

## THE ANALYSIS OF CUSTOMER SATISFACTION FACTORS SHAPING AIRPLANE TICKET REPURCHASE INTEREST ON TRAVELOKA

Muhammad Ripandi<sup>1</sup>, Yanti Murni<sup>2</sup>

<sup>1</sup>University of Mercubuana Jakarta  
Jl. Meruya Selatan No.1, Kembangan, West Jakarta

<sup>2</sup>University of Mercubuana Jakarta  
Jl. Meruya Selatan No.1, Kembangan, West Jakarta

### Abstract

This study aimed to examine and analyze customer satisfaction factors shaping airplane ticket repurchase interest on Traveloka. The study design used the quantitative method with a causal approach to discover the relationship between variables, both independent and dependent. The sample collection technique was non-probability sampling. Respondents in this study consisted of 200 using SPSS version 26. The sampling method was using purposive sampling. The data collection was carried out using the survey method with questionnaires as the study instrument. After conducting a hypothesis test model, the study result shows that ease of use, promotions, and price affected positively significant to customer satisfaction and ease of use, price, and customer satisfaction affected positively significant to repurchase interest. Meanwhile, promotions affected positively insignificant to airplane ticket repurchase interest on Traveloka.

**Keywords:** Ease of Use, Promotions, Price, Customer Satisfaction, Repurchase Interest

### INTRODUCTION

According to the APJII report, from the total Indonesian population of 264.14 million people, 171.17 million are connected by the internet network during 2018. In the previous year, from the total Indonesian population of 262 million people, 142.26 are using the internet, meaning a 27.9 million increase of internet users in 2018. From this population growth data of internet users, it is discovered that the internet is vital in Indonesia.

Along with India and China, Indonesia is predicted to be one of the e-commerce business line giants in the Asia Pacific region. Data from the Ministry of Communication and Informatics (Kominfo) predicted that e-commerce businesses in the nation would reach US\$ 4.89 billion or more than IDR 68 trillion in 2018. A number estimated to continue growing until 2020.



Figure 1. Usage and Penetration Rate of E-Commerce in Indonesia 2017-2023

Cited from databooks. katadata.co.id, the figure above shows the trend of e-commerce users in Indonesia that grows substantially in the last few years. Statista recorded e-commerce users in Indonesia in 2017 of 139 million users, then increased by 10.8% to 154.1 million users in 2018. It was projected to increase in 2019 to 168.3 million users and 212.2 million in 2023.

The Alvira Research Institution recorded that Traveloka became the most favored airplane ticket and hotel booking platform for 1,204 millennial respondents born in 1981-1997. Traveloka emerged as the most used application by 79% of the respondents. The runner up was tiket.com, with a percentage of 8.9%.

Airplane ticket sales in Traveloka during the first quarter of 2019 increased by up to 30 percent than the first quarter of 2018. Chief Executive Officer (CEO) Transport Caesar Indra explained that from the 30 percent, ticket purchases overseas were dominating than ticket purchases to domestic destinations. Ticket purchases overseas reached 70 percent with destinations of Japan, South Korea, England, the Netherlands, and France. Meanwhile, the rest was from Southeast Asian to Indonesia and other cities in the Indonesian region. This rapid growth shows that Traveloka has a high repurchase interest in online airplane ticket purchase.

Table 1. Top Brand Index of Airplane Ticket and Travel Online Booking Sites

BRAN D	T BI 2019
Traveloka.com	30.0%
Tiket.com	6.0%
Trivago.co.id	4.9%
Agoda.com	2.7%
Pegipegi.com	1.8%

Based on data in the Top Brand Index table above, Traveloka sits in first place with 30%, followed by Tiket.com with 6%. From the table, Traveloka remains the leading choice of the Indonesian community in purchasing airplane tickets. Tawakal & Unatrini (2016) asserted that the ease of use and price affected positively significant to customer satisfaction. Novianti et al. (2018) stated that promotions affected positively significant to customer satisfaction.

Silaen & Prabawani (2018) stated that the ease of use and promotions affected positive and significant to repurchase interest. Kusuma et al. (2018) stated that price affected positive and significant to repurchase interest. Saidani et al. (2019) stated that customer satisfaction affected positive and significant to repurchase interest. Based on this background and the researchers'

limitations, the title “The Analysis of Customer Satisfaction Factors Shaping Airplane Ticket Repurchase on Traveloka” was taken.

### **Study Objectives**

1. To discover the effect of ease of use to customer satisfaction of airplane ticket on Traveloka.
2. To discover the effect of promotions to customer satisfaction of airplane ticket on Traveloka.
3. To discover the effect of ease of price to customer satisfaction of airplane ticket on Traveloka.
4. To discover the effect of ease of use to repurchase interest of airplane ticket on Traveloka.
5. To discover the effect of promotions to repurchase interest of airplane ticket on Traveloka.
6. To discover the effect of price to repurchase interest of airplane ticket on Traveloka.
7. To discover the effect of customer satisfaction to repurchase interest of airplane ticket on Traveloka.

