

Antecedent of consumer purchase decisions on pegipegi.com

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ABSTRACT

Technological advances have created a competitive landscape for the Online Travel Agent (OTA) service provider industry in Indonesia. Pegipegi.com as an online service provider is a competitor whose sales fluctuate from year to year. The aims of this research to find out how the Pegipegi.com application is in Indonesia. Method: This research used 97 respondents with data analysis using Smart PLS 3.0. The conclusion of this research is that the tests carried out reveal that brand trust has a significant positive influence on purchasing decisions, then experiential marketing also has a significant positive influence on purchasing decisions and likewise the e-promotion variable has a significant positive influence on purchasing decisions.

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1. Introduction

The very rapid development of Indonesian tourism has led to the convenience of tourism transactions through online travel agents. Where online travel agents can serve the needs of traveling both domestically and abroad. The development of the times has brought people to change their lives for the better. In this era of globalization, people's needs will be increasingly complex, starting from educational activities, employment, trade, research, and tourism [1]. In the era of a new lifestyle, technological developments are developing very rapidly, making difficult things easy, making things that were deemed impossible possible. This can be seen from the development of people who are starting to change their mindset about how to make things easier, more practical, for them [2].

Digital technology that is currently developing rapidly is the use of the internet which is real time and provides convenience for its users, especially in carrying out various e-commerce-based business activities [3]. E-commerce business transaction activities can never be separated from the use of the internet which provides many benefits in providing fast information, thereby encouraging an increase in the number of internet users increasing every year. The use of the internet around the world quickly has an impact on receiving information and super-fast transactions [4].

In addition, Canada's Hoot Suite data states that at the beginning of 2021 "Digital 2021" Indonesia's population has reached 274.9 million with Internet users reached 202.6 million [5]. This shows that internet users in Indonesia have room for a very large growth in the number of internet users and is a potential market share to be developed and eyed by business people to provide online shops as a place to buy and sell their products. Either the e-commerce that is developing in Indonesia is the type of Online Travel Agent (OTA), where in its activities all activities are carried out using online media or the internet.

According to [6] and [7], Online Travel Agent (OTA) is one of the progress products that is currently booming, such as changing the room booking map that used to be direct or go show to switch to using OTA. Online travel agents in distribution channel activities make it very easy to sell

products to consumers, it is enough to create a website and then enter interesting products and consumers will easily and actively search for the products they want. By using electronic media, consumers will be in direct contact with suppliers without having to communicate with intermediary media. Making it easier for consumers to ask questions about what information is related to their tourist destination, whether it's regarding accommodation or prices

In addition, the OTA facility provides online flight ticket booking which makes it easy for consumers to take a vacation or travel so they can access and monitor ticket prices anywhere and anytime without coming to the ticket sales office. Booking vacation needs online makes it easier for the general public to make choices and more practical. The development of technology in the field of travel is directly proportional to the progress of the tourism sector. With business prospects that are not only in one place or one particular area, online travel services or often also called E-Commerce is very important in this era that relies heavily on digital, where E-Commerce refers to websites and applications that provide buying and selling transactions online. The increase in traveling activity led to an increase in the activity of booking flight tickets, hotels, and attractions. It is this trend of traveling activities that makes the online travel agent business in Indonesia a very potential business category. The high public demand for the use of these services, then also fosters competition in similar companies. Business competition to consumers or B2C as a partner of a recreation and accommodation service today can be proven by the increasing number of similar companies offering e-commerce services, namely ticket sales services for staying at well-known hotels with excellent facilities, when consumers make purchase transactions as well as competitive stay ticket prices and massive promotions. So, this makes other companies will spur increasingly fierce competition.

Evidenced by the rise of e-commerce service providers, including Agoda, Pegipegi.com, Traveloka, Tiket.com, Booking.com, and others. This creates competition between sellers and the market. In all this competition, people have many choices but the buying decision is still left to the consumer. Purchasing decisions is one phase of the consumer purchasing decisions process. Some of these purchasing decisions are influenced by marketing firms. One way is to use a marketing strategy. This strategy is marketing to impact and attract consumers to encourage them to use or buy the company's products. Several online booking sites or Online Travel Agents, one of which has become a pioneer, is Pegipegi.com.

