence between product, price, promotion, and place of decision to purchase airplane tickets on the Traveloka Application during the COVID-19 Pandemic in the DKI Jakarta Region.

This research uses an associative research type and a quantitative approach. The sample in this study were 100 respondents using purposive sampling. The data processing method in this study uses the SPSS version 26.0 program.

These results indicate that the Product variable partially affects the Purchase Decision, the Price variable partially has no effect on the Purchase Decision, the Promotion variable does not partially affect the Purchase Decision, the Place variable partially affects the Purchase Decision and simultaneously it can be said that the Product, Price variable, Promotion, and Place influence Purchasing Decisions.

Keywords: Product, Price, Promotion, Place, Purchasing decision

Abstract- This study aims to determine the effect of product, price, promotion and place on online flight ticket purchase decisions on the Traveloka Application during the COVID-19 Pandemic in the DKI Jakarta Region.

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Keywords: Product, Price, Promotion, Place and Purchase Decision

I. Introduction

1.1. Background

Currently Indonesia is one of the countries doing business. There are various types of online businesses that we often hear, such as marketplaces, e-commerce and online shops. According to Triswati (2018) E-commerce or it can also be called electronic commerce is part of an electronic business in which there are companies or online sites that offer products or services that are easier to make transactions and facilitate sales.

One type of service offered through online sites is the travel necessity for tourists. Airplane ticket is one of the necessities for tourists who are going on vacation or on a business trip to a place that cannot be accessed by land and sea (Muliana et al, 2016). Below is the statistics for the increase in the number of passengers at the two airports serving flights to Jakarta, namely Soekarno-Hatta Airport and Halim Perdana Kusuma Airport:



IMAGE 1. 1 Status of Increasing Passengers at Soekarno-Hatta Airport, 2014- 2018
Source: Angkasapura 2 (2018)



IMAGE 1. 2 Status of Increasing Passengers at Halim Perdana Kusuma Airport, 2014-2018.
Source: Angkasapura 2 (2018)

Based on the two pictures above, it can be concluded that the number of airplane passengers from Jakarta has on average increased every year, both domestic and international flights. During the January-September 2019 period, the number of international passengers traveling with national and foreign airlines reached 13.8 million people from the same period last year. The largest number of international passengers through Soetta Airport was 5.7 million out of the total number of passengers abroad, followed by Ngurah Rai with 5.2 million people. (soekarnohatta-airport.co.id/). This makes researchers interested in researching Jakarta residents in buying airplane tickets.

The tourism sector is the second largest source of foreign exchange contributions for Indonesia, but since the emergence of the COVID-19 pandemic in Indonesia this has changed everything. The tourism sector has become sluggish, this sluggishness was felt before Indonesia announced that there were COVID-19 positive patients in early March 2020. Since the issuance of a circular from the government on March 18, 2020, all indoor and outdoor activities in all sectors related to tourism and the economy creative is postponed or closed temporarily in order to reduce the spread of the COVID-19 virus. All indoor and outdoor activities in all sectors related to tourism and the creative economy have been postponed or closed temporarily to reduce the spread of the COVID-19 virus (Liputan6.com). After the extension of the PSBB in Jakarta ended on 4 June 2020,

This has made one of the E-commerce providers that provides online travel agent services to prepare several strategies to increase its resale amid the COVID-19 pandemic, one of which is Traveloka. Traveloka is a company that provides online flight ticket and hotel booking services, Traveloka has collaborated with more than 100 airlines and has served more than 200,000 flight routes around the world (Wakhidah, 2018).

Traveloka is the number one online travel agent in Indonesia. Several things that can lead to the high ranking of Traveloka, namely products, prices, promotions and places or distribution channels (places) which are incorporated and known as the marketing mix. But before that the company must do a SWOT analysis (Strength, Weakness, Opportunity, Threats) or strengths, weaknesses, opportunities and threats first. The company must analyze the strengths and weaknesses of the company as well as current and possible marketing actions to determine which opportunities are best pursued.

Strength (strength) that Traveloka has for online travel agents, namely Traveloka is a mobile-based application, so that it can be accessed by the public anywhere and anytime without having to come to the airport or the place to sell flight tickets. Traveloka also provides various kinds of flight tickets and airlines at various prices according to customer needs. In addition, Traveloka also provides various information such as flight times, promo tickets, and baggage weight for each flight. So that people can book a plane or hotel according to their financial condition and plan their departure.

Weakness The (weakness) that Traveloka has for online travel agents is the lack of public trust in online transactions, so that many people still use manual flight ticket booking services. In addition, not everyone can use increasingly sophisticated technology, especially for older people.

Opportunity The (opportunity) that Traveloka has for online travel agents, namely increasing the need for the community to travel to a certain place such as vacations, business trips, and others. So that makes Traveloka one of the applications that are widely used by the public because it is easy, fast, reliable and can be used anywhere and anytime. In addition, Traveloka also provides an English language option to be able to go

international and guarantees security when making transactions through the Traveloka application.

Threats The (threat) that Traveloka has for online travel agents, namely the many competitors that are similar to Traveloka, which offer various kinds of promotions that attract customers, so Traveloka has to find a way to deal with these competitors and defend its customers.

The product is one of the most basic elements of the marketing mix, because every marketing activity starts from planning a product or service which is aimed at satisfying the needs and desires of consumers. One of the products (products) produced by Traveloka is flight tickets. The flight tickets offered by Traveloka are very diverse, ranging from flights that serve domestic to international flights. The airlines provided by Traveloka also vary with many flight class choices. In addition, during the COVID-19 pandemic, Traveloka also collaborated with many health facilities. This is done to facilitate Traveloka consumers who will travel to do the COVID-19 test. In addition, during the COVID-19 Pandemic there were terms and conditions for purchasing airplane tickets. One of them must have a negative COVID test result and have a statement letter from the airline. However, the procedure for purchasing airplane tickets online is still the same procedure.