## **LITERATURE REVIEW**

### **Repurchase Interest**

Hasan (2013:173) argued that future repurchase interest is influenced by customer experiences related to price, brands, promotions, advertisements, supply chain, combinations, service quality, and location. Kotler and Keller (2012:172) stated that repurchase is where a customer is satisfied with a product meeting their expectations and desired performance, creating a satisfaction that encourages the product or brand repurchase in the future and gives excellent feedback on the product or brand. According to Silaen & Prabawani (2018:3), customer repurchase interest is one's planned decision to repurchase a specific product or service by considering the experience after using them. In discovering the level of repurchase interest, repurchase interest indicators can be measured by (1) Customer's desire level to repurchase, (2) Customer's coercion level to repurchase, and (2) Customer's preference level to repurchase.

### **Customer Satisfaction**

Kotler and Keller (2016:138-139) argued that customer satisfaction is the feeling of happiness or upset emerging by comparing the perceived performance or result and the expectation. According to Fandy Tjiptono (2011:146), satisfaction is the feeling of happiness or upset emerging after comparing the perception or a product's performance (result) with the expectation. Rangkuti (2011:31) defined customer satisfaction as a response or reaction towards the discrepancy between the previous interest level and actual performance perceived after usage or consumption. Tjiptono stated that customer satisfaction is the customer's response towards the suitability between the perceived evaluation and previous expectations. Indicators used to assess satisfaction according to Tjiptono (2015:219) are (1) Complaint and Suggestion System, (2) Shadow Buyers, (2) Shifting Customer Analysis, and (4) Customer Satisfaction Survey.

### **Ease of Use**

According to Davis (2012) in Apriyani & Suharti (2017), the ease of use perception is a level where one believes that the technology is easy to understand. According to Pranindana in Tawakal & Untarini (2016), easiness is an action that reduces one's efforts (time and energy) to use a product or service. In a study by Dirwan & Pertiwi (2018), Venkatesh and Davis (2000)

divided easiness perception dimensions into (1) Clear and understandable individual interaction, (2) Does not require a lot of mental effort, (2) Easy to use the system, (4) Easy to get the system to do what the individual wants to do. According to Aladwani in Prathama and Sahetapy (2019:2), there are four easiness indicators, i.e., (1) Easiness to Recognize, (2) Easiness in Navigation, (3) Easiness to Collect Information, and (4) Easiness to Purchase.

### **Promotions**

Sunyoto (2014:154) stated that promotion is a variable in the marketing mix vital for a company in promoting a product. According to Kotler and Amstrong (2016:408), “promotion is a means to communicate with customers and other companies that aim to provide straightforward information.” The objectives of promotion, according to Rangkuti (2010:51), is primarily for profit for the company. Generally, promotion activities carried out by a company should be based on the following objectives: (1) Behavior modification, (2) Telling, (3) Persuading, and (4) Remember. According to Tjiptono and Chandra (2012:367), there are three major classifications of sales promotion, i.e., (1) Customer promotions, (2) Trade promotions, and (3) Salesforce promotions.

### **Price**

According to Kotler and Amstrong (2012:345), “price is a set of money charged over a product or service or all amount of money given by the customer to obtain the advantage of having or using a product or service.” Mirabi et al. (2015) asserted that price is the value of goods and services exchanged with money expended by the customer to obtain such goods or services. A price is a monetary unit, or other measurements (including other goods or services) exchanged to obtain ownership or usage of a goods or service (Tjiptono, 2014:151). Price indicators, according to Pham and Hsu (2015) in Kusuma et al. (2018:2), are (1) Product price affordability, (2) Suitability of price and product quality, and (3) Suitability of price and benefits.

### **Hypothesis Development**

#### **The Relationship of Ease of Use with Customer Satisfaction**

Altobishi et al. (2018) stated that ease of use affected positive and significant to customer satisfaction. Tawakal & Untarini (2016), Ali (2016) also stated the same thing. Chowdhury’s (2019) survey results indicated that ease of use was a relatively insignificant factor in determining customer satisfaction levels towards online ticketing in Malaysia.

H1: Ease of use affects customer satisfaction

#### **The Relationship of Promotions with Customer Satisfaction**

Alcántara-Pilar et al. (2018) asserted a positive relationship between satisfaction with promoting products in a study titled “The antecedent role of online satisfaction, perceived risk online, and perceived website usability on the effect towards travel destinations.” Murni (2018), Wardani et al. (2016), Yudha et al. (2019) also stated a positive and significant effect of promotions toward customer satisfaction.

H2: Promotions affect customer satisfaction

### **The Relationship of Price with Customer Satisfaction**

Chowdhury (2019) discovered that price had a significant relationship with customer satisfaction towards online ticketing. Kusuma et al. (2018), Tawakal & Untarini (2016), Yudha et al. (2019) also stated that price had a positive and significant effect on satisfaction. Gulla et al. (2015) mentioned that lower prices and more suitable quality resulted in a higher customer satisfaction level.

H3: Price affects customer satisfaction

### **The Relationship of Ease of Use with Repurchase Intention**

Silaen & Prabawani (2018), Prathama & Sahetapy (2019), Apriyani & Suharti (2017) stated that ease of use affected positive and significant to repurchase intention. Oroh & Rumokoy (2015) stated that ease of use had no significant influence on the repurchase intention of Lion Air e-ticket partially.

H4: Ease of use affects repurchase intention

### **The Relationship of Promotions with Repurchase Intention**

Adelia (2018) argued that online promotion affected repurchase intention on online travel customers. Silaen & Prabawani (2019), Wardani et al. (2016) also stated a positive and significant effect from promotions to repurchase intention. Hidayah & Apriliani (2019) asserted that promotions did not significantly affect repurchase intention.