Pegipegi is an e-commerce company that serves hotel, airplane and train ticket reservations online through the website www.pegipegi.com which was launched in May 2012. Pegipegi was pioneered by PT Alternative Media Group (AMD) collaborates with several well-known companies such as Altavindo, Global Online Destinations and Recruit Co., Ltd. which is the largest travel booking agent company in Japan. Directly connected with more than 7,000 hotels, 20,000 flight routes, 1,600 train routes and airport trains (Railink). In 2012 Pegipegi began to open an online flight ticket booking service in Indonesia and in early 2017, Pegipegi received full support from Recruit Holdings. In 2018, ownership of Pegipegi.com was taken over by Jet Tech Innovation Ventures a venture company in Singapore. The pegipegi.com site makes it easy for anyone who wants to plan and enjoy the best vacation at an affordable cost. With the increasing demands of consumers towards digital developments nowadays, pegipegi.com has also made more attractive hotel booking features on their website to provide the best service to people who use their website.

Table 1. Top 10 Online Travel Agency

No	OTA	Rank			
		2019	2020	2021	2022
1	Traveloka	1	1	1	1
2	Booking.com	2	2	2	2
3	Tiket.com	5	4	3	4
4	Agoda	3	3	4	3
5	Expedia	4	5	5	5
6	pegipegi	6	6	6	10
7	MGgroup	-	-	7	7
8	Staah	10	7	8	8
9	Hotelbeds	7	9	9	6
10	Ctrip.com	9	10	10	9

Source: [8]

From a survey start at 2019 to 2021, pegipegi.com has neither increased nor decreased in the ranking of Top Channels in Indonesia and remains stagnant. This phenomenon is seen based on data from blog.staah.com from 2019 until 2022, where Pegipegi.com ranks sixth in 2019 to 2021 while in 2022 it drops to tenth place. This shows that there is no business development at pegipegi.com and it tends to decline. The absence of improvement in improving this service can be regarded as a problem that must be found a solution and corrected so that in the future business performance can be better.

Another phenomenon can be seen from Pegipegi.com's higher bounce rate compared to other OTAs. Bounce rate is the value on a website page in which the number of people who enter the site on a web page then leave the page [9]. Web pages can be analogous to a product stand at an exhibition. Some visitors come, but they just look around without having any interest in the products displayed. This condition is certainly a bad condition and must be addressed immediately, because if it continues, then the performance of the website that is owned will get worse and the efforts made online will become ineffective.

Table 2. Bounce Rate OTA Agency

OTA	Bounce Rate
Traveloka	54.29%
Tiket.com	45.65%
pegipegi.com	68.45%
Booking.com	33.79%
Pegipegi.com	36.60%

Source: [10]

Table 2. above shows that pegipegi.com has the highest bounce rate compared to other OTA hotels. This means that the rate of consumers visiting and leaving the Pegipegi.com page is faster compared to other OTAs. This picture is certainly not a good thing, because it indicates that consumers do not feel comfortable accessing the Pegipegi.com site for long. In most businesses, a good bounce rate is less than 40% [11], so pegipegi.com's bounce rate is in the unfavorable category.

This becomes an illustration that when there are many, the number of visitors continues to decline and a high bounce rate indicates that consumers feel the quality of service provided on the website is not good. Customer-centered companies must consider what customers want, need, and like in terms of service because this will influence them in making decisions to buy the company's services or products that customers need [12].

Purchasing decisions are consumer decision-making processes for purchases that combine knowledge to choose two or more available product alternatives. Purchasing decisions is an important process to influence marketers through marketing strategy. Marketing is one of the most important business processes that positively affect profits [13]. Good marketing always starts with market research as a way of developing the most effective sales strategy to help sell and promote brands and products [14]. To make purchasing decisions, a successful marketing strategy requires an understanding of customer behavior, because customer actions affect the continuity of the company which is an institution to try to fulfill customer wants and needs. Therefore, in the current era, companies are required to know consumer purchasing decisions, what they buy, when, where, how many items they buy, and how they get these products [15]. The provision of information about the products being sold underlies the buying process so that eventually a need emerges, here the consumer will consider and understand this need [16], if the assessment of the product is clear then the consumer will look for the product which will then proceed to evaluation product and finally the consumer would make a resolve to buy, consider or postpone making purchases in the future [17].