Price is a globally determined value for money that must be spent by someone to get a product or service that is desired (Waluyo and Aan, 2018). The prices offered by Traveloka vary widely, ranging from hundreds of thousands to millions of rupiah. The price is based on flight class and distance traveled. During the COVID-19 pandemic, Traveloka provided a discounted price for flight ticket purchases of IDR 200,000 to IDR 250,000 using a credit card and Traveloka pay later.

Promotion makes the product or service offered known 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 working with several airlines to increase sales during the COVID-19 pandemic, namely by carrying out various kinds of promotions, one of which is Traveloka in collaboration with Citilink airlines, namely if consumers buy Citilink airline tickets, they will get a free rapid test. for domestic travel. In addition, Traveloka also provides discounted flight ticket prices by payment using credit cards issued by several banks, such as Mandiri, BRI, CIMB, etc.

In-place distribution here is to ensure the availability of goods and services needed by consumers at the right time and place. Various distribution channels are devices that are interrelated with each other in the process of providing a product or service for use. If the product is easier to obtain, it means that the distribution process is getting better and the sales of the product or service have a big opportunity to increase (Waluyo and Aan, 2018). Because Traveloka is an online travel agent, the distribution of goods or services from producers to consumers is done online. Purchasing tickets on the Traveloka application can be done at any time and anywhere (24 hours). Services provided during the COVID-19 pandemic are providing refund and rescheduling services for airplane tickets. For ticket rescheduling, there is an additional fee determined by Traveloka, if there is a price increase on the specified reschedule date. However, if the flight ticket price is cheaper on the rescheduling date, Traveloka will return the excess cost to the consumer. Refunds can be made in accordance with the payment method used by the consumer. Meanwhile, for a refund there is no additional fee, but passengers are asked to include a reason for making a refund. Refunds can be made in accordance with the payment method made by the

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The marketing mix that consists of the 4Ps is a factor that can influence purchasing decisions. Purchasing decisions occur because some things are influenced by products consisting of product diversity, services, brand names, and warranties (Triswati, 2018). Then according to Wakhidah (2018) price greatly influences the decision to purchase flight tickets online on the Traveloka application, because the more affordable the price provided by Traveloka, the decision to buy plane tickets will increase and vice versa if the price offered by Traveloka is more expensive, the decision to buy a plane ticket will drop. Apart from prices, promotions also affect flight ticket purchase decisions on the Traveloka application. because the more frequent promotional activities provided by Traveloka, the more flight ticket purchase decisions are made and vice versa if the promotional activities provided by Traveloka are not optimal, the purchase decision will decrease. Furthermore, according to Prasetio and Laturette (2017) distribution channels or places also influence consumers in making flight ticket purchase decisions.

1.2. Formulation of the problem

Based on the background described above, the problem formulations in this study are:

1. Did the flight ticket products offered by Traveloka partially influence flight ticket purchase decisions during the COVID-19 pandemic?
2. Did the flight ticket prices offered by Traveloka partially influence flight ticket purchase decisions during the COVID-19 pandemic?
3. Did the flight ticket promotions offered by Traveloka partially influence flight ticket purchase decisions during the COVID-19 pandemic?
4. Does the place or channel of flight ticket distribution offered by Traveloka partially influence flight ticket purchase decisions during the COVID-19 pandemic?
5. Do the products, prices, promotions and place or distribution channel for airplane tickets offered by Traveloka simultaneously influence flight ticket purchase decisions during the COVID-19 pandemic?

1.3. Research purposes

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

1. To know partially the effect of the flight ticket products offered by Traveloka on flight ticket purchase decisions during the COVID-19 pandemic.
2. This is to partially determine the effect of the flight ticket prices offered by Traveloka on flight ticket purchase decisions during the COVID-19 pandemic.
3. To know partially the effect of flight ticket promotions offered by Traveloka on flight ticket purchase decisions during the COVID-19 pandemic.
4. This is to partially determine the influence of the place or distribution channel for flight tickets offered by Traveloka on flight ticket purchase decisions during the COVID-19 pandemic.
5. To know simultaneously the effect of products, prices, promotions and places or distribution channels for flight tickets offered by Traveloka on flight ticket purchase decisions during the COVID-19 pandemic

II. Theoretical basis

2.1. Marketing

According to Kotler and Armstrong (2016: 6) Marketing (marketing) is a process by which companies create value for customers and build strong relationships with customers with the aim of capturing the value of customers in return. There are two objectives of marketing, namely attracting new customers by promising value excellence and maintaining and growing existing customers by providing satisfaction. Marketing must be understood in a modern sense, namely satisfying customer needs. If marketers understand customer needs, develop products and services that provide superior value to customers, set prices, distribute and promote products and services effectively, these products or services will be easily sold. Which is marketed in marketing according to Kotler and Keller (2012):

According to Sudarsono (2020: 2) The goals of marketing are attracting new customers by promising superior value, setting attractive prices, distributing products easily, promoting effectively and maintaining existing customers while still adhering to the principle of customer satisfaction. Sudarsono (2020: 2) says that business success in marketing is if the company is able to sell products according to the target set by the company or even exceed the target of the sales volume set by the company. The marketing function according to Sudarsono (2020: 3) is that it can be measured in terms of the quality of the product being marketed, the suitability of the price given to consumers and the timeliness of delivery of goods.

