

Positioning Travel Sites Online Traveloka According to Student Perception in Gresik using Method Multidimensional Scaling

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ABSTRACT

This study aims to analyze and determine the map *positioning* of Traveloka's online site on the attributes among sites *online travel* based on the perceptions of students at Gresik. This research uses a quantitative approach, with a total sample of 100 students. Sampling using method *non-probability sampling*, using purposive sampling technique. The data analysis method used is the Method *Multidimensional Scaling*. The data was obtained to find out the results map *positioning* offsite *online travel* Traveloka To its competitors based on students' perceptions at Gresik. Based on the results of the analysis, there are differences in position. Traveloka with the nearest competitor or direct competitor is Ticket (concerning ease of access to website quality and promos) and Airy Rooms (concerning discounts). The results of the similarity attitude response test by showing that there are similarities in the attitude of students' perceptions in assessing the similarity of Traveloka online travel sites compared to sites *online travel* other to the attributes of sites *online travel*.

Keywords - Map Positioning, Perception, Attributes, Traveloka

1. INTRODUCTION

Indonesia's tourism is a potential destination as an attraction for foreign tourists and domestic tourists to look for new experiences that are memorable and enjoyable. Domestic tourist travel is increasing. The increasing number of domestic tourists every year is followed by an increase in facilities and infrastructure that can make it easier to encourage increased domestic tourist purchasing power for a tourist product. Seeing these conditions, not a few official online ticket reverence sites as a company facilitator *online travel agent* that began popping up a variety of airline ticket revision services, hotels, trains and travel packages.

The era of communication and information technology that makes consumers want to obtain information in *real time*, which means wherever and whenever students are, information obtained easily as long as it is connected to the internet network. In addition to information that is easily accessible, the internet is also widely used as a means of communication and running its business, which became known as *e-commerce* is a dynamic collection of technology, applications and business processes that connect companies, consumers and certain communities through electronics. *E-commerce* allows buying and selling transactions carried out online anywhere. The growth and development of technology in the era of

globalization brought a change in human life. One of them is the result of advances in the era of information technology such as television, radio, newspapers, including technology which currently plays an important role in the dissemination of information and will continue to grow coupled with the internet. This is what makes people aware that today's communication and information technology.

One type of service offered by online sites is traveling for consumers or domestic tourists, for example: hotel bookings, flight ticket reservations and so on. Custom needs that are often used are plane tickets that can shorten travel time and use access on land and sea. The official ticket booking website online makes it easy for students to access and monitor ticket prices wherever and whenever without coming in person. Purchasing tickets online is also flexible and efficient, this can be seen from the users' energy and time when booking tickets is not only safe by buying tickets online from physically lost airplane tickets. Traveloka visits from Traveloka.com sources *Similar Web* February 2019 states that the total number of visits in November 2018 - January 2019 there are 100.1 million people who visit Traveloka.com and every month the traveloka site visits reach 33.37 million per month so that traveloka sites are often used by consumers to do travel or vacation to book tickets, the column *traffic share* shows that more visitors use cellular phones in visiting the Tiket.com site by 79.15% compared to using a PC (*Personal Computer*) which is equal to

20.85%.¹⁰ Traveloka.com or can be called traveloka Indonesia is one of the online *travel agent sites* that provides various online tickets. Not only is Traveloka a part of a series of agents *travel* in Indonesia, which is increasingly mushrooming one of the most powerful competitors of Traveloka is Tiket.com which has quite large visitors and can also become the strongest competitor of Traveloka. According Furkan Uddin (2016: 10) states that the quality of a website in an online shop site is a factor that can influence customer decisions. This classification can help marketers to recognize and better understand the potential of the online shopping tools used. Now website users support online travel companies to market to consumers by offering the convenience that traveloka offers to consumers. Consumer behavior wants to shop effectively and efficiently in terms of time.

Facing competition must have a marketing strategy for his services, which is determining market segmentation, targeting and positioning. *Positioning* according to Kotler and Keller (2014: 375) is the act of designing a company's offer and image so that it occupies a unique position (compared to competitors) in the minds of its target customers. *Positioning* can make a bridge that connects companies with their target market customers. So that the target customer understands and understands what the meaning of the existence of a company is in relation to the existence of its competitors. The key to success lies in the company's ability to create customer desires and perceived competition. From the above point, it can be concluded that there is a need for research on the Traveloka.com Website.