According [18] states that when consumers have the intention to buy a product, they will go through several phases that can influence purchase decisions and post-purchase product behavior. In the first stage, consumers will identify their own problems regarding purchase intentions based on satisfying their needs and desires. The role of a marketer in this stage is to use personal selling advertising strategies and the way they package products to provide an experience for consumers of what they need or want. In the second stage, consumers start looking for information either from internal sources through previous experiences or through external sources by looking at the experiences of their friends, relatives, salespeople, family, social media, or neighbors and in the final

stage consumers will evaluate several alternatives and choose the most suitable brand. that can satisfy their needs. Some purchasing decisions can be influenced by various factors including brand trust, experiential marketing, and e-promotion [7].

A brand is a picture that is owned by a product or service to characterize its product and differentiate it from competitors' products. brand is not just a product but a brand is an important element that contributes to the success of an organization. So that the existence of the company's brand can influence the decisions taken by consumers to buy a product. consumer decision to buy a product from a brand is brand trust. Pegipegi.com has a brand trust that tends to be medium, as evidenced by several phenomena that have occurred on their business website. For this reason, every company needs to know how much consumer trust in the corporation's brand because this is tightly related to the consumer's decision to purchase products from that brand.

High consumer trust is a form of expectation that consumers want them to get. [19] states that a good brand can be described by how good the brand experience is perceived by consumers because the pertinent of the reliance construct is described in a relationship between buyers and sellers that is sustainable [20]. This is the same as the findings of [21],[22], and [23] who found that brand trust has a significant positive impact on purchasing decisions.

Second, experiential marketing or consumer marketing experience is no less important as a determinant of consumer decisions to buy products or services. Experiential marketing is an offering system that focuses on the customer's emotive and psychological reaction to the product or service being offered [24]. Experiential marketing can be defined as a method that makes it possible to find and address the needs of customers undergo the use of two-way communication to offer brand selfhood and added worth to customers [25]. Customer satisfaction could be felt in assorted situations and is related to goods and services, one of which is influenced by the customer's experience of the enterprise [26]. Building consumer-brand relationships is essential to building a strong brand. In a highly competitive market, building consumer relationships with brands is one of the most prominent critical success factors for differentiating brands and developing long-term customer value [20] because good customer experience creates a strong brand image for organizations that leads to customer loyalty [19] such as the findings of [27],[28], and [29] who found that experiential marketing have a significant influence on purchasing decisions.

The next electronic media promotion. Electronic promotion is a marketing activity using internet media as a medium for offering products that are owned. Electronic promotion is currently being carried out a lot to be able to do more exploration in finding new consumers. Based on several surveys, electronic media is currently one of the tools consumers use to make purchases. So that the use of online promotional media is currently the marketing line that is most in demand, both by small, medium and big businesses. Its scope and effectiveness make this type of marketing line the top option, compared to conventional marketing line. Promo Online is one way to attract new consumers because of the convenience offered by consumers to access the internet. Consumers announce to websites if they want to know more about the products or services offered [30]. Through online media that is carried out continuously will help build a perception, emotion, consumer experience such as patterns in making purchases [31], the higher the promotion, the higher the proclivity of consumers to decide to buy a product or service. Such as the findings of [32] and [33] who found that E-Promotion plays a salient role in creating consumer purchasing decisions.

Based on the phenomena that occur and the results of previous research, the researcher is interested in conducting research to analyze the impact of brand trust, experiential marketing and e-promotion on purchasing decisions on the pegipegi.com.

2. Theoretical Framework

2.1. Purchase Decisions

Purchasing decision is a consumer decision-making process to buy that combines knowledge to choose two or more available product alternatives [18]. Purchase decision is an important process to influence marketers through marketing strategy. Marketing is most of the major business purpose that positively affects gain [13]. Good marketing always starts with market research as a way of developing efficacious marketing strategies to support the promotion and sale of products and brands [14]. To make purchasing decisions, a successful marketing strategy requires an

understanding of customer behavior, because customer actions influence a company which is an institution to try to satisfy customer wants and needs. According to [34], purchasing decisions are consumer perceptions in choosing from two or more alternative purchasing decisions, meaning that someone can make a decision. [35] states that the purchasing decision indicators are as follows. The stability of a product, namely the decisions made by consumers when they have considered various information that supports decision-making, they are (1) habits in buying products, namely the experience of people closest to using a product; and (2) providing recommendations to others, namely conveying information to other people so that they are interested in making a purchase.

