

DETERMINANTS OF CUSTOMER SATISFACTION AND PURCHASE DECISIONS ON ONLINE FLIGHT TICKET E-COMMERCE PLATFORMS

DETERMINAN KEPUASAN PELANGGAN DAN KEPUTUSAN PEMBELIAN PADA PLATFORM E-COMMERCE TIKET PESAWAT ONLINE

Khairuni Astuti¹, Ronny H. Walean² & Deske W. Mandagi³

Faculty of Economics and Business, Universitas Klabat^{1,2,3}

42310009@student.unklab.ac.id¹, rwalean@unklab.ac.id², deskemandagi@unklab.ac.id³

ABSTRACT

The rapid digitalization of travel services following the COVID-19 pandemic has transformed consumer behavior in purchasing airline tickets online. This study investigates the influence of promotion, discount, booking convenience, and trust on customer satisfaction and purchase decisions within Indonesia's e-commerce context. Using a quantitative approach, data were collected from 204 respondents who had purchased airline tickets through online platforms. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to determine the strength and direction of the relationships among variables. The findings reveal that discounts and trust significantly enhance customer satisfaction, while booking convenience and promotions exert a significant positive influence on purchase decisions. Furthermore, customer satisfaction strongly mediates the relationship between trust and purchase decisions, indicating that consumers' confidence in transaction security and platform reliability indirectly encourages purchasing behavior through improved satisfaction. This study contributes to the literature by bridging behavioral and digital marketing perspectives in the post-pandemic travel industry and offers practical insights for online travel agencies to strengthen transaction security, improve booking usability, and design targeted promotional strategies that enhance satisfaction.

Keywords : Online Purchase Decisions, Promotions, Discounts, Trust.

ABSTRAK

Digitalisasi layanan perjalanan yang pesat pascapandemi COVID-19 telah mengubah perilaku konsumen dalam membeli tiket pesawat secara daring. Studi ini mengkaji pengaruh promosi, diskon, kemudahan pemesanan, dan kepercayaan terhadap kepuasan pelanggan dan keputusan pembelian dalam konteks e-commerce Indonesia. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan dari 204 responden yang telah membeli tiket pesawat melalui platform daring. Data tersebut dianalisis menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS) untuk menentukan kekuatan dan arah hubungan antar variabel. Temuan penelitian menunjukkan bahwa diskon dan kepercayaan secara signifikan meningkatkan kepuasan pelanggan, sementara kemudahan pemesanan dan promosi memberikan pengaruh positif yang signifikan terhadap keputusan pembelian. Lebih lanjut, kepuasan pelanggan memediasi hubungan antara kepercayaan dan keputusan pembelian secara kuat, menunjukkan bahwa keyakinan konsumen terhadap keamanan transaksi dan keandalan platform secara tidak langsung mendorong perilaku pembelian melalui peningkatan kepuasan. Studi ini berkontribusi pada literatur dengan menjembatani perspektif perilaku dan pemasaran digital dalam industri perjalanan pascapandemi, serta menawarkan wawasan praktis bagi agen perjalanan daring untuk memperkuat keamanan transaksi, meningkatkan kegunaan pemesanan, dan merancang strategi promosi yang tepat sasaran guna meningkatkan kepuasan.

Kata Kunci: Keputusan pembelian daring; Promosi; Diskon; Kepercayaan

INTRODUCTION

In the past decade, rapid digitalization has profoundly reshaped various aspects of modern life, including the tourism and travel industry. According to Rahman and Putri (2022),

advances in information and communication technology have made online transactions the preferred option for consumers seeking convenience, speed, and accessibility without direct interaction. The emergence of travel e-

commerce platforms that offer airline tickets, hotel bookings, transportation, and tour packages has revolutionized the way consumers plan and purchase travel services. This transformation is driven by increased internet access, the widespread use of mobile devices, and continuous service innovations that provide attractive promotions and enhanced user experiences (Wakhidah, 2025). Consequently, digital platforms have not only changed consumption patterns in the travel industry but have also forced traditional companies to adapt and compete more innovatively in an increasingly dynamic business environment.

In Indonesia, Traveloka represents one of the most successful examples of digital transformation in the travel sector. As stated by Santoso (2021), this platform has become a leading service for online flight and accommodation bookings, integrating multiple travel services into a single digital ecosystem. Traveloka's success is supported by its marketing innovation, attractive discount offerings, seamless transaction processes, and responsive customer service (Hendrawan, 2023). With user-friendly features and consistent promotional campaigns, Traveloka has attracted millions of users across different demographics, including students, professionals, and both domestic and international travelers. Its ability to build a trustworthy and customer-oriented brand image has further strengthened its dominant position in Indonesia's travel market (Prasetyo, 2022). The platform's growth has not only driven the domestic travel industry but also contributed to improving accessibility and service choices for consumers nationwide.

