

The Influence of Advertising Attractiveness and Online Customer Reviews on Trust – Mediated Purchase Decision on Consumers of Hotel Services in the Tiket.com Application

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ABSTRACT

The purpose of this research is to determine the influence of Advertising Attractiveness and Online Customer Reviews on Purchase Decisions through Trust. The sample for this research consisted of 95 people who had not used or had ever used hotel services on the Tiket.com Application. This research uses a quantitative descriptive approach. The collected data is then processed using SmartPLS 3.0 software. The findings of this research show that Advertising Attractiveness has a positive and significant effect on Purchase Decisions, Online Customer Reviews has a positive and insignificant effect on Purchase Decisions, then Trust mediates the influence of Advertising Attractiveness and Online Customer Reviews on Purchase Decisions and Trust has a positive and significant effect on Purchase Decisions.

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1. INTRODUCTION

The ticket sales service application industry is experiencing rapid development along with advances in information technology and the internet. These applications provide various digital platforms that allow users to purchase tickets easily and quickly for various events and activities, from concerts, theater performances, music festivals, to reservations for transportation, hotels and tourist attractions.

The emergence of various platforms in the ticket sales service application industry is due to changes in trends and characteristics

of the industry which are increasingly developing, such as increasing demand, where in Indonesia this industry has promising prospects and competition is getting tougher because market demand is also getting higher [1].

The increased service offerings in this ticket service application also provide information related to events, user reviews, as well as various additional features such as location maps, hotel recommendations and related tour packages.

Furthermore, technological innovations in this industry have been

integrated with digital payment platforms to improve user experience and transaction process efficiency.

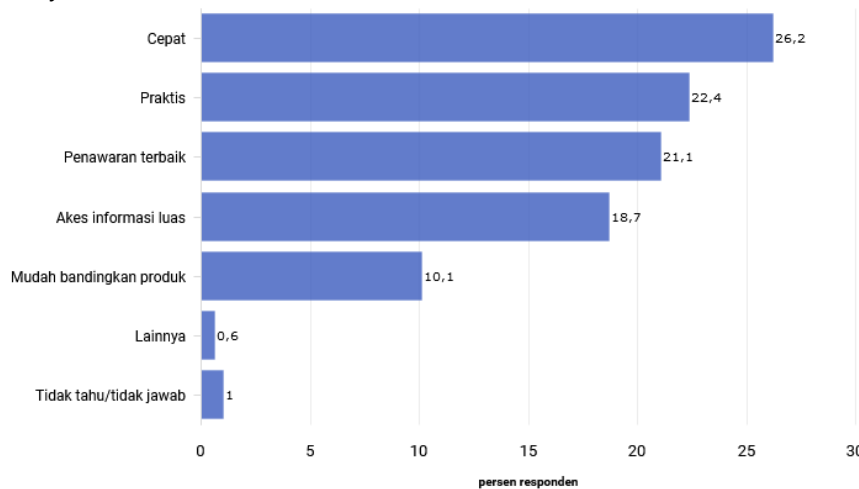


Figure 1. Advantages of Online Travel Agent Services according to respondents (December 2022)

Source: Databox

Based on a survey conducted by [2], it can be seen that 26.2% of respondents used ticket sales application services because of the speed of accessing the desired travel data and the practicality of using the platform, which received a score of 22.4%. Followed by the best offers, access to extensive information, easy to compare products, and so on.

One application that is often used by consumers and the focus of the research object is the Tiket.com application. The Tiket.com application has built a strong reputation as

one of the leading ticket sales applications in Indonesia.

With years of experience in this industry, Tiket.com has succeeded in gaining the trust of its users and business partners. Several aspects explain Tiket.com's superior reputation, such as credibility and reliability, wide choice of products offered, responsive and professional customer service, positive reviews and recommendations from users, and responsiveness to technological innovation.

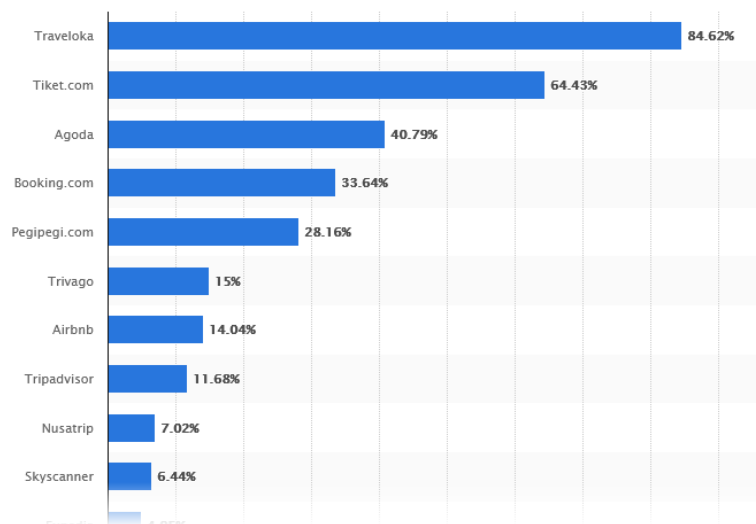


Figure 2. Most popular online travel agencies among consumers in Indonesia as of June 2023