H5: Promotions affect repurchase intention

### **The Relationship of Price with Repurchase Intention**

Heriyati & Budharani (2018) stated that price affected positive and significant to repurchase intention. If a company can give appropriate prices to customers' expectations, customers will respond positively and emerge repurchase intention. Kusuma et al. (2018). Arif (2015) mentioned that price had no significant influence on Citilink Indonesia customers' repurchase intention.

H6: Price affects repurchase intention

### **The Relationship of Customer Satisfaction with Repurchase Intention**

Salim et al. (2020) stated a significant influence from customer satisfaction to the Lion Air airline's customer repurchase intention in Ahmad Yani airport. According to Saidani et al. (2019), customer satisfaction affected positive and significant to repurchase intention.

H7: Customer satisfaction affects repurchase intention

## **STUDY METHODS**

### **Study Time and Place**

The present study was conducted from September 2019 to June 2020. In obtaining data to arrange the study, the researchers took a study place in the internet using Google form, with the study object of Traveloka.com's customers.

### **Study Design**

This study used a quantitative study method with a causal approach. Sugiyono (2016:8) stated that the quantitative study method is defined as the study method based on positivism philosophy, used to examine a specific population or sample, collect data using study instruments, analyze data quantitatively or statistically, to test predetermined hypotheses.

### **Study Variables**

In this study, three variables were used, i.e., ease of use, promotions, and price. One dependent variable was the repurchase intention, and one intervening variable was customer satisfaction.

### **Population and Samples**

The study population was customers of airplane tickets on Traveloka with an unknown amount. The method used in the study was purposive sampling. According to Sugiyono (2016:144), purposive sampling is a sampling technique with a particular consideration. The number of samples taken in this study used the Rao Purba formula. Based on the formula, the obtained  $n$  was  $96.04 = 100$  people, and therefore, the researchers should at least took data from samples for 100 people for this study. Samples in this study were 200 people.

### **Data Collection Technique**

The data collection method used in this study was by questionnaires. A questionnaire is a survey technique, and the data collection is carried out by distributing a set of questions or written questions to respondents to answer Sugiyono (2016:137). Data collection was conducted by distributing the questionnaire form. The data type in this study was the primary data. Primary data is collected directly by giving data to the data collector Sugiyono (2016: 225).

### **Data Analysis Method**

The data analysis method in this study used the aid of a statistical software program of SPSS (Statistical Package for Social Science) version 26. Meanwhile, the analysis tool used was the multiple linear regression.

Table 2. Study Instrument Item Choice

<b>Variables and items of study instrument</b>	<b>Source</b>
<p><b>Ease of Use</b></p> <ol style="list-style-type: none"> <li>1. I easily recognize Traveloka application as a place to buy airplane tickets</li> <li>2. I easily understand how to buy an airplane ticket in Traveloka</li> <li>3. I easily understand the airplane ticket payment instruction in Traveloka application</li> <li>4. I easily obtain information required when I buy an airplane ticket in Traveloka</li> <li>5. I feel at ease to buy an airplane ticket in Traveloka</li> </ol>	Aladwani in Prathama and Sahetapy (2019)
<p><b>Promotions</b></p> <ol style="list-style-type: none"> <li>1. Traveloka gives promotions of airplane ticket coupons or vouchers</li> <li>2. Traveloka offers promotions of airplane ticket discounts</li> <li>3. Traveloka conducts promotions of airplane ticket advertisements on all available media</li> <li>4. Traveloka conducts sales promotions that are competitive to its competitors</li> </ol>	Tjiptono and Chandra (2012:367)
<p><b>Price</b></p> <ol style="list-style-type: none"> <li>1. Traveloka offers affordable airplane ticket prices</li> <li>2. Traveloka provides airplane ticket prices appropriate to their flight qualities</li> <li>3. Traveloka provides airplane ticket prices appropriate to their benefits</li> </ol>	Pham and Hsu (2015)
<p><b>Customer Satisfaction</b></p> <ol style="list-style-type: none"> <li>1. Traveloka provides a customer complaint system</li> <li>2. Traveloka accepts suggestions from customers</li> <li>3. Traveloka conducts a satisfaction survey after the purchase period</li> <li>4. Traveloka conducts a customer satisfaction survey by rating or review provision</li> </ol>	Tjiptono (2015:219)
<p><b>Repurchase Intention</b></p> <ol style="list-style-type: none"> <li>1. I make Traveloka as a means to buy airplane tickets</li> <li>2. I always buy airplane tickets in Traveloka</li> <li>3. I tend to buy airplane tickets in Traveloka</li> </ol>	Silaen & Prabawani (2018)

**RESULTS AND DISCUSSION****Respondents' Characteristics Profile**

Table 3. Respondents' Characteristics Profile

		<b>Frequency</b>	<b>Percentage (%)</b>
Sex	Male	70	35.0%
	Female	130	65.0%
<b>Total</b>		200	100.0%
Age	15-25 years	141	70.5%
	26-30 years	43	21.5%
	31-40 years	14	7.0%
	> 40 years	2	1.0%
<b>Total</b>		200	100.0%
Last education level	Middle School/Equivalent	3	1.5%
	High School/Equivalent	114	57.0%
	Diploma 3	21	10.5%
	Bachelor's Degree	60	30.0%
	Others	2	1.0%
	<b>Total</b>		200
Occupation	Student/College Student	77	38.0%
	Civil Servant	4	2.0%
	Entrepreneur	21	10.5%
	Private Worker	79	39.5%
	Housewife	5	2.5%
	Others	14	7.0%
<b>Total</b>		200	100.0%

**Data Quality Test Results****Validity Test**

Based on the calculation result, it is discovered that the overall r calculation value of the study instrument tested was positive and bigger than the r table value (0.1388). Therefore, it is concluded that all instrument items in this study were valid.