2.2. Brand Trust

Trust is a special belief in integrity and competence. Trust in the brand is an aspect that guides consumers in making product purchasing decisions. Brand trust on demand is the desire of consumers to trust brands at risk because they hope that the brand will provide positive results [36]. Brand trust is the foundation of strategic partnerships because the characteristics of the relationship through trust are very valuable when a group wants to carry out its commitment to that relationship. [37] states that trust is a powerful marketing tool in a company. Moreover, trust has several critical advantages and is defined as the eagerness of the featureless consumer to rely on the ability of a brand to achieve what it claims [38]. The trust given by consumers to a brand is an asset for the firm. Brand trust is the consumer belief that a product can provide the expected value and goodwill from the brand. In addition, building consumer trust in a brand can be a top priority for consumer interests. According to [39], indicators of brand trust are (1) viability (ability): this dimension deputizes a perception that a brand could comply and slake consumer needs and values. This dimension reflects the trust of an individual who believes in a brand is a form of their belief that the brand can fulfill their desires in the future; and (2) intentionality: this dimension provides a feeling of security from individuals towards a brand. This dimension can be measured through secure and trust indicators. So, this intentional dimension shows more on how the chosen brand will remain consistent and responsible in providing comfort in using the brand.

2.3. Experiential Marketing

Experiential marketing is the process of produce the customer's experience when using a product or service. This also includes how they think, act, and relate [40]. Experiential marketing is one of the methods applied in marketing activities. Unlike traditional marketing which focuses on product functionality, experiential marketing prefers to offer customers a memorable experience. In experiential marketing, producers try to involve their consumers by displaying experiences in products or services in the hope of being able to create positive emotional energy from customers about the products or services offered by business owners. [41] explain experiential marketing us the perception that consumers have about a firm after they interaction by the product and purchase.

Experiential marketing not only communicates the features and benefits of a product, but also tries to provide products and services by providing a unique, positive and memorable experience to customers when consuming the products or services offered. so that the product or service can be embedded in the customer's mind (memory) [42]. Experiential marketing is very useful for companies if they want to increase their brand, especially during the decline stage. This is also useful for differentiating their products from competitors' products, as well as creating a corporate image and identity. Experiential marketing is also useful for increasing innovation and persuading customers to try buying a product [43]. [41] describes several indicators used in measuring experiential marketing, namely (1) feel which is closely related to one's mood and emotions; (2) think, by thinking, a person is able to stimulate his intellect and creativity; (3) act, this is related to the real attitude and lifestyle around how someone does something and expresses it; and (4) relate which is in relation to a person's culture or reference group that can shape it.

2.4. E-Promotion

The internet offers a variety of features, speed, and convenience and helps companies to attract consumers. Consumers use the internet to get about products online. By making purchases online through the internet it becomes more fun, faster. It is no surprise, then, that the Internet revolutionized today's marketing and commerce. [44] and [45] state online promotion is part of marketing including internet advertising, branding, direct marketing via the internet. The internet is very important and very helpful for implementing promotional services that can ultimately make a business successful. The Internet has become an important and popular medium for marketing.

Marketing activities using online promotional media cover the whole series, from planning, action, service to product delivery. As the name implies, most of their activities use the internet. The sort of promotional media used will influence purchasing decisions at online stores. According to [46], the indicators used in online promotions include (1) Advertising: Used in online integrated marketing communication (IMC) are links to other sites, as well as advertisements placed on the site in question; (2) Sales Promotion: Used in online promotion is by offering something for free, giving coupons or discounts or other special offers, providing programs related to loyalty programs, providing programs related to sweepstakes, games and various games where the winner will be determined; (3) Public Relations [47]: Public Relations is a management function that aims to build an image, and foster mutual understanding between the two parties; and (4) Direct Marketing: Direct marketing is a technique of marketing products through direct communication with customers, both new customers and potential customers, without going through third party intermediaries, such as the media or publicity in an effort to make it easier to get a response from buyers [48].