Source: Statista

Based on the picture above [3], it shows the total size of the popular ticket sales service applications in Indonesia in June 2023, that Tiket.com is in second place, namely at 64.43% and is outperformed by its competitor Traveloka at 84.62%.

This phenomenon is interesting to observe, as Tiket.com's challenge is facing competition from other platforms such as Traveloka, Agoda, and others. Research needs to be carried out to understand Tiket.com's relative position in the market and what strategies they can adopt to remain competitive in this competitive market so that it can achieve a popular ticket sales service application in Indonesia catching up with its competitor, namely Traveloka.

One of the cases that has the potential to disrupt Tiket.com's reputation is problems related to leaks of personal data due to hacker attacks and unilateral cancellation of hotel orders and inappropriate orders [4], this raises concerns among users regarding privacy and security their personal information as well as bad travel experiences [5]. Users may lose trust in Tiket.com as a safe and reliable ticket sales platform. This can influence consumer purchasing decisions in choosing products and brands.

Purchasing decisions are a process in which consumers consider, evaluate, and ultimately choose to buy or not buy a particular product or service. This process involves a number of complex stages and is influenced by various factors. Basic processes play an important role in understanding how a consumer will actually make their purchasing decisions [6]. Where when a consumer wants to make a purchasing decision, they have several basic questions such as "what, when, where, and how". A smart company will try to understand these basic questions and fully understand their customers' purchasing decision process.

Based on the background described above, it is important to examine the influence of Advertising Attractiveness and Online Customer Reviews on purchasing decisions with trust as a mediating variable for hotel

service consumers in the tiket.com application.

2. LITERATURE REVIEW

2.1 Advertising Attractiveness

Advertising attractiveness is related to communication skills, behavior and body shape [7]. Advertising attractiveness is a psychological motivational attribute to encourage consumers to arouse their desires and actions to buy products or services that are broadcast [8]. According to [7] Advertising Attractiveness indicators are as follows:

- 1) Content
- 2) Uniqueness
- 3) Product Display
- 4) Accurate
- 5) Informative
- 6) Interactive

2.2 Online Customer Reviews

Online Customer Reviews are reviews provided by previous consumers relating to information on the results of a product's assessment regarding various aspects [9]. According to [10] dalam [11] Online Customer Reviews indicators are as follows :

- 1) Credibility
- 2) Skill
- 3) Pleasant

2.3 Trust

Trust is the belief that someone or something can be respected and reliable. In business and consumer contexts, trust refers to a person's belief about something [12] that a company, brand, or product will meet their expectations and act ethically. According to [13] Trust indicators are as follows :

- 1) Believe that the company provides true product information to consumers.
- 2) Believe that the company's products are able to meet consumer needs.
- 3) Believe that the company will care if consumers encounter problems with the product.

2.4 Purchase Decision

According to [14] Consumer Purchasing Decisions are the study of how individuals, groups and organizations act in selecting and using, as well as how goods, services and experiences can satisfy consumer needs and desires, which is part of consumer behavior. consumer. According to [6] Purchase Decision indicators are as follows :

- 1) Product Selection
- 2) Brand Choice
- 3) Dealer Choice
- 4) Purchase Time
- 5) Purchase Amount
- 6) Payment method

2.5 Hypothesis

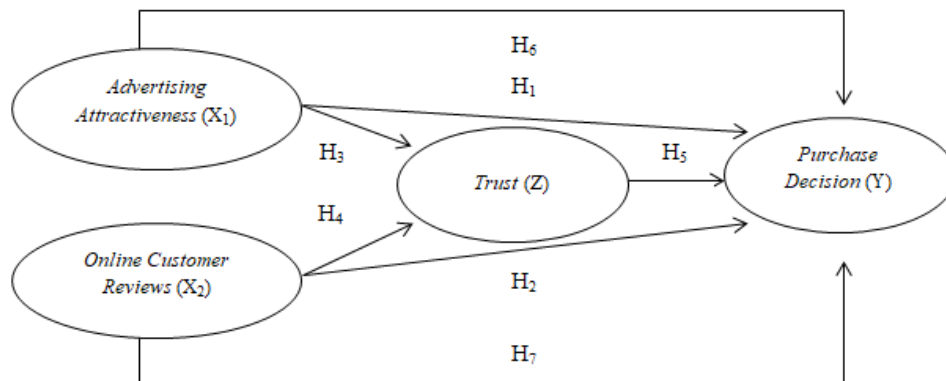


Figure 3. Conceptual Framework

The Hypothesis in this research are:

- 1) Advertising Attractiveness has significant and positive impact on Purchase Decision.
- 2) Online Customer Reviews has significant and positive impact on Purchase Decision.
- 3) Advertising Attractiveness has significant and positive impact on Trust.
- 4) Online Customer Reviews has significant and positive impact on Trust.
- 5) Trust has significant and positive impact on Purchase Decision.
- 6) Trust significantly mediates the relationship between Advertising Attractiveness and Purchase Decision.
- 7) Trust significantly mediates the relationship between Online Customer Review and Purchase Decision.

3. METHODS

This research uses quantitative descriptive methods. The population in this research is consumers of hotel services on the

Tiket.com application. The sampling technique used in this research is non-probability sampling and the technique used is convenience sampling. The number of samples taken in the research was taken according to the opinion of [15], namely the number of indicators multiplied by 5. The number of indicators in this study was $18 \times 5 = 90$ respondents. The type and source of data used in this research is primary data. In this research the author used data collection methods through questionnaires and literature studies. The data analysis tool used for hypothesis testing is the SmartPLS3.0 software application

4. RESULTS AND DISCUSSION

4.1 Descriptive Analysis of Respondents

In this study, respondents were grouped into several characteristics such as gender, age, highest level of education, occupation, income and region of origin. The target population of this research is consumers of hotel services on the Tiket.com application. Table 1 describes the demographic characteristics of hotel service consumer respondents on the Tiket.com Application. 52.6% are dominated by

women and 85.3% are dominated by consumers aged 17 to 27 years. As many as 32.6% of consumers have student status with a bachelor's degree level of 75.8%. The majority of consumers have an income of IDR 1,000,000 - IDR 2,500,000. 41.1% of hotel service consumers on the Tiket.com application come from Sleman district.

Tabel 1. Respondents Characteristics

Characteristics	Classification	Total	Percentage (%)
Gender	Male	50	52.6%
	Female	45	47.4%
Age	17-27	81	85.3%
	28-38	12	12.6%
	39-49	2	2.1%
Education Level	Senior High	15	15.8%
	Sc	2	2.1%
	Diploma	72	75.8%
	Bachelor	6	6.3%
	Master		
Occupation	Collager Stud	31	32.6%
	Employee	23	24.2%
	Entrepreneur	17	17.9%
	Others	24	25.3%
Income	<1 Juta	10	10.5%
	1-2,5 Juta	44	46.3%
	2,6- 5 Juta	28	29.5%
	>5 Juta	13	13.7%
Location	Yogyakarta	15	15.8%
	Sleman	39	41.1%
	Bantul	32	33.7%
	Kulon Progo	4	4.2%
	Gunung Kidul	5	5.2%
Total		95	100%

4.2 Measurement Model Analysis

In this section, images of the measurement model testing results are presented. In the outer model evaluation section, convergent validity, discriminant validity, average variance extracted (AVE), composite reliability and Cronbach alpha tests will be carried out. Which is shown in Table 2.

4.3 Structural Model Analysis

Next, a structural model or inner model test was carried out by looking at the R-Square value for each endogenous latent variable as the predictive power of the structural model.

Tabel 3. R Square

Variabel	R-Square	R Square Adjusted	Keterangan
Trust	0.380	0.367	Lemah
Purchase Decision	0.667	0.656	Moderat

4.4 Hypothesis Testing

To find out whether the research hypothesis is accepted or rejected, it can be seen from the significance value between constructs, t statistics and P-value. The hypothesis is accepted if the t statistical significance value is > 1.96 and the P - value is < 0.05 . The results of the SmartPLS bootstrapping process can be seen in Table 4.

DISCUSSION

The results of this research provide a valuable perspective regarding the elements that influence Purchase Decisions.

From the results of hypothesis testing, it can be seen that hypothesis H1 is accepted, which shows that Advertising Attractiveness has a positive and significant effect on Purchase Decision. This finding is supported by previous research which shows that Advertising Attractiveness can have a positive impact on Purchase Decisions [16].

From the results of hypothesis testing, it can be seen that hypothesis H2 is rejected, indicating that Online Customer Reviews have a positive but not significant effect on Purchase Decision. These results contradict previous research which stated that Online Customer Reviews can improve Purchase Decisions [17], [18].

The results of hypothesis testing show that hypothesis H3 is accepted, indicating that Advertising Attractiveness has a positive and significant effect on Trust. This finding is also supported by previous research, namely [19].