**Reliability Test**

Based on the calculation result, each variable's Cronbach alpha value had a coefficient of over 0.7. Therefore, it is concluded that all variables were reliable with a good decision.

**Classic Assumption Test Results**

**Normality Test**

The normality test aimed to examine whether the residual regression model had a normal distribution. The normality test result using the P-P Plot of Regression Standardized Residual normal graph shows dots spreading surrounding the diagonal line, and therefore, the data distribution was following the diagonal line direction.

**Multicollinearity Test**

The multicollinearity test aimed to examine the correlation between independent variables in the study model. A good regression model should not correlate with its independent variables. It is discovered in this study that the regression model was free from multicollinearity with tolerance > 0.10 or a VIP value of less than 10. The result shows that independent variables in the study had a tolerance value of more than 0.10 and VIP or less than 10. Therefore, no multicollinearity symptoms were found between independent variables.

**Heteroscedasticity Test**

The heteroscedasticity test aimed to examine whether the regression model had variance dissimilarity from the residual of one observation to another. The heteroscedasticity test used in this test was based on the Spearman’s Rho statistical test where the Sig. 2 tailed value was over 0.05, meaning that the regression model was free from heteroscedasticity. Also, the study’s heteroscedasticity test was reinforced with the scatterplot graph test, where the study had no clear pattern, and spots were distribution over and under 0 on the Y-axis. Therefore, it is concluded that the regression model had no heteroscedasticity.

**Linearity Test**

The linearity test aimed to discover whether the model specification used was true. Two variables are declared to have a linear relationship if the significance (linearity) is less than 0.05. The results show that all independent variables had linear relationships with customer satisfaction and repurchase intention because the significance value of all models in the linearity column was less than 0.05.

**Multiple Linear Regression Test**

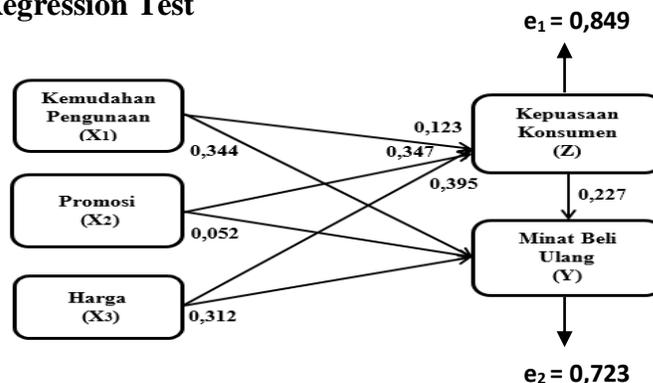


Figure 2. Study Model

The multiple linear regression model in this study was

$$Z = b_1X_1 + b_2X_2 + b_3X_3 + e_1$$

$$\text{Customer satisfaction} = 0.123 \text{ Ease of use} + 0.347 \text{ Promotion} + 0.395 \text{ Price} + 0.840$$

$$Y = b_4X_1 + b_5X_2 + b_6X_3 + b_7Z + e$$

$$\text{Repurchase intention} = 0.344 \text{ Ease of use} + 0.052 \text{ Promotion} + 0.312 \text{ Price} + 0.227 \text{ Customer satisfaction} + 0.723$$

**Model Suitability Test**

The model suitability test can be seen from the R square (R<sup>2</sup>) correlation coefficient. From the data results, R<sup>2</sup> obtained as follows:

Table 4. Deterination Coefficient (R<sup>2</sup>)

	Adjusted R Square
Customer Satisfaction (CS)	0.582
Repurchase Intention (RI)	0.622

$R^2_{Adjusted} = 1 - (1 - R^2_{CS})(1 - R^2_{RI}) = 84.19\%$ , meaning that 84.19% of the model contributed in explaining the relationship between examined variables and 15.81% was presented by other variables excluded from the study.

**Hypothesis T Test**

The data processing result of SPSS 26 (2020):

**Model 1 Hypothesis Test Results**

Table 5. Multiple Linear Regression Test Results (Model 1)

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	65.20	2.09		.84	.432	.016
Ease of Use	.09	.06	.123		.101	.037
Promotion	.34	.06	.347		.954	.000
Price	.51	.08	.395		.980	.000

a. Dependent Variable: Customer Satisfaction

With a significance level  $\alpha = 5\%$  and  $t_{table} = 1.972$ , it is concluded that the first model t test results are as follow:

1. Ease of use affected positive and significant to customer satisfaction with a value of  $t_{calculation} = 2.101 > t_{table} = 1.972$  and significance value of  $0.037 < 0.05$ .
2. Promotions affected positive and significant to customer satisfaction with a value of  $t_{calculation} = 4.954 > t_{table} = 1.972$  and significance value of  $0.000 < 0.05$ .
3. Price affected positive and significant to customer satisfaction with a value of  $t_{calculation} = 5.980 > t_{table} = 1.972$  and significance value of  $0.000 < 0.05$ .