Previous studies have identified several factors that influence online purchasing decisions, such as promotion,

discount, booking convenience, and trust (Setyorini & Darma, 2020; Wahyuni & Pradipta, 2023; Fauzia & Harahap, 2022). Promotions and discounts are often used as key strategies to attract attention and create a sense of urgency through limited-time offers or bundled deals. Booking convenience, which includes platform usability, transaction speed, and various payment options, plays an important role in enhancing comfort and satisfaction. Trust in the platform, which reflects perceptions of transaction security, transparency, and reliability, is also crucial in building loyalty and purchase intention. Collectively, these factors shape consumer behavior in an increasingly competitive digital marketplace (Rahman & Putri, 2022; Wakhidah, 2025).

Although many studies have examined these variables, most focus only on one or two factors, providing a limited understanding of their combined influence. Moreover, much of the existing research was conducted before the COVID-19 pandemic and does not reflect the significant changes in consumer preferences related to security, speed, and trust in digital transactions. The pandemic has accelerated the adoption of digital platforms and reshaped consumer expectations, highlighting the need for a more comprehensive approach that captures the behavioral shifts of the post-pandemic market. Therefore, it is necessary to investigate the simultaneous effects of promotion, discount, booking convenience, and trust on online purchasing behavior in the current Indonesian digital market context.

Based on this background, the main objective of this study is to analyze the combined influence of promotion, discount, booking convenience, and trust

on online flight ticket purchase decisions through the Traveloka platform. This research fills a gap in the existing literature by integrating these four factors into a single analytical model and provides an updated understanding of consumer behavior in the post-pandemic era. The findings are expected to offer both theoretical and practical contributions. Theoretically, this study enriches the literature on digital consumer behavior by presenting a comprehensive framework that explains how key marketing factors interact to shape purchase decisions. Practically, the results provide insights for online travel agencies to develop more adaptive marketing strategies that enhance customer satisfaction, strengthen trust, and improve competitiveness. These insights can also serve as a foundation for policy and service innovations aimed at increasing transaction volume and customer loyalty in an increasingly competitive digital marketplace.

2.1. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) explains that an individual's intention to perform a behavior is shaped by three key factors: attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 2021). In the context of online airline ticket purchasing, TPB suggests that consumers are more likely to proceed with transactions when they have positive perceptions of the booking process, receive social encouragement to use the platform, and feel confident in their ability to complete the purchase successfully.

The perceived ease and efficiency of ticket booking plays an important role in shaping attitudes and purchase intentions. When consumers perceive that platforms such as Traveloka offer a

simple and user-friendly booking experience, they develop favorable attitudes that motivate purchasing (Halim, 2025). Conversely, a confusing, slow, or complicated purchase process can reduce perceived control and discourage consumers from completing transactions, potentially leading to dissatisfaction and platform switching (Wakhidah, 2025). Thus, TPB provides a relevant theoretical framework for analyzing behavioral influences in digital ticket purchasing environments.

2.2. Promotion

Promotion encompasses marketing efforts designed to attract attention and influence consumer purchase decisions. In digital platforms, this includes online advertising, limited-time deals, vouchers, and cashback incentives that enhance perceived value and encourage transactions (Sari & Nugroho, 2024). On platforms like Traveloka, targeted and time-sensitive promotional campaigns create urgency and exclusivity, prompting consumers to make quicker purchase decisions (Halim, 2025). Moreover, promotional communication through social media strengthens brand perception and emotional appeal. Social media marketing has been shown to shape brand image and purchase intention, particularly among younger consumers (Waworuntu, Mandagi, & Pangemanan, 2022), while also contributing to a coherent brand gestalt that enhances consumer attachment (Rayo, Rayo, & Mandagi, 2024). Thus, effective promotional strategies not only stimulate immediate purchase interest but also reinforce positive brand perception and support ongoing platform loyalty.

2.3. Discounts

Discounts are a common promotional strategy aimed at reducing

the monetary cost of a purchase, thereby enhancing consumers' perception of value. By lowering the price that consumers must pay, discounts can psychologically frame the transaction as more beneficial, which increases the attractiveness of the offer. Handayani and Fikri (2025) note that discounts can heighten purchase interest and accelerate decision-making, especially when consumers perceive that they are receiving meaningful financial advantages.

In digital booking platforms such as Traveloka, discounts are often presented in the form of promo codes, seasonal price reductions, or membership-based price benefits. These strategies not only encourage immediate purchasing behavior but also help to reduce hesitation during the evaluation stage. When consumers believe that they are getting the best available price, they are more likely to finalize the transaction rather than delay or switch to competing platforms.

Moreover, the clarity and transparency of discount information play an important role in shaping consumer trust. Nurhaliza and Saputra (2023) emphasize that clear communication regarding discount terms—such as eligibility, time limits, and price breakdowns—reinforces consumer confidence and reduces perceptions of hidden fees or misleading pricing. In this sense, discounts do more than simply reduce cost; they contribute to the overall customer experience by signaling fairness, reliability, and responsiveness to customer needs.