The results of hypothesis testing show that hypothesis H4 is accepted, indicating that Online Customer Reviews have a positive and significant influence on Trust. This finding is also supported by previous research [20], [21].

The results of hypothesis testing show that hypothesis H5 is accepted, which shows that Trust has a positive and significant influence on Purchase Decision. This finding is also supported by previous research which

shows that Trust can have a positive impact on Purchase Decisions [22].

The results of hypothesis testing show that hypothesis H6 is accepted which shows that Advertising Attractiveness has a positive and significant influence on Purchase Decisions through Trust. This finding is also supported by previous research [23]

The results of hypothesis testing show that hypothesis H7 is accepted, which shows that Online Customer Reviews have a positive and significant impact on Purchase Decisions through Trust. This finding is also supported by previous research which shows that Online Customer Reviews can have a positive impact on Purchase Decisions through Trust [24], [25].

5. CONCLUSION

This research shows several findings, namely that advertising attractiveness has a positive and significant influence on purchasing decisions. Online Customer Reviews have no influence on Purchasing Decisions. The attractiveness of advertising and online customer reviews has a positive and significant influence on trust. The attractiveness of advertising and online customer reviews has a positive and significant influence on purchasing decisions through trust. This means that the attractiveness of advertising and online customer reviews can increase purchasing decisions by maintaining trust in order to increase purchasing decisions.

Table 2. Reliability and Validity

<i>Constructs/Indicators (Reflective)</i>	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>	<i>Standardized Loading</i>	<i>Average Variance Extracted</i>
Advertising Attractiveness	0.905	0.875		0.616
AA1			0.752	
AA2			0.731	
AA3			0.764	
AA4			0.752	
AA5			0.827	
AA6			0.872	
Online Customer Reviews	0.866	0.768		0.683
OCR1			0.818	
OCR2			0.853	
OCR3			0.808	
Trust	0.864	0.764		0.680
T1			0.842	
T2			0.833	
T3			0.798	
Purchase Decision	0.910	0.881		0.627
PD1			0.751	
PD2			0.796	
PD3			0.784	
PD4			0.826	
PD5			0.765	
PD6			0.826	

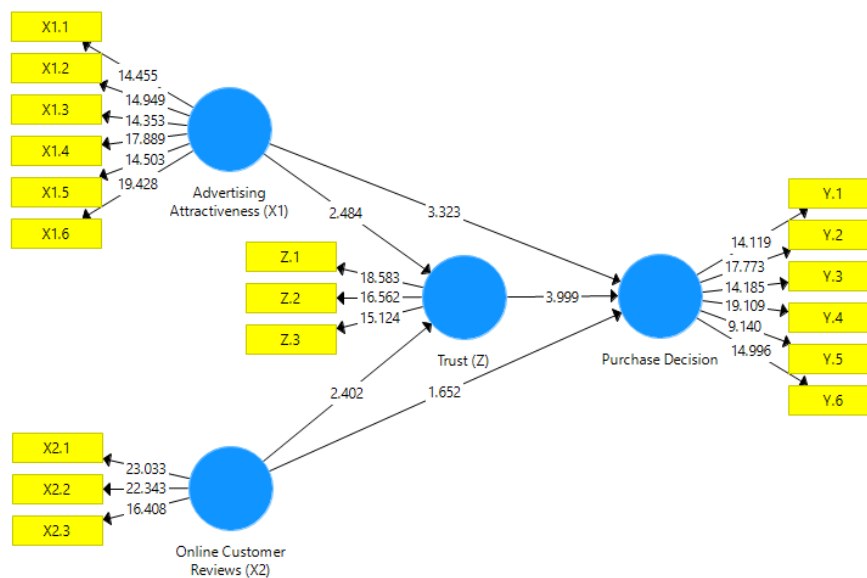
Tabel 4. Bootstrapping Result

Variabel	Original Sampel (O)	Sample Mean (M)	Standar Deviation (STDEV)	T Statistic	P Value
<i>Advertising Attractiveness -> Purchase Decision</i>	0.364	0.377	0.110	3.323	0.001

Online Customer Reviews -> Purchase Decision	0.173	0.167	0.105	1.652	0.099
Advertising Attractiveness -> Trust	0.331	0.347	0.133	2.484	0.013
Online Customer Reviews -> Trust	0.325	0.314	0.135	2.402	0.017
Trust -> Purchase Decision	0.398	0.392	0.100	3.999	0.000
Advertising Attractiveness -> Trust -> Purchase Decision	0.132	0.137	0.066	1.989	0.047
Online Customer Reviews -> Trust -> Purchase Decision	0.129	0.123	0.063	2.056	0.040

Source: Processed primary data (2024)

Figure 1. Research Result Model



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