**Model 2 Hypothesis Test Results**

Table 6. Multiple Linear Regression Test Results (Model 2)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.300	.723		1.797	.074
Ease of Use	.236	.039	.344	6.106	.000
Promotion	.045	.062	.052	0.732	.465
Price	.361	.079	.312	4.560	.000
Customer Satisfaction	.200	.060	.227	3.334	.001

a. Dependent Variable: Repurchase Intention

With a significance level  $\alpha = 5\%$  and  $t_{table} = 1.972$ , it is concluded that the second model t test results are as follow:

4. Ease of use affected positive and significant to repurchase intention with a value of  $t_{calculation} = 6.106 > t_{table} = 1.972$  and significance value of  $0.000 < 0.05$ .
5. Promotion affected positive and insignificant to repurchase intention with a value of  $t_{calculation} = 0.732 < t_{table} = 1.972$  and significance value of  $0.000 < 0.05$ .
6. Ease of use affected positive and significant to repurchase intention with a value of  $t_{calculation} = 4.560 > t_{table} = 1.972$  and significance value of  $0.000 < 0.05$ .
7. Ease of use affected positive and significant to repurchase intention with a value of  $t_{calculation} = 3.334 > t_{table} = 1.972$  and significance value of  $0.001 < 0.05$ .

**Mediation Test**

The ease of use variable (X1) significantly affected customer satisfaction (Z) and trust. (X1) also significantly affected repurchase intention (Y), and therefore, it is declared that customer satisfaction mediated between ease of use and repurchase intention. The promotion variable (X2) had a significant influence on customer satisfaction (Z), and promotion (X2) also insignificantly

affected repurchase intention (Y), and therefore, it is declared that customer satisfaction mediated between promotions and repurchase intention. The price variable (X3) significantly affected customer satisfaction (Z), and price (X3) also significantly affected repurchase intention, and therefore, it is declared that customer satisfaction mediated between price and repurchase intention.

## **DISCUSSION**

### **The Effect of Ease of Use on Customer Satisfaction**

Based on the multiple linear regression test result in this study, it is discovered that ease of use positively affected customer satisfaction. Meanwhile, from the t-test result, ease of use affected positive and significant to customer satisfaction of airplane tickets on Traveloka. It is concluded that ease of use affected positive and significant to customer satisfaction. This study results follow the study of Altobishi et al. (2018) in which their study result showed the effect of ease of use on customer satisfaction. It is reinforced by a study conducted by Tawakal & Untarini (2016), presenting that easiness affected positive and significant to satisfaction.

Murni (2018) stated that shopping easiness significantly affected customer satisfaction in her study of Analysis of The Influence of Trust, Easiness in Shopping, Product Quality to Customer Satisfaction to Increasiness in Shopping Customer Loyalty Online Shopping. Yudha et al. (2019) asserted that easy of use significantly affected customer satisfaction. Pratama & Ariyanti (2019) stated in their study that easiness significantly affected user satisfaction of the KAI Access application.

### **The Effect of Promotion on Customer Satisfaction**

Based on the multiple linear regression test result in this study, it is discovered that promotions positively affected customer satisfaction. Meanwhile, from the t-test result, promotions affected positive and significant to customer satisfaction of airplane tickets on Traveloka. It is concluded that ease of use affected positive and significant to customer satisfaction. The study results follow a study by Yudha et al. (2019), presenting that promotion significantly affected customer satisfaction. It is strengthened by a study of Anggriana et al. (2017), which stated that promotion significantly affected customer satisfaction.

Wardani et al. (2016) stated in their study that promotion affected positive and significant to customer satisfaction. Arianto & Setiawan (2020) argued that promotion affected customer satisfaction. Fiona (2020) explained that promotion significantly affected customer satisfaction of Gopay in the Jabodetabek area.

### **The Effect of Price on Customer Satisfaction**

Based on the multiple linear regression test result in this study, it is discovered that prices positively affected customer satisfaction. Meanwhile, from the t-test result, price affected positive and significant to customer satisfaction of airplane tickets on Traveloka. It is concluded that ease of use affected positive and significant to customer satisfaction. The study results follow a study by Gulla et al. (2015), expressing that price affected customer satisfaction. This statement is reinforced by the study of Wardani et al. (2016) titled The Effect of Products, Prices,

and Promotions Towards Customer Satisfaction Impacting Repurchase Intention, which stated that price affected positive and significant to customer satisfaction.

Tawakal & Untarini (2016) stated that price affected positive and significant to the satisfaction variable. Anggriana et al. (2017) mentioned that price significantly affected customer satisfaction. Yudha et al. (2019), in their study, stated that price significantly affected customer satisfaction.

### **The Effect of Ease of Use on Repurchase Intention**

Based on the multiple linear regression test result in this study, it is discovered that ease of use positively affected repurchase intention. Meanwhile, from the t-test result, ease of use affected positive and significant to repurchase intention of airplane tickets on Traveloka. It is concluded that ease of use affected positive and significant to repurchase intention. This study results follow a study by Prathama & Sahetapy (2019), presenting that ease of use affected repurchase intention. It is strengthened by Ali's (2016) study results, which stated that ease of use affected positive and significant to repurchase intention in his study titled Factors Deriving Customers' Repurchase Intention in Online Shopping: a Pakistani Customer's Perspective. Apriyani & Suharti (2017) stated that easiness affected positive and significant to repurchase intention.