2.2. Marketing Services

According to Tjiptono (2019: 17) Service marketing emerged and developed as a separate sub-discipline in marketing science. There are five main reasons why service marketing needs to be studied in isolation. First, service is everybody's business is defined as "doing something for others". There are three words that refer to this term, namely service, service and service. As a service, service reflects an intangible product or a specific industrial sector such as education, health, and so on. As a service, service reflects everything that certain parties (individuals or groups) do to other parties (individuals or groups), for example customer service, whose job is to answer customer questions, handle complaints, and so on.

Second, services (services) have unique characteristics that differentiate them from physical products (goods). These unique characteristics include intangibility (not being physically intangible), inseparability (production / operation and consumption taking place simultaneously), heterogeneity (quality of service depending on who, when and where services are produced), perishability (cannot be stored), and lack of ownership. (there is no full ownership of the services paid for).

Third, services (services) can be used to create differential advantages. When viewed from a company perspective, one effective way to make unique differentiation and positioning is through the design and delivery of specific services. This has an impact on company strategy.

Fourth, services develop rapidly and contribute to the global economy. Because more and more 'new' and 'innovative' types of services are emerging.

Fifth, we are currently entering the era of service-dominant logic (SDL). A number of marketing experts argue that there has been a shift in digma, from the original Goods-Dominant Logic (GDL) to service-dominant logic (SDL). The essence of SDL thought, namely the provision of services / services is a fundamental objective of economic exchange and marketing. In other words, both individuals and groups (organizations) exchange services / services.

2.3. Definition and Characteristics of Services

According to Lupiyoadi (2013: 7) service is any action or deed that can be offered by a party to another party which is basically intangible (intangible).

According to Tjiptono (2019: 29) based on research and service marketing literature, it is revealed that services have a number of characteristics which differentiate them from goods and have an impact on how to market them, these characteristics are as follows:

1. *Intangibility*

Services are different from goods. Goods are objects, tools or objects, while service is an act, action, experience, process, performance or effort. Therefore, services cannot be seen, tasted, smelled, heard, or touched before consuming and purchasing these services.

2. *Inseparability*

Goods are usually produced, then sold and then consumed. Meanwhile, services must be sold first, then produced and consumed at the same time and place.

3. *Variability / Heterogeneity / Inconsistency*

Services are variable because they are non-standardized outputs, meaning that there are many variations in shape, quality, and type, depending on who, when and where the service is produced.

4. *Perishability*

This means that services are not durable and cannot be stored.

5. *Lack of ownership*

Is the basic difference between services and goods. In purchasing an item, consumers have full rights over the use and benefits of the product they buy. They can consume, store or sell it. In purchasing services, customers only have personal access to a service for a limited period of time.

2.4. Service Marketing Mix

The marketing mix according to Tjiptono (2019: 45) is a set of tools that can be used by marketers to shape the characteristics of the services offered to customers. These tools are used to develop long-term strategies as well as to design short-term tactical programs. The concept of the marketing mix was first popularized by Jerome McCarthy who formulated it into 4Ps which consisted of four groups of variables, namely: Product (product), Price (price), Promotion (promotion) and Place (place or distribution channel).

2.4.1. Product

According to Tjiptono (2019: 46) Products are a form of service offering aimed at achieving organizational goals through satisfying customer needs and desires, products can be anything (whether physical or not) that can be offered to potential customers to meet their needs and desires. the. The product mix decisions faced by service marketers can be very different from those faced by goods marketers, because the aspects of service

development have a special uniqueness that is different from goods, namely services are difficult to protect with patents. Meanwhile, according to Kotler and Armstrong (2016: 62) Products are a combination of goods and services offered to the target market by the company.

2.4.2. Product Indicators

According to Kotler and Armstrong (2016: 62) product indicators are as follows:

1. Product diversity.

Product diversity is a collection of a product that a particular producer offers to consumers.

2. Quality.

Quality is the creation of value and customer satisfaction. Quality has a direct impact on product or service performance.

3. Features.

Features are characteristics of a product or service offered by a company to consumers by providing added value as a differentiator from its competitors.

4. Warranty.

Guarantees are made by the company to alleviate consumer losses if later consumers are not satisfied with a product or service that has been paid for.

5. Service.

Service is an act given to other people.

2.4.3. Price

According to Kotler and Armstrong (2016: 345) Price is an amount of money that is billed to consumers as compensation for obtaining benefits from owning or using a product or service. Price plays a role as the main determinant of consumer choice. Meanwhile, according to Panjaitan (2018: 140) price is the value expressed in rupiah and used for exchanges or transactions or an amount of money that must be paid by consumers to get the goods and services desired.

Meanwhile, according to Tjiptono (2019: 46) price mix decisions are related to strategic and tactical policies, such as price levels, discount structures, payment terms, and levels of price discrimination among various customer groups. The intangible characteristics of services make price a significant indicator of quality. The personal and non-transferable characteristics of the type of service allow price discrimination in the market for that service. There are also many services marketed by the public sector at subsidized prices or even free of charge, causing complexity in pricing for services.

2.4.4 Price Indicators

There are several indicators in price according to Kotler and Armstrong (2016: 62), namely:

1. Price list.

The price list is a description of the prices listed on the product.

2. Discount.

Discount is a price reduction or discount given by the seller from the price list listed to the buyer.

3. Payment Period.

The payment period is an installment according to the agreement between the seller and the buyer in connection with credit.

4. Credit Requirements.

Credit requirements are things that must be met by consumers in an effort to take credit.