Thus, discounts function both as a short-term incentive to stimulate purchases and as a long-term relational tool that influences satisfaction and loyalty. When consistently managed, discount strategies can reinforce positive platform perceptions, encourage repeat

usage, and strengthen customer attachment to the platform.

2.4. Trust

Trust is a central factor influencing online purchasing decisions, as consumers depend on digital platforms to safeguard personal data and deliver services reliably. When platforms such as Traveloka provide secure payment processes, transparent information, and responsive customer support, user confidence increases, thereby strengthening purchase decisions and encouraging repeat use (Kim et al., 2020; Rahman & Putri, 2022). Trust also contributes to broader brand perceptions; strong trust enhances brand image and fosters loyalty over time (Ole, Sakka, & Mandagi, 2025). Additionally, clarity in communication and alignment between consumer expectations and platform practices further reinforce trust (Wuryaningrat et al., 2024). Conversely, concerns regarding data security or inconsistent service can quickly undermine confidence and reduce willingness to transact. Thus, trust functions not only as a risk-reducing mechanism but as a strategic foundation for sustained digital consumer engagement and loyalty (Wakhidah, 2025).

2.5. Ease of Booking

Ease of booking refers to the level of simplicity, clarity, and efficiency perceived by consumers when completing a purchase transaction through a digital platform. In the context of online travel booking, the process typically involves multiple sequential steps—searching for flights, comparing options, inputting passenger details, selecting add-ons, and making payments. The smoother and more intuitive these stages are, the more likely consumers will perceive the platform as

user-friendly and trustworthy. Shabilla et al. (2024) show that seamless navigation, fast system responsiveness, and the availability of diverse and secure payment methods significantly increase the likelihood of users finalizing their transactions.

Conversely, when the booking interface is cluttered, complicated, or requires excessive input, users may experience cognitive overload and frustration, leading to transaction abandonment (Indriantoro & Supomo, 2020). This reflects the broader understanding that perceived effort plays a central role in digital consumer behavior—higher perceived effort reduces intention to continue, while effortless processes enhance commitment and satisfaction.

A clear layout, consistent visual cues, accurate and easily accessible information (such as baggage policies, refund terms, and price breakdowns), and a stable transaction flow contribute to a positive user experience. In the context of travel booking platforms such as Traveloka, ease of booking does not only influence the immediate decision to complete a purchase but also contributes to overall platform satisfaction and repeat usage intention. The perceived convenience serves as a reinforcing factor that shapes attitudes and reduces uncertainty during decision-making, thereby strengthening purchase intention and long-term loyalty.

2.6. Customer Satisfaction

Customer satisfaction reflects the degree to which the service experience meets or exceeds consumer expectations (Setiadi, 2021). In the context of digital flight booking, satisfaction is shaped by the entire service journey, including the ease of searching for flights, clarity of information, transaction security, responsiveness, and the smooth delivery

of e-tickets. When this process runs efficiently, consumers experience positive emotional evaluations that reinforce their confidence in the platform.

Empirical evidence consistently shows that satisfaction is a key determinant of repeat usage, loyalty, and recommendation behavior. Rizan et al. (2022) emphasize that satisfied users are more likely to repurchase and recommend the platform to others, creating positive word-of-mouth effects. Similar patterns are observed across multiple service industries. In healthcare and tourism, satisfaction strengthens revisit intention and long-term loyalty (Mandagi et al., 2024; Mandagi, Soewignyo, Kelejan, & Walone, 2024; Rondonuwu & Mandagi, 2023). In telecommunications and service organizations, satisfaction acts as a mediator linking positive brand experiences to loyalty (Walean, Pongoh, & Mandagi, 2024; Inaray et al., 2024; Kelejan et al., 2022). Even in commercial contexts such as multi-level marketing, satisfaction emerges from perceived service quality and contributes to continued engagement (Lebo & Mandagi, 2023).

Taken together, these studies highlight that satisfaction is not merely an outcome of functional service delivery but a strategic driver of ongoing consumer relationships. In platforms like Traveloka, ensuring a seamless, trustworthy, and user-friendly booking experience is therefore essential for cultivating loyalty, encouraging repeat purchases, and sustaining long-term competitive advantage.