Silaen & Prabawani (2019) asserted that easiness significantly affected repurchase intention. Udayana & Ramadhan (2020) explained that ease of use significantly affected Yogyakarta Online Digital Warehouse customers' repurchase intention.

### **The Effect of Promotions on Repurchase Intention**

Based on the multiple linear regression test result in this study, it is discovered that promotions positively affected repurchase intention. Meanwhile, from the t-test result, promotions affected positive and insignificant to repurchase intention of airplane tickets on Traveloka. It is concluded that promotions affected positive and insignificant to repurchase intention. This study results follow a study by Fernando & Salim (2019), presenting that promotions insignificantly affected repurchase intention. It is strengthened by Hidayah & Apriliani (2019), which stated that promotions insignificantly affected repurchase intention.

### **The Effect of Price on Repurchase Intention**

Based on the multiple linear regression test result in this study, it is discovered that prices positively affected repurchase intention. Meanwhile, from the t-test result, prices positively affected the repurchase intention of airplane tickets on Traveloka. It is concluded that price affected positive and significant to repurchase intention. This study results follow a study by Wardani et al. (2016), presenting that price affected repurchase intention. It is supported by Kusuma et al. (2018) in their study titled Customer Satisfaction Mediation on the Effects of Service Quality and Prices to Repurchase Intention of Sinar Karya Pemenang Enterprise, which stated that price significantly affected repurchase intention.

Sinambela (2019), in her study, stated that price affected positive and significant on repurchase intention of Portobello Café Semarang customers. Mustapa et al. (2018) stated that product prices and diversity affected positive and significant on customer satisfaction and repurchase

intention of spare part customers in PT. NEW RATNA MOTOR. Timuru & Nugraha (2020) stated in their study that price affected customers' interest to revisit the Umbul Sidomukti Tourism Semarang.

### **The Effect of Customer Satisfaction on Repurchase Intention**

Based on the multiple linear regression test result in this study, it is discovered that customer satisfaction positively affected repurchase intention. Meanwhile, from the t-test result, customer satisfaction positively and significantly affected the repurchase intention of airplane tickets on Traveloka. It is concluded that customer satisfaction affected positive and significant to repurchase intention. This study results follow a study by Suryani & Rosalina (2019), showing that online shopping satisfaction affected repurchase intention. It is supported by the study of Ali (2016) in his study, which stated that satisfaction affected positive and significant to repurchase intention.

Bulut (2015) stated that satisfaction affected positive and significant on repurchase intention. Saidani et al. (2019) also asserted in their study that customer satisfaction positively affected repurchase intention. Heriyanti & Budharani (2018) stated a similar thing in their study that satisfaction in overall significantly affected repurchase intention.

### **SUMMARY AND SUGGESTIONS**

Referring to the study results, it is concluded that independent variables of ease of use, promotions, and price positively and significantly affected customer satisfaction. Also, ease of use, price, and customer satisfaction positively and significantly affected repurchase intention, while promotions had a positive and insignificant effect on repurchase intention. Based on the study result, the mediation variable of customer satisfaction could mediate all independent variables of ease of use, promotions, and price with repurchase intention as the dependent variable.

This study results can be applied by companies to build customer loyalty, with an analysis built using the repurchase intention variable. Companies are expected to fulfill customers' desires to continue to buy regularly and loyal to them. Based on the conclusion, companies are suggested to increase promotions. Companies are expected to continue innovating using various sales promotions, such as inviting influential people on society like celebrities and vlog travelers. Companies can also offer many discounts to attract customers to repurchase.

Companies are also suggested to maintain ease of use and price perceived by customers because both are vital to attracting customers to conduct a purchase. Companies can continue implementing new features in their applications or websites, in which these help customers purchase goods and establish a competitive price to their competitors.

In this study, the obtained Adjusted R2 value was high; however, future studies are expected to be conducted by adding more independent variables regarding the repurchase intention of airplane tickets on Traveloka because the promotion variable has a positive yet insignificant effect on repurchase intention. Variable addition is expected to provide a broader perspective. It may help companies to build customer loyalty in conducting purchases.