2.4.5. Promotion

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

According to Tjiptono (2019: 46) the traditional promotion mix includes various methods for communicating service benefits 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 not previously interested in buying a product or service to become interested and try the product or service so that consumers make a purchase. According to Hermawan (2019: 128) general objectives 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.

2.4.6. Promotion Indicator

According to Kotler and Armstrong (2016: 62) indicators of promotion are as follows:

1. Advertisement.

Advertising is a form of non-personal promotion using a variety of media aimed at stimulating purchases.

2. Private Selling.

Personal selling is a form of personal promotion with prospective buyers aimed at stimulating purchases.

3. Sales promotion.

Sales promotion is a form of promotion beyond the two forms above which are intended to stimulate purchases. Types of sales promotions include rebates, coupons, contests or sweepstakes, ongoing programs, premium giving, rebates and free samples.

4. Public relations.

Public relations is the practice of managing the dissemination of information between individuals or organizations (such as businesses, government agencies or profit organizations) and the public.

2.4.7. Place or distribution channel

According to Tjiptono (2019: 46) place or distribution concerns easy access to services for potential customers. Distribution decisions include physical location decisions, decisions regarding the use of intermediaries to increase service accessibility for customers and non-location decisions made for the availability of those services. Meanwhile,

according to Kotler and Armstrong, place includes company activities that make products available to target customers.

2.4.8. Distribution Place or Channel Indicators

According to Kotler and Armstrong (2016: 62) indicators in a place or distribution channel are as follows:

1. Channel.

The channel is an intermediary between producers and consumers.

2. Market Coverage.

Market coverage is how much market reach is carried out by the producer or company.

3. Grouping.

Grouping is an important thing that companies must do to make it easier for consumers to choose a product.

4. Location.

The purpose of the location here is the place where the product or service is offered to consumers.

2.5. Buying decision

According to Kotler and Armstrong (2016: 177) defines purchasing decisions as follows: Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, service, ideas, or experiences to satisfy their needs and wants, where the meaning of purchasing decisions is part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires.

2.5.1. Factors Affecting Purchasing Decisions

According to Kotler and Armstrong (2016: 159) consumer purchasing decisions are influenced by several characteristics, including the following:

1. Cultural Factors.

Purchasing behavior is influenced by cultural factors including cultural, sub-cultural, and social class. Culture (culture) is a determinant of the basic factors of a person's desires and behavior. Culture itself is influenced by sub-culture (sub-culture) which includes nationalities, religions, racial groups, and geographic areas that can provide more specific identification and socialization for their members.

2. Social Factors.

Social factors can also influence purchasing behavior, social factors include reference groups, family, and social roles.

3. Personal Factors.

Personal factors include age, stage of the buyer's life cycle; work and economic circumstances, personality and self-awareness, and lifestyle and values.

4. Psychological Factors.

Psychological factors such as motivation, perception, learning, belief and behavior also influence purchasing decisions.

2.5.2. Purchasing Decision Process

Kotler and Armstrong (2016: 179-184) say that the buyer's decision process consists of five stages, namely:

1. Need recognition (need recognition)

Recognition of needs is a state when consumers or buyers realize a problem or need. Needs have two trigger stimuli, namely internal and external stimuli. Internal stimulation is triggered by normal basic human needs, such as hunger at a high enough level, giving rise to the urge to eat immediately. Meanwhile, external stimuli are triggered by non-basic human needs. Like humans see a car ad on TV that can make consumers think about buying the new car. Marketers must carefully research the needs of buyers or consumers to be able to find out what types of needs or problems arise, what causes them and how those problems can lead consumers to certain products.

2. Information search

Consumers will look for more information about a particular product, if consumers have a sense of interest in a product. If the consumer has a strong urge for a particular product and the product can satisfy it, it allows the consumer to buy that particular product. If consumers are not interested in a product, they will store those needs in their memory or perform information searches related to consumer needs. Information that consumers need is obtained through various sources, such as personal sources (family, friends, neighbors, colleagues), commercial sources (advertisements, salespeople, websites, web, distributors, packaging, display), public sources (mass media, consumer rating organizations, internet searches), and sources of experience (handling, checking,

3. Alternative evaluation

Consumers will process information to arrive at the stage of choosing a brand or brand, this process is part of an alternative evaluation. Consumers do not always use a simple and single evaluation process in all purchasing situations. How consumers evaluate alternatives depends on the consumer's personality and the particular buying situation. Consumer purchasing decisions are influenced by their own purchasing decisions, soliciting purchasing advice from friends, consumer guides or salespeople. Marketers must learn how consumers or buyers evaluate brand choices.

4. Purchase Decision

Consumer purchasing decisions are when consumers buy their favorite brand, but there are two factors between purchase intention and purchase decision. The first factor is the attitude of the other person. The second factor is the factor of an unexpected situation. Consumers form purchase intentions based on factors such as income, price, and expected product returns. But sometimes some unexpected events will change your purchase intention.

5. Post purchase behavior

After consumers buy a product, they may feel satisfied or dissatisfied with the product, and consumers will adopt post-purchase behavior, which marketers should consider. Determining purchase satisfaction or dissatisfaction depends on the relationship between consumer expectations and perceived product performance. If the product does not meet consumer expectations, consumers will be disappointed; if the product is in accordance with consumer expectations, the consumer will be satisfied; if the product exceeds expectations, consumers will be very satisfied.

2.5.3. Purchasing Decision Indicators

There are six indicators of purchasing decisions according to Kotler and Keller (2012: 479), including the following:

1. Product Selection.

Consumers will decide to buy products that have value for consumers. Therefore, companies must know what products consumers want.