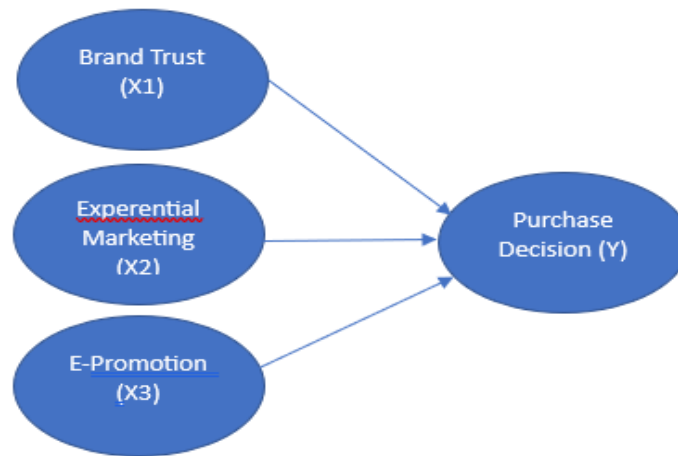


Fig. 1. Research Model

3. Method

This research is quantitative research by taking a sample of 97 users of the pegipegi.com application. Determination of the sample using the Cohran formula, then the analysis tool uses a questionnaire with data testing techniques using Partial Least Square (PLS). things that were analyzed from the characteristics of the respondents include gender, age, level of education, and employment.

Table 3. Characteristics Respondents

Description	Quantity	Percentage (%)
Gender		
Male	61	62.88
Female	37	37.12
Age		
18 - 26 years	40	41.23
27 - 35 years	23	23.71
36 - 44 years	16	21.64
> 45 years	18	35.06
Level of Education		
Senior High School	10	10.31
Diploma	35	36.08
Bachelor	52	53.61
Employment		
Entrepreneur	41	42.26
Employee	40	41.24
Others Job	16	16.5
	97	100

Source: Analysis result (2023)

As seen from the results of Table 3. above, the male respondents are the most with 55.67%, and after that women with 44.33%. From the age group of the respondents, it was seen that the dominant respondents who answered the questionnaire were aged 18 to 26 years at 41.23% then the age group 27 to 35 years amounted to 23.71% and the lowest was from 36 to 44 years old with a percentage of 21.64%. At the level of education, respondents with the most undergraduate education with 53.61% then diploma education with 36.08 and finally high school education with 10.31% and seen from the biggest jobs as entrepreneurs 42.26% then private employees with 41.24% and jobs others with 16.5%.

4. Results and Discussion

4.1. Outer Model Evaluation

In evaluating the outer model, validity and reliability tests will be carried out. Testing the validity of this study uses outer loading worth above 0.70 [49].

Table 4. Results Test Convergent Validity

Indicators	Brand Trust	Experiential Marketing	E-Promotion	Purchase Decisions
BT1	0.794			
BT2	0.914			
EM1		0.893		
EM2		0.930		
EM3		0.899		
EM4		0.944		
EM5		0.893		
EPro1			0.654	
EPro2			0.869	
EPro3			0.800	
EPro4			0.611	
PD1				0.744
PD2				0.828
PD3				0.856

Source: Analysis result (2023)

From Table 4. above, the results show that the overall validity test meets the requirements greater than 0.70. so that it can be said that the data used is valid.

Table 5. Reliability Result Test

Variable	Average Variance Extracted (AVE)	Composite Reliability	Description
Brand Trust	0.630	0.758	Reliable
Experiential Marketing	0.618	0.874	Reliable
E-Promotion	0.780	0.819	Reliable
Purchase Decisions	0.650	0.847	Reliable

Source: Analysis result (2023)

Looking at the test results in Table 5, it was found that the AVE had value above 0.5 and composite reliability test value of the four variables used to construct the research model as a whole had a value above 0.70. So that it could be said that the research model was reliable.

4.2. Inner Model Evaluation

In the inner model evaluation, fit-model and hypothesis testing will be carried out. The results of the fit-model inner model test use the Q square predictive-relevance (Q2) value to test the variables used, the aim is to find out how much effect exogenous variables toward endogenous variables. The R2 value for each endogenous variable in this research can be seen in Table 6 below.

Table 6. Value of R² Endogenous

Variable	R-Square
Purchase Decisions	0.721

Source: Analysis result (2023)

Value Q2 predictive-relevance found by means of system:

$$Q^2 = 1 - (1 - R_1^2)$$

$$Q^2 = 1 - (1 - 0.721)$$

$$Q^2 = 0.721$$

The test results indicate a predictive relevance value of 0.721. That is, 72.1% of the assessment on the purchase decision variable (the dependent variable) can be explained in the research model used, the remaining 27.9% is explained by other variables thereout the research model.