2.7. Purchase Decision

The purchase decision represents the final stage in the consumer decision-making process, where individuals commit to exchanging resources for a

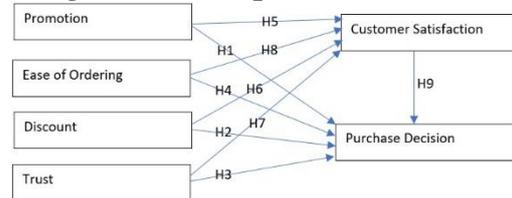
product or service (Andrian, 2022). In the context of online booking platforms, this decision is influenced not only by perceived value, trust, promotional benefits, and ease of use, but also by the emotional and experiential impressions formed throughout the platform interaction (Ghasri et al., 2023). Transparent pricing, reliable information accuracy, and consistent service performance become particularly critical in online travel services, especially in the post-pandemic era where uncertainties in flight schedules and travel regulations remain prevalent (Setiawan & Hidayat, 2023).

Recent studies further highlight the importance of holistic brand experience in shaping purchase decisions. Walewangko, Mandagi, and Indrajit (2024) demonstrate that brand gestalt—how consumers perceive the brand as a unified whole—significantly influences purchase intention by shaping emotional resonance and cognitive evaluation. This means that beyond functional attributes, the overall sense of trust, identity, and coherence conveyed by the platform can drive consumers toward final purchase. Similarly, Rantung et al. (2025) show that positive holistic brand impressions can encourage not only repurchase intention but also supportive behaviors such as advocacy and positive storytelling. In digital environments, social media engagement also plays a pivotal role; strong brand presence and narrative appeal can trigger impulse and intention-based purchases, particularly among Gen Z users (Waworuntu, Mandagi, & Pangemanan, 2022).

Thus, the purchase decision on online booking platforms is shaped by a combination of rational evaluation (e.g., pricing transparency, ease of use, service reliability) and emotional perception (e.g., trust, brand coherence, social influence). Ensuring that both

dimensions are addressed is essential for converting platform browsers into confirmed buyers and fostering repeat transactions.

Figure 1. Conceptual Framework



RESEARCH METHOD

3.1. Research Design

This study employs a quantitative correlational approach using a cross-sectional survey design to examine the influence of the independent variables on the dependent variable. The method aims to identify the causal relationships between promotion, discounts, booking convenience, and trust on consumers' decisions to purchase airline tickets online through the Traveloka platform. Accordingly, the study focuses on correlation analysis to provide insights into how these variables interact and influence one another within the context of online purchasing behavior.

3.2. Population and Sampling

The population in this study consists of all active Traveloka users in Indonesia who have purchased airline tickets online at least three times during the period of January 2023 to April 2025. Respondents were required to be at least 18 years old and to have used the Traveloka application for a minimum of one year. To ensure the relevance and representativeness of the data, a census sampling technique was employed, meaning that all individuals who met the predetermined criteria were included in the study. A total of 204 respondents met these criteria and were fully included for data collection, allowing for comprehensive analysis.

The sample size determination follows the recommendation of Hair et al. (2023), which suggests a minimum of ten respondents for each indicator used in structural model analysis. With four latent variables and a total of 20 indicators, the sample size obtained is considered adequate to ensure the robustness and validity of the analysis using SEM. The SEM procedure was carried out through several systematic stages, including testing the validity and reliability of the indicators, evaluating the measurement model, and testing the structural model.

3.3 Data collection procedure

In this study, the researcher utilized primary data collected through an online questionnaire distributed via the Google Form platform. The questionnaire was designed based on the indicators derived from the Theory of Planned Behavior (TPB). TPB explains that a positive attitude toward the ease of the purchasing process, supportive social norms, and perceived behavioral control can increase consumers' intention to make a purchase. As stated by Ajzen (2021), when consumers perceive that they have sufficient control over the booking process, they are more likely to make favorable purchasing decisions. The questionnaire was distributed systematically across various digital channels over a 30-day period, from April 1, 2024, to April 30, 2024. This approach was intended to obtain representative data that aligns with the analytical requirements of the study.

This study prioritizes ethical considerations, including obtaining informed consent from all participants prior to completing the questionnaire and ensuring data confidentiality. Participants were informed that their involvement was entirely voluntary and that they could withdraw at any time

without any negative consequences. All data collected were used exclusively for research purposes and securely stored in a protected database.

3.4 Instrumentation

The primary research instrument used in this study was an online questionnaire distributed through email, social media platforms, and online discussion forums. The items in the questionnaire were measured using a 7-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). Before the broader data collection process, a pre-test was conducted involving 30 respondents to evaluate the clarity and readability of the items and to refine any statements considered ambiguous. The research process also complied with ethical standards by obtaining informed consent from respondents and ensuring the confidentiality of their personal information.

The variables examined in this study and their operational definitions are as follows. The variable Ease of Booking Process consists of three indicators adapted from Shabilla et al. (2024). The variable Promotion includes three indicators based on the work of Sari and Nugroho (2024). The Discount variable is measured using three indicators referring to Nurhaliza and Saputra (2023). The Trust variable contains three indicators adapted from Kim et al. (2020), focusing on perceptions of platform security and reliability. Lastly, the Purchase Intention or purchase decision variable includes three indicators referring to Wakhidah (2025), assessing consumers' willingness and readiness to make a purchase. All indicators were developed in alignment with the constructs being measured to ensure conceptual and

empirical consistency throughout the study.