2. Brand Choice.

Each brand or brand has different characteristics and has their own distinctive characteristics. Consumers will determine or choose the brand to be purchased by them. Companies must know how consumers determine a brand or brand to buy.

3. Purchase Channel Selection (Dealer Choice).

Consumers have differences in determining the supplier, and consumers must decide which dealer to visit. The difference in determining this distributor is determined by several factors which include the closest location factor, lower prices, the completeness of inventory, as well as the convenience and flexibility of where to shop.

4. Purchase Timing.

To determine purchase decisions, consumers have different purchase times.

5. Purchase Amount.

Consumers have the decision to buy how many products they need at a time. Purchases made by consumers may be more than one type of product. Therefore the company must prepare the number of products according to the various desires of consumers.

6. Payment method.

Technological aspects are no less important than cultural, environmental, and family aspects in influencing purchasing decisions. The technology in question is technology used in the purchase transaction process that can facilitate and create efficiency in the transaction process.

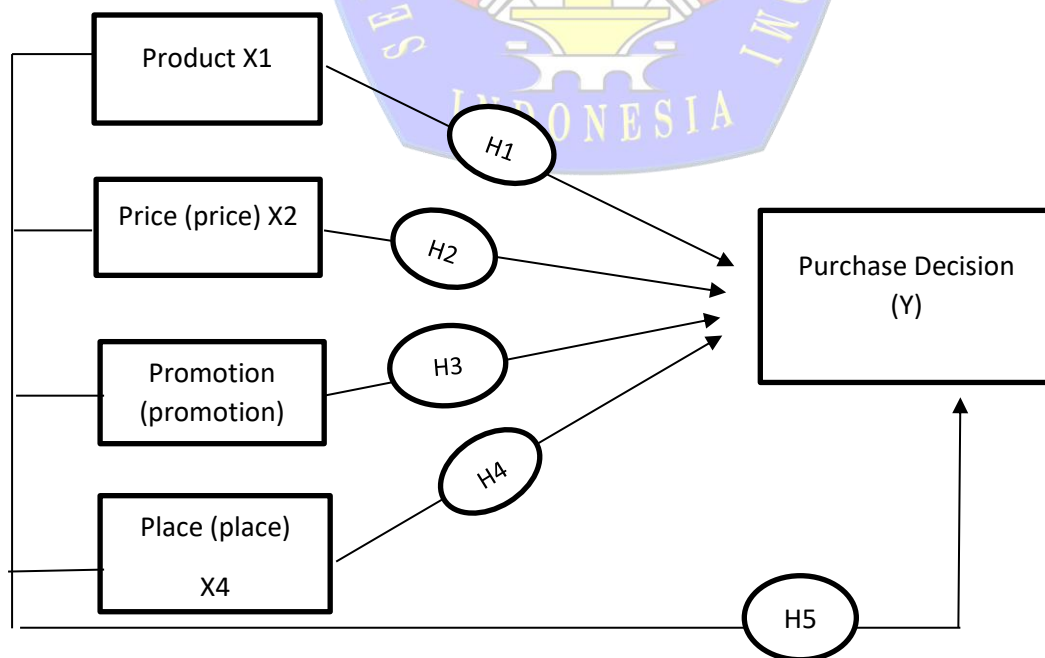


Figure 2.1. Research Conceptual Framework

Hypothesis Development:

1. It is suspected that there is a partial product influence on flight ticket purchase decisions on the Traveloka application during the COVID-19 pandemic.
2. It is suspected that there is a partial price influence on the decision to purchase flight tickets on the Traveloka application during the COVID-19 pandemic.
3. It is suspected that there is a partial promotion effect on flight ticket purchase decisions on the Traveloka application during the COVID-19 pandemic.
4. It is suspected that place has a partial influence on flight ticket purchase decisions on the Traveloka application during the COVID-19 pandemic.
5. It is suspected that there is an effect of product, price, promotion, and place simultaneously on the decision to purchase airplane tickets on the Traveloka application during the COVID-19 pandemic.

III. RESEARCH METHODOLOGY

3.1. Population and Sample

The population in this study were people who bought plane tickets during COVID-19 through the Traveloka application, with the following criteria:

- 17 years - 45 years old.
- Domiciled in DKI Jakarta.
- Buy flight tickets on Traveloka in May-July.

The sampling method used in this study is a non-probability sampling method, namely 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 it will be cheaper and easier to select and implement. For the sample size used, researchers do not know the exact number of Traveloka users in Jakarta. According to Ghozali (2014) the sample size is feasible used in the study was in the range of 30 to 100. So, the researcher decided to use 100 samples in this study.

3.2. Location and Time of Research

The place of this research was conducted in DKI Jakarta Province. The research time took 6 (six) months, namely March-August 2020.

3.3. Data and Data Collection Methods

Data used in this study consists of primary data and secondary data as follows:

1. According to Sugiyono (2017: 137) Primary data collection techniques can be done in the following ways:

- a. Interview (interview)

Interviews are used if you want to conduct a preliminary study to find problems that must be researched. In addition, interviews are also used if the researcher wants to know things from the respondent more deeply with a small number of participants. The interview is divided into two, namely:

- a) Structured interview

Used when the researcher knows exactly what information will be obtained and the researcher has prepared several written questions for the respondent

b) Unstructured interview

It is an independent interview where the researcher does not use a completely structured interview guide for the respondent. The interview guide used is only an outline of the problem to be asked.

b. Questionnaire (Questionnaire)

Is a technique in data collection which is done by giving a set of questions or written statements to the respondent to answer. The questionnaire is an efficient data collection technique if the researcher knows exactly what variables to measure and what is expected of the participants. The questionnaire is used in studies that have a large enough number of participants.

c. Observation

Observation is a data collection technique that has specific characteristics when compared to other techniques. The method of observation is used in research whose objects can be observed, such as human behavior, work processes, natural phenomena. Observation is used in studies that have a small number of participants.