2. RESEARCH OBJECTIVES

In line with the formulation of the problem, the purpose of this research is as follows: To analyze the position map of travel *online site* Traveloka.com according to Student Perceptions at Gresik?

3. LITERATURE REVIEW

Broad marketing (Kotler (2009: 5)) is a social and managerial process whereby individuals or organizations get what they need and want through the creation and exchange of other values. Marketing can be called a company creating value for consumers so that it can build strong relationships between companies and consumers. There are 5 marketing processes (Kotler (2009: 29), among others:

1. Understanding the market and the needs and desires of customers. Human needs are conditions of feeling of inadequacy, desires are human needs that are formed by one's culture and personality, while demand is human desires supported by purchase intention So needs, wants and demands are the behaviour of consumers who have the urge to buy with their needs
2. Designing a marketing strategy that is driven by customers To design a good marketing strategy marketing must be able to answer the customer what must be served and how

the best way to serve this customer that is in proportion to our value, so marketing strategy is very important to attract customers, so marketers must be able to answer customer desires so that they can attract customers

3. Build an integrated marketing program that provides superior value. It must build customer relationships with the existence of marketing strategies into action.
4. Build profitable relationships and create customer satisfaction. So marketing management must be customer relations so that the whole process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction.
5. Capturing the value of customers to create profits and customer equity. The customer's perceived value is the customer's evaluation of the difference between all the advantages and costs of market bids compared to competitors' offers.

Consumer Behaviour According to Kotler (2009: 166) consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires. personal factors and psychological factors. **Consumer Perception** Kotler & Keller(2009: 180), states perception is the process by which we choose, organize, and translate information input to create a meaningful picture of the world. so perception depends not only on physical responses, but also on the relationship of responses to the surrounding fields and conditions in each of us.

Brand Image Hawkins and Mothersbaugh (2013: 335) which states that "*Brand image refers to the schematic memory of a brand.*" That is, brand image is something that refers to consumer memories that are composed of a brand. A brand consisting of a single product, may also include a number that includes several classes or product categories. **Website Quality** According Furkan Uddin (2016: 51) states that the quality of a *website* in ansite *online shop* is a factor that can influence customer decisions. This classification can help marketers to recognize and better understand the potential of the *online shopping* tools used. whereas according to Hyejeong and Niehm (2009: 222) revealed that previous researchers divided the quality dimensions of the website into five namely:

1. Information, including quality of content, usability, completeness, accuracy, and relevance
 2. Security, including trust, privacy and security guarantees
 3. Ease, including easy to operate, easy to understand, and speed
 4. Comfort, including visual appeal, emotional appeal, creative and attractive design
 5. Quality of service, including online completeness, and customer service
- Positioning** Al Ries and Jack Trout in Kotler (2005: 339) said that positioning is not an activity carried out on a product. Positioning is an activity carried out on the minds of prospective customers. So positioning the product in the minds of prospective customers must do good marketing so that they can keep customers in mind. What is meant by *positioning* in the context of marketing is the way the product, brand, or organization of a company is perceived as relative to the customer's audience.

4. RESEARCH METHODS

This research using quantitative approach. According to (Sugiyono 2017: 14) the quantitative method is called the traditional method, because this method has been used long enough so that it has been use as a method *positivistic* because it is based on the philosophy of *positivism*. The philosophy of *positivism* views that reality / phenomenon / phenomenon can be clarified, relatively permanent, concrete, observable, measurable and the relationship of symptoms is of nature and cause and effect. This research was conducted to students in Gresik Regency 61151, East Java. . The sample of this research is Gresik Student site users *online* travel. In this research the researcher faces a case where the population is very large and difficult to know or the number of samples is unknown, so the researcher chooses the sampling method to be used is the method *Non Probability Sampling*, which is a sampling technique that does not provide equal opportunity / opportunity for each elements or members of the population selected as samples. The sampling technique in this study *purposive sampling* is the determination of sampling techniques with certain considerations (Sugiyono, 2011: 81). Criteria Samples in this study are aggressive students who have already done a transaction or used on a travel site *online*. Because the population is unknown then using theory (Sugiyono, 2009; 129) suggests that using Roscoe with a suitable sample size for the study of 30- 500 samples So this research sample is 100 samples that are considered to be representative or *representative* of the population. This research data collection technique uses the distribution of questionnaires. This research questionnaire data will be distributed to Gresik students who use online travel sites. This questionnaire distribution system using an online system that is on *google form* .