3.6 Data Analysis

Data analysis was carried out using the Structural Equation Modeling (SEM) approach. The first stage involved testing the measurement model to evaluate the reliability and validity of the latent constructs. Convergent validity was assessed using the Average Variance Extracted (AVE), with a minimum threshold of 0.50, while reliability was determined through Composite Reliability, which must exceed 0.70 in accordance with the standards suggested by Ghozali (2022). Discriminant validity was examined to ensure that each construct was conceptually distinct from the others.

Following the confirmation of a satisfactory measurement model, the second stage involved testing the structural model to evaluate the hypothesized relationships among variables. This step was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) implemented through the SmartPLS software. Hypothesis testing was performed by analyzing t-statistics and p-values obtained through the bootstrapping procedure, allowing the researcher to determine the significance and strength of the causal path relationships within the model.

SEM was selected because it enables simultaneous analysis of relationships among multiple variables and latent constructs within a unified framework. According to Byrne (2010), SEM allows researchers to test theoretical models involving complex causal structures, while Schumacker and Lomax (2016) highlight its strength in assessing both measurement and structural components cohesively. Therefore, SEM provides a comprehensive and robust analytical approach for evaluating theoretical models involving.

4. RESULTS AND DISCUSSION

4.1 Respondent's Demography

Table 1 presents the demographic profile of the respondents. The majority of respondents were male, totaling 117 individuals, or approximately 57.35% of the 204 participants. In terms of age distribution, the largest group was those aged 26–35 years, consisting of 66 respondents (32.35%). Most respondents were civil servants, with 103 individuals representing nearly half of the total sample. Regarding place of residence, almost half of the respondents were domiciled in North Sulawesi (99 respondents or 48.53%), followed by Aceh with 40 respondents (19.61%), and the remainder distributed across regions such as North Sumatra, DKI Jakarta, West Java, and others.

Tabel 1. Respondent's Demographic Profile

Category	Sub-Category	Frequency	Percentage (%)
Gender	Male	117	57.35%
	Female	87	42.65%
Age	< 26 years	57	27.94%
	26–35 years	66	32.35%
	36–45 years	56	27.45%
	46–55 years	22	10.78%
	56–65 years	4	1.47%
Occupation	Civil Servant	103	50.49%

	Private Sector		
	Employee	34	16.67%
	Student	13	6.30%
	Entrepreneur	12	5.88%
	Teacher / Lecturer	8	3.92%
	Others	34	16.67%
Residence	North Sulawesi	99	48.53%
	Aceh	40	19.61%
	North Sumatra	16	7.84%
	Jakarta Special Capital Region (DKI Jakarta)	8	3.92%
	West Java	6	2.94%
	Others	35	17.16%

These data indicate that the respondents in this study represent a relatively diverse demographic profile, although the sample is predominantly male, within the 26–35-year age range, employed primarily as civil servants, and residing mostly in North Sulawesi.

4.2. Structural Model

4.2.1 Convergent Validity

The research instrument was evaluated for reliability using Cronbach's Alpha and Composite Reliability, both of which exceeded the recommended threshold of 0.70 for all constructs, indicating high internal consistency. Discriminant validity was also confirmed based on the Fornell–Larcker criterion and cross-loading analysis, demonstrating that each

construct is statistically distinct from the others.

Furthermore, the assessment of convergent validity showed that all indicators had factor loadings above 0.70 and Average Variance Extracted (AVE) values above 0.50. These results confirm that the constructs were measured accurately and consistently, with each indicator contributing significantly to its respective construct. Instrumen penelitian telah diuji menggunakan Cronbach's Alpha dan Composite Reliability, yang nilainya di atas 0,7 untuk semua konstruk, menunjukkan reliabilitas tinggi. Validitas diskriminan juga telah terpenuhi berdasarkan analisis Fornell-Larcker dan cross-loading, sehingga konstruk dan indikatornya valid secara statistik.

Tabel 2. Factor Loading

Construct	Indicator	Factor Loading	AVE
DKN	DKN 1	0,879	0,754
	DKN 2	0,855	
	DKN 3	0,839	
	DKN 4	0,885	
	DKN 5	0,883	
KMP	KMP 1	0,929	0,845
	KMP 2	0,873	
	KMP 3	0,936	

	KMP 4	0,931	
	KMP 5	0,926	
KPC	KPC 1	0,904	0,836
	KPC 2	0,844	
	KPC 3	0,956	
	KPC 4	0,949	
	KPC 5	0,915	
KPN	KPN 1	0,913	0,847
	KPN 2	0,906	
	KPN 4	0,902	
	KPN 5	0,959	
KPT	KPT 1	0,946	0,882
	KPT 2	0,940	
	KPT 3	0,928	
	KPT 4	0,946	
	KPT 5	0,936	0,725
PRM	PRM 1	0,835	
	PRM 2	0,864	
	PRM 3	0,898	
	PRM 4	0,891	
	PRM 5	0,764	