2. According to Sugiyono (2012: 225) Secondary data collection techniques can be done using the following instruments:

a. Literature Study

Done by reading literature that can support research, namely literature related to this research. Secondary sources of this research are obtained from journals, articles, books and the Traveloka application.

3.4. Operational Variables

In this study, there are 2 (two) variables, namely the independent variable (independent) and the dependent variable (dependent), namely:

Table 3.1. Operational Variables

Variable	Indicator	Item No.
Product (X1) (Kotler and Armstrong, 2016: 62)	Product diversity	1
	Quality	2
	Features	3
	Warranty	4
	Service	5
Price (X2) (Kotler and Armstrong, 2016: 62)	price list	6
	Discount	7
	Payment Period	8
	Credit Requirements	9
Promotion (X3) (Kotler and Armstrong, 2016: 62)	Advertisement	10-11
	Private Selling	12
	Sales promotion	13
	Public relations	14
Place (X4)	Channel	15
	Market Coverage	16

(Kotler and Armstrong, 2016: 62)	Grouping	17
	Location	18
	Stock	19
Purchase Decision (Y) (Kotler and Keller, 2012: 479)	Product choice	20
	Brand Choice	21
	Purchase Channel Selection (Dealer Choice)	22
	Purchase Timing	23
	Purchase Amount	24
	Payment method	25

3.5. Data analysis method

The instruments in this study were tested with validity and reliability tests. For data processing in this study, namely using SPSS version 26 software and statistical analysis tools with the coefficient of determination (R^2), as well as partial hypothesis testing (t test) and simultaneous significance test (F test).

IV. Result

4.1. Description of Research Object

Traveloka is the leading online travel company in Southeast Asia. Traveloka has collaborated with more than 100 domestic and international airlines. In addition, traveloka also serves more than 200,000 routes around the world. Traveloka also provides various kinds of apartments, guesthouses, homestays to villas and resorts. Traveloka provides more than 40 payment options for customers in Indonesia, Thailand, Vietnam, Malaysia, Singapore and the Philippines. The Traveloka application has been downloaded more than 30 million times, making it a popular online travel application in Indonesia.

4.2. Respondent Description

4.2.1. Description of Respondents based on Gender

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

TABLE 4. 1 Characteristics of Respondents based on Gender

Respondent Gender	amount	Percentage (%)
Male	45	45%
Women	55	55%
amount	100	100

Source: Data processed (2020)

Based on table 4.1, it shows that the sex of consumers who bought plane tickets on the Traveloka application during the COVID-19 Pandemic in the DKI Jakarta area was dominated by the female gender with a percentage of 55%, where women more often used the Traveloka application to buy airplane tickets during the period. The COVID-19 pandemic.

4.2.2. Respondent description by age

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

TABLE 4. 2 Respondent Characteristic Data by Age

Age	Number of Respondents	Percentage (%)
17-25	72	72%
26-35	19	19%
36-45	9	9%
amount	100	100%

Source: Data processed (2020)

Based on table 4.2, it shows that the age category that purchased airplane tickets on the Traveloka application during the COVID-19 Pandemic in the DKI Jakarta area was dominated by ages ranging from 17-25 years with a percentage of 72%, because during the COVID-19 Pandemic it was suggested that activities outside the home only for young people because of their stronger immune system, while those over 36-45 years old are less because they are more susceptible to being exposed to viruses and in accordance with regulations that have been made by the government.

4.2.3. Respondent description by occupation

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

TABLE 4. 3 Respondent Characteristics Data by Occupation

Profession	Number of Respondents	Percentage (%)
Student / Student	45	45%
Private employees	26	26%
entrepreneur	6	6%
PNS / BUMN Employees	12	12%
Etc	11	11%
amount	100	100%

Source: Data processed (2020)

Based on table 4.3. shows that the occupational category of consumers who bought plane tickets on the Traveloka application during the COVID-19 Pandemic in the DKI Jakarta area was dominated by Students. This is because of the end of the semester holiday.

4.2.4. Respondent description based on domicile of residence

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

TABLE 4. 4 Respondent Characteristic Data based on Domicile of Residence

Residential Domicile	Number of Respondents	Percentage (%)
East Jakarta	56	56%
South Jakarta	13	13%
west Jakarta	10	10%
North Jakarta	11	11%
Central Jakarta	10	10%
amount	100	100%

Source: Data processed (2020)

One of the weaknesses of this study is related to the domicile of residence, because of the limitations of the researcher in finding respondents, the researcher distributed the questionnaire unevenly. Researchers distribute questionnaires only to limited relationships where the average respondent is domiciled in East Jakarta.

4.2.5. Descriptions of respondents based on the time of purchase of airplane tickets

The descriptions of the respondents below are based on the time of purchase made by consumers in buying flight tickets on the Traveloka application during the COVID-19 Pandemic in the DKI Jakarta area, which are as follows:

TABLE 4. 5 Data on the Characteristics of Respondents based on the Time of Purchasing Airplane Tickets

Time to Purchase Airline Tickets	Respondents	Percentage (%)
May	30	30%
June	23	23%
July	43	43%
amount	100	100%

Source: Data processed (2020)

Based on table 4.4. shows that the category of purchase time made by consumers in buying flight tickets on the Traveloka application during the COVID-19 Pandemic in the DKI Jakarta area was dominated in July. This is due to the increasing public interest in traveling in the period of July. In addition, this is also supported by the end of semester holiday which is set in July.