5. RESULTS

Data sources processed 2019 Based on the table above it is known that the number of respondents in this study were 100 of whom 87 were Men and as many as 13 women Data sources processed 2019 Based on the above table Regarding the characteristics of respondents based on age, it can be concluded that the age range of respondents 17-19 years was 13 people, while the age range 20-22 were 51 people, while the age range 23-25 were 25 people and the age range 26-28 were 11 people.

Figure 1 explains the results map from the INDSCAL (*Individual Differences (weighted) Distance Model*) process to display MDS (maps *Multidimensional Scaling*) of 13 travel sites *online* in Gresik, namely Traveloka, Pegi-Pegi, Ticket , Agoda, Nusatrip, EzyTravel, Halal Trip, Go Indonesia, Mister Aladin, Airy Rooms, Trivago, Expedition and Booking. Explaining the coordinates of Traveloka and Airy Rooms have similarities about brand image attributes because the two online travel sites are close together and Traveloka online travel site is superior in brand image attributes because the Traveloka coordinates (2.1203) are at least dimension 1 (2.0). Explains the online travel sites

1. Positioning Map Analysis Results Brand Attributes The

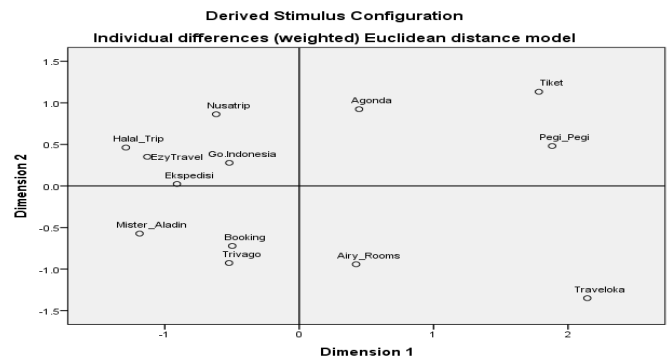


Figure 1. Results map from the INDSCAL (*Individual Differences (weighted) Distance Model*) process to display MDS of 13 travel sites *online* in Gresik

Tiket, Pegipegi and Agoda (top right hand corner) have similarities to brand image attributes because the coordinates are close together. explain (top left) online travel sites Halal Trip, Ezy Travel, Nusatrip, Go Indonesia and Expedition have their respective brand image attributes because each coordinate online travel site is close to each other. Mister Aladin online travel sites, Booking and Trivago have a similarity to the brand image attributes because each of the online travel sites has coordinate points close together.

2. Map Analysis Results Positioning Attributes of Ease of Access

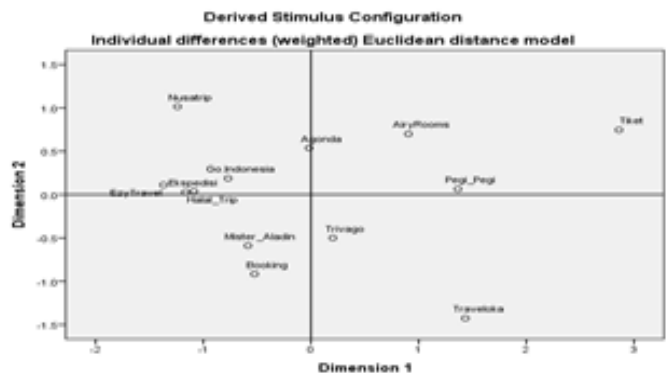


Figure 2. Results of the INDSCAL to display the MDS (*Multidimensional Scaling*) map of 13 travel sites *online* in Gresik