Based on the results of the convergent validity assessment presented in Table 2, all constructs in this study demonstrate a high level of validity. The factor loading values for all indicators exceed 0.70, and the Average Variance Extracted (AVE) values are above the minimum threshold of 0.50, as recommended by Hair et al. (2021). The Discount (DSK) construct shows factor loadings ranging from 0.839 to 0.885 with an AVE value of 0.754, indicating strong and consistent indicator representation. Similarly, the Ease of Booking (KMP) construct has factor loadings between 0.873 and 0.936 with an AVE of 0.845, reflecting excellent convergent validity.

The Trust (KPC) construct also performs well, with factor loadings ranging from 0.844 to 0.949 and an AVE of 0.836, confirming that its indicators significantly and accurately measure the underlying construct. The Customer Satisfaction (KPN) construct has factor

loadings between 0.906 and 0.959 and an AVE of 0.847, indicating strong indicator representativeness. The Ticket Purchase Decision (KPT) construct exhibits the highest factor loadings, ranging from 0.928 to 0.946 with an AVE of 0.882, demonstrating excellent reliability and convergent validity. Lastly, the Promotion (PRM) construct shows factor loadings from 0.764 to 0.891 with an AVE of 0.725, which is also acceptable.

4.2.2 Discriminant Validity

Based on the Fornell–Larcker Criterion results shown in Table 5, all constructs in the research model meet the requirements for discriminant validity. Discriminant validity refers to the extent to which a construct is truly distinct from other constructs in the model (Hair et al., 2021). According to the Fornell–Larcker criterion, the square root of the AVE (represented by the bold diagonal values) should be greater than the correlations

between each construct and the other constructs in the corresponding rows and columns.

Tabel 3. Fornell Lacker Criterion

Construct	(1)	(2)	(3)	(4)	(5)	(6)
(1) Discount	0,60					
(2) Ease of Booking	0,47	0,64				
(3) Trust	0,45	0,61	0,63			
(4) Customer Satisfaction	0,51	0,59	0,63	0,64		
(5) Ticket Purchase Decision	0,51	0,59	0,60	0,64	0,65	
(6) Promotion	0,55	0,53	0,51	0,54	0,55	0,59

The results show that the diagonal values for each are all higher than their respective inter-construct correlation values. This indicates that each construct has a stronger relationship with its own indicators than with indicators of other constructs. For example, the square root of AVE for Purchase Decision (0.939) is greater than its correlations with Customer Satisfaction (0.917) and Promotion (0.799), confirming that Purchase Decision maintains conceptual distinctiveness.

Thus, the results of the Fornell–Larcker Criterion confirm that all constructs in this study possess satisfactory discriminant validity. This means each latent variable is measured accurately by its indicators and does not overlap conceptually with other constructs in the model.

4.2.3 Reliability

Based on the reliability test results presented in Table 4, all research

variables demonstrate Cronbach's Alpha, rho_A, and Composite Reliability (rho_C) values above 0.70, in accordance with the criteria recommended by Hair et al. (2021). This indicates that each construct possesses excellent internal consistency. In addition, the AVE values for all variables exceed the minimum threshold of 0.50, confirming that the indicators used are able to explain a substantial proportion of variance in their respective latent variables.

Notably, the Ease of Booking construct ($\alpha = 0.954$; AVE = 0.845) and the Ticket Purchase Decision construct ($\alpha = 0.967$; AVE = 0.882) exhibit particularly high reliability, which reflects the strong precision and stability of the measurement instrument in capturing respondents' perceptions. Overall, these findings affirm that the measurement model is reliable and suitable for further analysis in the structural model evaluation stage.

Tabel 4. Construct Reliability

Variable	Cronbach's			
	alpha	rho_A	rho_C	AVE
Discount	0,918	0,919	0,939	0,754
Ease of Booking	0,954	0,954	0,965	0,845
Trust	0,950	0,955	0,962	0,836
Customer Satisfaction	0,939	0,941	0,957	0,847
Ticket Purchase Decision	0,967	0,967	0,974	0,882
Promotion	0,904	0,910	0,929	0,725

Secara keseluruhan, hasil ini menegaskan bahwa semua konstruk—meliputi Diskon, Kemudahan Pemesanan, Kepercayaan, Kepuasan Pelanggan, Keputusan Pembelian Tiket, dan Promosi—memenuhi kriteria reliabilitas dan validitas konvergen. Hal ini berarti setiap variabel dalam model penelitian memiliki tingkat keandalan yang kuat, sehingga dapat dipercaya untuk digunakan pada tahap analisis struktural selanjutnya. Dengan demikian, model pengukuran (outer model) yang digunakan dalam penelitian ini dinyatakan reliabel dan layak untuk diuji lebih lanjut pada tahap pengujian hubungan antarvariabel.