4.2.6. Respondent description based on the purpose of purchasing airplane tickets

The descriptions of respondents below are based on the consumer's goal of buying flight tickets on the Traveloka application during the COVID-19 Pandemic in the DKI Jakarta area, which are as follows:

TABLE 4. 6 Respondent Characteristics Data based on the Purpose of Purchasing Airline Tickets

Purpose of Purchasing Airline Tickets	Respondents	Percentage (%)
Holiday	42	42%
Business trip	26	26%
Meet Family	32	32%
amount	100	100%

Source: Data processed (2020)

Based on table 4.5. shows that the category of consumer destinations in buying flight tickets on the Traveloka application during the COVID-19 pandemic in the DKI Jakarta area was dominated by holiday activities with a percentage of 42%. This is because the new normal period has only been implemented after the end of the lockdown period in DKI Jakarta.

4.3. Research Instrument Test Results

4.3.1. Validity Test Results

To find out whether a statement of a research instrument is valid or not, the validity of each variable is tested using the help of the SPSS 26.0 program.

Based on the results of the validity test for all research items, it can be concluded that all product variable instruments (X1), price (X2), promotion (X3), place (X4) and purchase decisions (Y) are valid because the value of $r_{hit} > r_{critical}$ (0.1966).

4.3.2. Reliability Test Results

Reliability testing aims to determine which instrument, when used several times, produces the same results (consistent). Valid statements are then tested by reliability testing using the Cronbach's Alpha model. Instrument is said to be reliable if the instrument (Cronbach's Alpha) > 0.6 then the variable is declared reliable.

Based on the reliability test results of all statement items it can be concluded that the product variable (X1), price (X2), promotion (X3), place (X4) and purchase decision (Y) are declared reliable because they have a Cronbach Alpha value > 0.60 .

4.4. Results of Data Statistical Analysis

4.4.1. Results of the Partial Determination Coefficient

Table 4.7. Product Determination Coefficient with Purchase Decision

Correlations			total Produk (X1)	total KEPUTUSAN PEMBELIAN (Y)
Control Variables	total HARGA (X2) & total PROMOSI (X3) & total TEMPAT (X4)	total Produk (X1)	1.000	.242
		Correlation		.017
		Significance (2-tailed)		.95
	total KEPUTUSAN PEMBELIAN (Y)	Correlation	.242	1.000
		Significance (2-tailed)	.017	
		df	95	0

Source: Data Processed (2020)

Based on the table above, the partial correlation coefficient between Y is 0.242. Then the coefficient of determination of partial products on purchasing decisions is calculated as follows: X_1

$$\begin{aligned} KD_1 &= \times 100\% 0,242^2 \\ &= 0.058564 \times 100\% \\ &= 5.86\% \end{aligned}$$

Based on the results of the above calculations, the result is 5.86% which can be concluded that the effect of the product on purchasing decisions is 5.86% and the remaining 94.14% is influenced by other variables.

Table 4.8. Price Determination Coefficient with Purchasing Decision

Correlations

Control Variables			total HARGA (X2)	total KEPUTUSAN PEMBELIAN (Y)
total Produk (X1) & total PROMOSI (X3) & total TEMPAT (X4)	total HARGA (X2)	Correlation	1.000	.190
		Significance (2-tailed)	.	.063
		df	0	95
	total KEPUTUSAN PEMBELIAN (Y)	Correlation	.190	1.000
		Significance (2-tailed)	.063	.
		df	95	0

Source: Data Processed (2020)

Based on the table above, the partial correlation coefficient between Y is 0.190. Then the value of the partial determination coefficient of price on purchasing decisions is calculated as follows: X_2

$$\begin{aligned} KD_2 &= \times 100\% 0,190^2 \\ &= 0.0361 \times 100\% \\ &= 3.61\% \end{aligned}$$

Based on the results of the above calculations, the result is 3.61% which can be concluded that the effect of price on purchasing decisions is 3.61% and the remaining 96.39% is influenced by other variables.

Table 4.9. Promotion Determination Coefficient with Purchase Decision

Correlations

Control Variables			total PROMOSI (X3)	total KEPUTUSAN PEMBELIAN (Y)
total Produk (X1) & total HARGA (X2) & total TEMPAT (X4)	total PROMOSI (X3)	Correlation	1.000	.005
		Significance (2-tailed)	.	.959
		df	0	95
	total KEPUTUSAN PEMBELIAN (Y)	Correlation	.005	1.000
		Significance (2-tailed)	.959	.
		df	95	0

Source: Data Processed (2020)

Based on the table above, the partial correlation coefficient between Y is 0.005. Then the coefficient of determination of partial promotion of purchasing decisions is calculated as follows: X_3

$$KD_3 = \times 100\% 0,005^2$$

$$= 0.000025 \times 100\%$$

$$= 0.0025\%$$

Based on the results of the above calculations, the result is 0.0025% which can be concluded that the effect of promotion on purchasing decisions is 0.0025% and the remaining 99.98% is influenced by other variables.

Table 4.10. Coefficient of Determination of Place with Purchase Decision
Correlations

Control Variables			total TEMPAT (X4)	total KEPUTUSAN PEMBELIAN (Y)
total Produk (X1) & total HARGA (X2) & total PROMOSI (X3)	total TEMPAT (X4)	Correlation	1.000	.627
		Significance (2-tailed)	.	.000
		df	0	95
	total KEPUTUSAN PEMBELIAN (Y)	Correlation	.627	1.000
		Significance (2-tailed)	.000	.
		df	95	0

Source; Data processed (2020)

Based on the table above, the partial correlation coefficient between Y is 0.627. Then the value of the partial determination coefficient on the purchase decision is calculated as follows: X_4

$$KD_4 = \times 100\% 0,627^2$$

$$= 0.393129 \times 100\%$$

$$= 39.31\%$$

Based on the results of the above calculations, the result is 39.31% which can be concluded that the effect of promotion on purchasing decisions is 39.31% and the remaining 60.69% is influenced by other variables.