**REFERENCES**

- Adelia, S. (2018). Pengaruh Online Promotion Terhadap Repurchase Intention dengan Customer Perception sebagai Mediasi pada Travel Online. *Jurnal Manajemen Pemasaran*, 12(2), 94-100.
- Alcántara-Pilar, J. M., Blanco-Encomienda, F. J., Armenski, T., & Del Barrio-García, S. (2018). The antecedent role of online satisfaction, perceived risk online, and perceived website usability on the affect towards travel destinations. *Journal of Destination Marketing & Management*, 9, 20-35.
- Ali, T. (2016). Factors Deriving Customers' Repurchase Intention in Online Shopping: A Pakistani Customer's Perspective. *International Journal of Management Sciences and Business Research*, 5(12).
- Altobishi, T., Erboz, G., & Podruzsik, S. (2018). E-Banking effects on customer satisfaction: The survey on clients in Jordan Banking Sector. *International Journal of Marketing Studies*, 10(2), 151-161.
- Anggriana, R., Qomariah, N., & Santoso, B. (2017). Pengaruh Harga, Promosi, Kualitas Layanan Terhadap Kepuasan Pelanggan Jasa Ojek Online "OM-JEK" Jember. *Jurnal Sains Manajemen Dan Bisnis Indonesia*, 7(2).
- Apriyani, N., & Suharti, S. (2017). Analisis Pengaruh Persepsi Kebermanfaatan, Persepsi Kemudahan dan Kepercayaan Terhadap Minat Beli Ulang Pengguna Smartphone Xiaomi. *MANAJEMEN DEWANTARA*, 1(1), 21-34.
- Arif, M. E. (2019). The Influence of Electronic Word Of Mouth (Ewom), Brand Image, And Price On Re-Purchase Intention Of Airline Customers. *Jurnal Aplikasi Manajemen*, 17(2), 345-356.
- Buchory, H. A., & Djaslim, S. (2010). *Manajemen Pemasaran: Teori, Aplikasi dan Tanya Jawab*. Bandung: Linda Karya.
- Chowdhury, N. T. (2015). An Empirical Investigation on Customer Satisfaction towards Online Ticketing in Malaysia. *The International Journal of Business & Management*, 3(3), 1.
- Dirwan, D., & Pertwi, A. (2018). Pengaruh Kenyamanan dan Kemudahan Penggunaan Fasilitas atm Bni Taplus Terhadap Kepuasan Nasabah pada Bank Negara Indonesia Kantor Cabang Utama Makassar. *Akmen Jurnal Ilmiah*, 15(2).
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 20*. Semarang: Badan Penerbit Universitas Diponegoro
- Gulla, R., Oroh, S. G., & Roring, F. (2015). Analisis Harga, Promosi, dan Kualitas pelayanan terhadap Kepuasan konsumen pada hotel Manado Grace inn. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 3(1).
- Hasan, A. (2013). *Marketing dan Kasus-kasus Pilihan*. Yogyakarta: CAPS.
- Heriyati, P., & Budharani, A. (2018). How Price Perception and Satisfaction Influence Online Repurchase Intention. *Pertanika Journal of Social Sciences & Humanities*, 26 (T): 9 – 17.
- Hidayah, S. A., & Apriliani, R. A. E. (2019). Analisis Pengaruh Brand Image, Harga, Kualitas Produk, dan Daya Tarik Promosi Terhadap Minat Beli Ulang Konsumen Batik Pekalongan (Studi Pada Pasar Grosir Setono Batik Pekalongan). *Journal of Economic, Business and Engineering (JEBE)*, 1(1), 24-31.

- Hsu, Y., & Pham, H. (2015). Effects of reference pricing on customer purchasing intention. *International Review of Management and Business Research*, 4(4), 1156.
- Husein, A., Zulkarnain, Z., & Taufiqurrahman, T. (2017). Analisis Pengaruh Iklan Dan Celebrity Endorser Terhadap Citra Merek Dalam Meningkatkan Minat Beli Shampoo Pentene Pada Masyarakat Kota Pekanbaru (Doctoral dissertation, Riau University). *JOM Fekon*, Vol. 4 No. 1
- Javadi, M. H. M., Dolatabadi, H. R., Nourbakhsh, M., Poursaeedi, A., & Asadollahi, A. R. (2012). An analysis of factors affecting on online shopping behavior of customers. *International Journal of Marketing Studies*, 4(5), 81.
- Kotler, P., & Armstrong, G. (2012). *Marketing Management*. New Jersey: Prentice Hall
- Kotler, P., & Armstrong, G. (2014). *Principle of Marketing*, 15th edition. New Jersey: Pearson Prentice Hall.
- Kotler, P., & Armstrong, G. (2015). *Marketing an Introducing Pretiece Hall twelfth edition*, England: Pearson Education, Inc
- Kotler, P., & Keller, K.L. (2012). *Manajemen Pemasaran*, Jilid 2, Bandung : Erlangga
- Kotler, P., & Keller, K.L. (2016) *Marketing Management*. 15th ed. Boston; Pearson.
- Kurniawati, T., Irawan, B., & Prasadjo, A. (2019). Analisis Pengaruh Kualitas Pelayanan, Harga, dan Brand Image Terhadap Kepuasan Konsumen Restoran Pizza Hut Cabang Jember. *e-Journal Ekonomi Bisnis dan Akuntansi*, 6(2), 147-151.
- Kusuma, K., Utami, C. W., & Padmalia, M. (2018). Pemeditasian Kepuasan Konsumen Pada Pengaruh Kualitas Layanan dan Harga Terhadap Minat Beli Ulang Perusahaan Sinar Karya Pemenang. *Jurnal Manajemen dan Start-Up Bisnis* Volume 3, Nomor 3.
- Murni, Y. (2018). Analysis of The Influence of Trust, Easiness in Shopping, Product Quality to Customer Satisfaction to Increasiness In Shopping Customer Loyalty Online Shopping. *International Journal of Economics, Business and Management Research*, Vol. 2, No. 04, 50-64.
- Novianti, N., Endri, E., & Darlius, D. (2018). Kepuasan Pelanggan Memediasi Pengaruh Kualitas Pelayanan dan Promosi terhadap Loyalitas Pelanggan. *MIX: Jurnal Ilmiah Manajemen*, 8(1), 90-108.
- Oroh, C. R. (2015). The Influence of Perceived Ease of Use, Perceived Usefulness and Trust on Repurchase Intention of Lion Air E-Ticket. *EFISIENSI*, 15(5).
- Pham, T. S. H., & Ahammad, M. F. (2017). Antecedents and consequences of online customer satisfaction: A holistic process perspective. *Technological Forecasting and Social Change*, 124, 332-342.
- Prathama, F. & Sahetapy, W.L. (2019). Pengaruh Kemudahan Penggunaan Aplikasi dan Kepercayaan Konsumen terhadap Minat Beli Ulang Konsumen E-commerce Lazada. *Agora*, 7(1).
- Rangkuti, F. (2010). *Strategi Promosi Yang Kreatif dan Analisis Kasus Integrated Marketing Communication*, Gramedia Pustaka Utama, Jakarta.
- Rangkuti, F. (2011). *Riset Pemasaran*. Gramedia Pustaka Utama, Jakarta.
- Saidani, B., Lagen, L. M., & Aditya, S. (2019). Analisis Pengaruh Kualitas Website Dan Kepercayaan Terhadap Kepuasan Pelanggan Dalam Membentuk Minat Pembelian