4.2.4. Goodness of Fit

Table 5 presents the goodness-of-fit indicators for the measurement model. The goodness-of-fit evaluation was conducted using several key indices, including Chi-Square, SRMR, d_ULS, d_G, and NFI. According to the guidelines proposed by Hair et al. (2019), a Chi-Square value relative to degrees of freedom should ideally be below 2.00, indicating an acceptable model fit. Meanwhile, the d_G value is recommended to be greater than 0.90, and the NFI value should also be considered to ensure the adequacy of overall model fit. The SRMR value, which reflects the standardized difference between observed and predicted correlations, is considered acceptable when it is below 0.08. Together, these criteria support the assessment of whether the measurement model demonstrates an appropriate level of fit before proceeding to structural analysis.

Tabel 5. Goodness of Fit

	Saturated model	Estimated model
SRMR	0,047	0,047
d_ULS	0,978	0,978

d_G	1,239	1,239
Chi-square	1331,475	1331,475
NFI	0,837	0,837

The evaluation results indicate that the model demonstrates satisfactory overall fit. The SRMR value of 0.047 is below the recommended threshold of 0.08, suggesting a strong fit between the model and the observed data. The d_ULS value of 0.978 and d_G value of 1.239 further indicate only minimal discrepancies between the empirical data and the model estimation. Although the NFI value of 0.837 has not yet reached the ideal benchmark of 0.90, it is still considered acceptable within the context of PLS-SEM, where slightly lower model fit indices are tolerable due to the method’s predictive orientation. Taken together, these results suggest that the model is appropriate and capable of adequately representing the relationships among the variables under study.

4.3 Structural Model (Inner Model)

According to Hair et al. (2022), bootstrapping in Partial Least Squares Structural Equation Modeling (PLS-SEM) is an essential procedure used to test the significance of relationships between constructs by resampling the dataset thousands of times. Through this resampling process, an empirical sampling distribution is generated, enabling the calculation of t-statistics and p-values to determine whether the hypothesized relationships between variables are statistically significant. This approach is particularly valuable in modern marketing research, as it provides robust estimates even when the data do not meet normality assumptions or when the sample size is relatively small

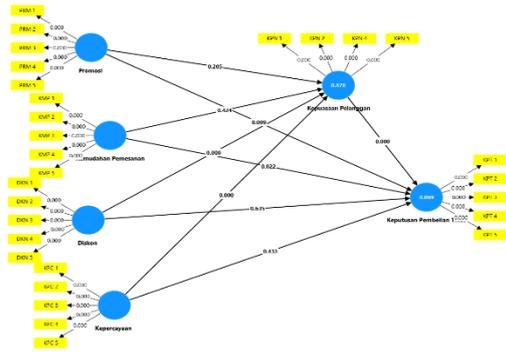


Figure 3. Structural Model

The results of the structural model testing show that Promotion has a positive effect on Customer Satisfaction with a path coefficient of 0.205, while Ease of Booking demonstrates a stronger influence with a coefficient of 0.424. Discount is identified as the most influential factor on Customer Satisfaction, with a coefficient of 0.635. Meanwhile, Trust significantly influences Ticket Purchase Decision, with a path coefficient of 0.433. The R² value for Customer Satisfaction is 0.870 and for Ticket Purchase Decision is 0.869. This indicates that the model explains 87% of the variance in Customer Satisfaction and 86.9% of the variance in Ticket Purchase Decision. These findings suggest that Ease of

Booking and Discount are key determinants of customer satisfaction, while Trust plays a substantial role in shaping ticket purchase decisions.

Referring to the hypothesis testing results in Table 3 (Structural Model), most direct paths between constructs are statistically significant. Several relationships show strong significance, with t-statistics above the critical threshold and p-values below 0.05. Only one relationship has a p-value slightly above 0.05 (M = 0.075; T = 1.268), indicating that this particular effect is not statistically significant. Overall, these results support the theoretical assumption that the relationships among the variables are meaningful and play an important role in the decision-making process.