4.4.2. Multiple Coefficient of Determination

Model Sumarry^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834 ^a	.695	.682	2,171
a. Predictors: (Constant), Place, Price, Product, Promotion				

Source: Data processed (2020)

Based on the table above, the results obtained from the calculation of the multiple coefficient of determination between,, on Y. The value of the coefficient of determination of Products, Prices, Promotions and Places has multiple or simultaneous effects on Purchasing Decisions by 69.5%. So it can be concluded that the influence of Product, Price, Promotion and Place on Purchasing Decisions is 69.5% and the remaining 30.5% is influenced by other variables. $X_1X_2X_3X_4$

4.5. Hypothesis Test Results

4.5.1. T test results

Partial hypothesis testing is carried out to determine the effect of each independent variable (independent) on the dependent variable. If the significant value is $> 5\%$ (0.05), the hypothesis is accepted. In addition, it can also be seen from the comparison between, if the value is $>$, then the hypothesis is accepted. $t_{hitung} > t_{tabel}$

Based on the provisions of statistical analysis of the t test, the hypothesis will be accepted if $>$ and the hypothesis will be rejected if $<$. With $df = t(a/2; nk-1) = t(0.05/2; 100-4-1) = (0.025; 95) = 1.98525$ and $\text{sig } \alpha 0.05$, the partial test results are obtained as following: $t_{hitung} > t_{tabel}$

1. Effect of Products) on Purchasing Decisions (Y)(X₁)

Based on table 4.21. obtained a value $>$ or $2.427 > 1.98525$ with a significance of $0.017 < 0.05$. This proves that partially there is a significant influence between products on purchasing decisions. $t_{hitung} > t_{tabel}$

2. Effect of Price (on Purchasing Decisions (Y)(X₂)

Based on table 4.21. obtained values $<$ or $1.881 < 1.98525$ with a significance of $0.063 > 0.05$. This proves that partially there is no significant effect between price on purchasing decisions. $t_{hitung} < t_{tabel}$

3. Effect of Promotion) on Purchasing Decisions (Y)(X₃)

Based on table 4.21. obtained a value $<$ or $0.052 < 1.98525$ with a significance of $0.959 > 0.05$. This proves that partially there is no significant influence between promotions on purchasing decisions. $t_{hitung} < t_{tabel}$

4. Influence of Place (on Purchasing Decisions (Y)(X₄)

Based on table 4.21. obtained a value $>$ or $7.844 > 1.98525$ with a significance of $0.000 < 0.05$. This proves that partially there is a significant influence between places on purchasing decisions. $t_{hitung} > t_{tabel}$

4.5.2. F Test Results

The F test is used to determine the effect of all independent variables on the dependent variable. This test is done by comparing. calculations from F table = $f(k; nk)$, $f = (4; 100 - 4)$, $f \text{ table} = (4; 96) = 2.47$ with an error rate of 5%. $f_{hitung} > f_{tabel}$

Based on the calculation results from the table above using SPSS 26.0, the results are that or $45.154 > 2.47$ with a significance of $0.000 < 0.05$. This proves that simultaneously or collectively there is an influence between product, price, promotion, and place on purchasing decisions. then, it can be concluded that it is rejected and accepted. $f_{hitung} > f_{tabel}$ H₀ H_a

V. Conclusions and Suggestions

5.1. Conclusion

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

1. Based on the results of hypothesis testing, it shows that there is a significant effect of product variables on the decision variables to purchase flight tickets online through the Traveloka application in Jakarta, meaning that the products (flight tickets) offered by

Traveloka are of very various types, so that the product is one of the things that consumers must consider in make a purchase decision

2. Based on the results of hypothesis testing, it shows that the price variable does not have a significant effect on the decision variables to purchase flight tickets online through the Traveloka application in Jakarta. This is because the flight ticket prices offered by Traveloka during the COVID-19 Pandemic did not affect purchasing decisions.
3. Based on the results of hypothesis testing, it shows that the promotional variable does not have a significant effect on the decision variable to purchase flight tickets online through the Traveloka application in Jakarta, because during the COVID-19 Pandemic, the promotions offered by Traveloka mostly used credit cards.
4. Based on the results of hypothesis testing, it shows that the place variable has a significant influence on the decision variables to purchase flight tickets online through the Traveloka application in Jakarta. This is because the places or distribution channels offered by Traveloka can be done online, where it can be done anywhere and anytime so that it can make it easier for consumers to buy flight tickets.
5. Based on the results of hypothesis testing, it shows that the product, price, promotion and place variables simultaneously have a significant influence on the decision variables to purchase online flight tickets through the Traveloka application in Jakarta.

5.2. Suggestion

Based on the research results, the suggestions that the researcher can give are as follows:

1. Traveloka should further increase its promotion by payment via debit card not by credit card, because not all people use credit cards. Because with so many promotions, consumers will be interested in buying flight tickets on the Traveloka application.
2. For future research it is advisable to look for a population space that is different and wider than this study. The sample used should be more than the sample in this study. Thus, further research will provide a more specific description of the Marketing Strategy for Online Flight Ticket Purchase Decisions through the Traveloka Application.

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