- Ulang Pada Pelanggan Shopee. *JRMSI-Jurnal Riset Manajemen Sains Indonesia*, 10(2), 425-444.
- Salim, A., & Fernando, J. (2019). Pengaruh Bauran Pemasaran Jasa Terhadap Minat Beli Ulang Celebrity Fitness Metropolitan Mall Bekasi. *Jurnal Manajemen*, 8(2).
- Salim, M. A., Soliha, E., & Siswanto, A. B. Effect Location, Price Perception of Satisfaction Customers And Impact On Repurchase Intention.
- Silaen, E., & Prabawani, B. (2019). Pengaruh Persepsi Kemudahan Menggunakan E-Wallet dan Persepsi Manfaat serta Promosi Terhadap Minat Beli Ulang Saldo E-Wallet Ovo. *Jurnal Ilmu Administrasi Bisnis*, 9(2), 155-163.
- Sudiarta, I. N. G., & Yuesti, A. (2018). Analysis of Service Quality and Promotion on Decision and Satisfaction of Foreign Visitors on Pandawa Beach Ecotourism in Badung Regency. *International Journal of Contemporary Research and Review*, 9(06), 20800-20810.
- Sugiyono (2011). *Metode Penelitian Kuantitatif Kualitatif DAN R&D* (cetakan ke- 14). Bandung: Alfabeta
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.
- Sunyoto. 2014. *Konsep Dasar Riset Pemasaran Dan Perilaku Konsumen Edisi 1* Yogyakarta: CAPS.
- Suryani, S., & Rosalina, S. S. (2019). Pengaruh Brand Image, Brand Trust, dan Kualitas Layanan Terhadap Keputusan Pembelian Ulang dengan Kepuasan Konsumen sebagai Variabel Moderating pada Startup Business Unicorn Indonesia. *Journal of Business Studies*, 4(1), 41-53.
- Tatang, M., & Mudiantono, M. (2017). The Impact of Website Design Quality, Service Quality, and Enjoyment on Repurchase Intention Through Satisfaction and Trust at Zalora. *Diponegoro Journal of Management*, 6(4), 549-559.
- Tawakal, D. I., & Untarini, N. (2016). Pengaruh Kualitas Layanan, Harga, Dan Kemudahan Terhadap Kepuasan Pelanggan Tri Di Surabaya. *Jurnal Ilmu Manajemen*, 4(2), 103-108.
- Tjiptono, F. (2011). *Service, Quality and Statisfaction*. Edisi 3. Penerbit Andi, Yogyakarta
- Tjiptono, F. & Chandra, G. (2012). *Pemasaran Strategik* (2th ed.). Yogyakarta: CV Andi Offset.
- Tjiptono, F. (2014). *Manajemen Pemasaran Jasa*. Andi Offset Yogyakarta
- Tjiptono, F. (2015). *Strategi Pemasaran*, Edisi 4. Andi, Yogyakarta
- Wardani, D. K., Paramita, P. D., & Minarsih, M. M. (2016). Pengaruh Produk, Harga Dan Promosi Terhadap Kepuasan Konsumen Yang Berdampak Pada Repurchase Itention (Studi Kasus Pada Pelanggan PT. Ntronik Lintas Nusantara Semarang). *Journal of Management*, 2(2).
- Yudha, S. A. P., Arifin, R., & Hufron, M. (2019). Pengaruh Kemudahan Penggunaan, Kualitas Pelayanan, Harga dan Promosi Terhadap Kepuasan Pelanggan Grabfood. *Jurnal Ilmiah Riset Manajemen*, 8(09).

Internet:

<https://apjii.or.id/survei2018s>

<https://www.cnnindonesia.com/teknologi/20190312125646-185-376484/mengenal-sejarah-internet>

<https://databoks.katadata.co.id/datapublish/2019/10/10/tren-pengguna-e-commerce-2017-2023>

<https://money.kompas.com/read/2019/05/17/130000926/kuartal-i-2019-penjualan-tiket-pesawat-di-traveloka-meningkat>

<https://www.money.id/digital/sejarah-bisnis-e-commerce-di-indonesia-dari-masa-ke-masa-160427f.html>

<https://tirto.id/traveloka-lebih-banyak-digunakan-milenial-ketimbang-tiketcom-edXE>

[https://www.topbrand-award.com/en/top-brand-index-int/?tbi\\_find=traveloka](https://www.topbrand-award.com/en/top-brand-index-int/?tbi_find=traveloka)

<https://www.traveloka.com/about-us>