Table 7. Hypothesis Test Results

Effect	Original Sample Test	T-Statistic	Result
Brand trust → Purchase Decisions	0.542	3.532	H1 Accepted
Experiential Marketing → Purchase Decisions	0.343	2.341	H2 Accepted
E-Promotion → Purchase Decisions	0.531	3.311	H3 Accepted

Source: Analysis result (2023)

The output of the hypothesis testing was carried out, it was found that in testing the firstly hypothesis (H1) stated that brand trust had a significant positive impact on purchasing decisions. in testing the second hypothesis also get the result that (H2) experiential marketing has a significant positive effect on purchasing decisions, and in the third hypothesis (H3) the influence of the relationship between electronic promotions has a significant positive effect on purchasing decisions. the assessor measurement used in this study is if t-Statistics value is greater than 1.96 then the hypothesis is accepted. This means that the independent variable has a bound effect on the path coefficient. Hypothesis testing was carried out using SEM analysis with the help of the Smart PLS 3.0 test tool. The critical ratio of the t-statistic is useful as the main reference while a t-statistic worth higher than 1.96 (two-tailed) is the same as with p-value [50].

4.3. Hypothesis 1: Brand Trust Has a Positive and Significant Impact on Purchase Decisions

Testing the first hypothesis using smart PLS produces a direct impact among brand trust on purchasing decisions with a value of 0.542 and a t-statistic of 3.532. The t-statistic value of 3.532 is greater than 1.96 (5% alpha), so that the influence of brand trust on purchasing decisions has a significant positive effect. thus, testing the first hypothesis can be accepted (H1). this shows that in building a brand of trust by creating a brand experience through trust, honesty and honesty greatly influence the purchasing decisions that will be made by consumers.

4.4. Hypothesis 2: Experiential Marketing Has a Significant Positive Impact on Purchase Decisions

Testing the secondly hypothesis with the PLS smart model oncoming produces a path coefficient of direct impact between experiential marketing and purchasing decisions. this is seen from the value of 0.343 by a t-statistic of 2.341. Because the t-statistics value of 2.341 is greater than 1.96 (5% alpha), the second hypothesis (H2) can be accepted. this indicates that when consumers feel good service such as the friendship of the service provided, the experience felt with good communication will form a positive experience that is felt by consumers so that it has a positive impact on purchasing decisions made consumers.

4.5. Hypothesis 3: E-Promotion Has a Significant Positive Impact on Purchase Decisions

Testing the third hypothesis using smart PLS produces a direct influence path coefficient of e-promotion in purchasing decisions of 0.531 by a t-statistic of 3.311. with a t-statistic of 3.311 greater than 1.96 (alpha 5%), then the third hypothesis (H3) whose states that e-promotion has a significant positive impact on purchasing decisions is acceptable. This shows that the importance of designing e-promotions that must be carried out by pegipegi.com properly because by designing marketing promotions, website completeness and attractive offers can have a major impact on consumer interest in using Pegipegi.com services.

5. Conclusion

Based on the yield of the research conducted, it can be seen that brand trust has a significant positive impact on purchasing decisions. This shows that a consumer's trust in a brand will be able to influence the consumer's purchasing decision for a product. Further results state that experiential marketing has a significant positive impact on purchasing decisions. This illustrates the experience

felt by consumers when using a product is one of the attractions that can increase consumers' desire to reuse the product. Meanwhile, the correlation between e-promotion and purchasing decisions produces positive and significant results. This illustrates that the e-promotion strategy by making attractive advertisements by companies is very helpful in increasing purchasing decisions by consumers.

Based on the results of this research, there are several implications that can be considered in building consumer purchasing decisions, namely. 1) one way that can be done in improving technology is to evaluate the extent of user interest in receiving and using these technology services, 2) that consumers will tend to look for information on websites they already trust because they expect companies they know and trust to be able to provide optimal information for them, 3) consumers who get more information about a brand will result in a higher level of trust, 4) consumers will trust a website that has valid, credible and accurate information so that consumers will increase their intention to buy products from online websites.

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