In summary, the path coefficients, t-statistics, and p-values confirm the presence of significant causal relationships among the variables examined in the model. The findings emphasize the importance of assessing direct effects in structural model analysis to ensure reliable and valid interpretations of customer behavior:

Table 6. Hypothesis testing result

	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Discount -> Customer Satisfaction	0.211	0.051	4.080	0.000
Discount -> Purchase Decision	0.028	0.053	0.474	0.635
Ease of booking -> Customer Satisfaction	0.061	0.082	0.800	0.424
Ease of booking -> Keputusan Pembelian Tiket	0.145	0.065	2.294	0.022
Trust -> Customer Satisfaction	0.665	0.080	8.268	0.000
Trust -> Purchase Decision	0.075	0.095	0.785	0.433
Customer Satisfaction -> Purchase Decision	0.583	0.097	6.034	0.000
Promotion -> Customer Satisfaction	0.075	0.058	1.268	0.205
Promotion -> Purchase Decision	0.157	0.060	2.599	0.009

Based on the results of the structural model analysis using the SEM-PLS method, it was found that out of the nine hypothesized relationships among variables, only five showed significant effects. These findings indicate that discounts, trust, ease of booking, promotion, and customer satisfaction play important roles in influencing consumer behavior, particularly in the context of ticket purchase decisions.

Specifically, discounts were found to have a positive and significant effect on customer satisfaction, suggesting that attractive price offers can enhance perceived value and customer satisfaction. In addition, trust also had a significant effect in increasing customer satisfaction, emphasizing that a sense of security and confidence in the service is a fundamental factor in building customer relationships.

Ease of booking and promotion showed significant effects on purchase decisions, meaning that the simpler the booking process and the more effective the promotional strategies, the higher the likelihood that consumers will decide to purchase tickets. Furthermore, customer satisfaction was proven to directly and significantly encourage ticket purchase decisions.

Meanwhile, the direct effects of certain variables—such as promotion, trust, and ease of booking—on customer satisfaction or purchase decisions were found to be not significant. This indicates that these factors tend to work indirectly through customer satisfaction as a mediating variable. In other words, customer satisfaction acts as a key intermediary linking service attributes to purchase decisions.

Overall, these findings highlight that increasing purchase decisions in the context of digital marketing is not solely dependent on promotional efforts and service convenience, but also requires

building trust and creating a satisfying customer experience.

4.4. Discussion

The findings of this study reinforce the conceptual framework grounded in the Theory of Planned Behavior (TPB) and Customer Value Theory. These theories explain that online purchasing decisions emerge from a combination of positive attitudes, perceived value, as well as consumers' belief in the security and convenience of the transaction process. The empirical results indicate that trust and customer satisfaction act as key mediators in linking the effects of promotion, discounts, and booking convenience to the purchase decision of airline tickets on the Traveloka platform.

This aligns with Ajzen (2021), who states in TPB that consumer behavior is driven by purchase intentions formed through attitudes and perceived behavioral control. Discounts are shown to increase customer satisfaction by enhancing perceived value, while promotion and booking convenience exert a direct influence on purchase decisions by creating comfort and urgency to transact. Furthermore, trust plays a crucial role in reducing perceived risk, as highlighted by Mayer et al. (1995), ultimately strengthening customer satisfaction and leading to a higher likelihood of purchase.

Overall, these results not only support the primary hypotheses proposed in this study but also address the research questions regarding how digital marketing strategies—such as promotional activities, discount offerings, ease of use, and trust-building—contribute to shaping purchase decisions in the context of digital travel e-commerce in Indonesia.

CONCLUSION

The results of this study indicate that five out of the nine structural paths in the model have a significant influence on online airline ticket purchasing decisions through the Traveloka platform. These influential factors include discounts, booking convenience, trust, promotion, and customer satisfaction, which collectively shape consumer purchasing behavior. Discounts were found to strongly enhance customer satisfaction, while trust emerged as a key determinant in building user confidence and loyalty. Booking convenience and promotional activities exert a direct influence on purchase decisions, whereas customer satisfaction functions as a mediating variable that strengthens the impact of the independent variables on the purchase decision. These findings suggest that the success of digital platforms such as Traveloka is not solely dependent on pricing and promotional strategies, but also on consumers' trust and their overall service experience.

Theoretically, this study contributes to the digital consumer behavior literature by reaffirming the relevance of the Theory of Planned Behavior (TPB) and Customer Value Theory in explaining online purchasing decisions in the post-pandemic era. The combination of positive attitudes, perceived value, and trust levels is shown to be a key psychological driver influencing the decision to purchase airline tickets through digital platforms.

Practically, these results offer strategic implications for digital travel industry players such as Traveloka in optimizing their marketing mix. Companies need to balance promotional and discount strategies with improvements in booking system quality and transaction security to reinforce customer trust. Enhancing user

experience through faster service, transparent information, and personalized promotional offerings can also increase customer satisfaction and long-term loyalty.

However, this study has several limitations that should be considered for future research. First, the sample is limited to Traveloka users in Indonesia, which may restrict the generalizability of the findings to other platforms or countries. Second, this study employs a cross-sectional design, which does not capture changes in consumer behavior over time. Future research is encouraged to adopt longitudinal or experimental designs to examine how perceptions and purchase decisions evolve. Further studies may also incorporate additional variables such as perceived risk, brand image, or user experience satisfaction to deepen understanding of the factors influencing purchasing decisions in the rapidly developing digital marketplace.

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