Explain the map of the results of the INDSCAL (*Individual Differences (weighted) Euclidean Distance Model*) to display the MDS (*Multidimensional Scaling*) map of 13 travel sites *online* in Gresik, namely Traveloka, Pegi-Pegi, Ticket, Agoda , Nusatrip, EzyTravel, Halal Trip, Go Indonesia, Mister Aladin, Airy Rooms, Trivago, Expedition and Booking. Explain the coordinates of the biggest ticket (top right hand corner) in dimension 1 with (2.8594) the biggest (2.0). The implication is that the online travel ticket site has nothing in common with its

online travel site. Figure 4.3 explains the coordinates of Airy Rooms and Pegipegi having a similarity in ease of access because of their distance to different locations. Explain the coordinates Nusatrip and agonda have similar ease of access. Explained the Go Indonesia Coordinates, Ezytravel, Expedition and Halal Trip are close together because they have similar ease of access. Explain (lower left corner) the coordinates of Mister_aladin and Booking close together because it has a similar ease of access to online travel sites. Explain (lower right corner) the Traveloka and Trivago coordinates (1.4329; 0.2025) have similar ease of access because the coordinates are close together.

3. Map Analysis Results Positioning Discount Attributes

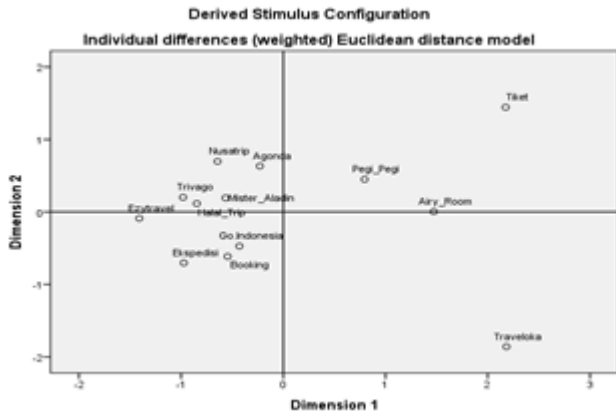


Figure 3. Results map from the INDSCAL to display MDS of 13 travel sites online in Gresik

Describe the results map from the INDSCAL (*Individual Differences (weighted) Euclidean Distance Model*) to display MDS (maps *Multidimensional Scaling*) of 13 travel sites online in Gresik, namely Traveloka, Pegi-Pegi, Ticket, Agoda, Nusatrip, EzyTravel, Halal Trip, Go Indonesia, Mister Aladin, Airy Rooms, Trivago, Expedition and Booking. explain the greatest Traveloka and Ticket coordinates in dimension 1 with the most (2.1828: 2.1751) (2.0) the implication of the Traveloka and Ticket online travel site bears no resemblance to its online travel site. explains the online travel site Pegipegi and Airy_rooms. It has a similarity to the Discount attribute because the coordinates are close together. Explains the online travel sites Nusatrip, Trivago, Mister Aladin and Halal Trip have similar discount attributes because the coordinates are close together. Explains the online travel sites EzyTravel, Go Indonesia, Expedition and Booking have similarities to the Discount attribute because the coordinates are close together.

4. Map Analysis Results Website Quality Attributes

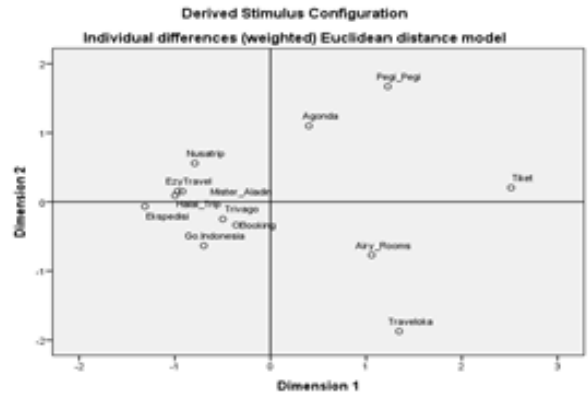


Figure 4. results map from the INDSCAL to display the MDS map of 13 travel sites online in Gresik

The image below explains the results map from the INDSCAL (*Individual Differences (weighted) Euclidean Distance Model*) to display the MDS (*Multidimensional Scaling*) map of 13 travel sites online in Gresik, namely Traveloka, Pegi-Pegi, Ticket, Agoda, Nusatrip, EzyTravel, Halal Trip, Go Indonesia, Mister Aladin, Airy Rooms, Trivago, Expedition and Booking. explain the coordinates of the largest online travel site Ticket (2.5147) (2.0) the implication of an online travel site ticket has nothing in common with its online travel site with the quality attributes of the website. Explains the coordinates of online travel sites Pegipegi and Agoda bears a resemblance to the quality of the website because they are coordinate points close together. Explain (top left) online travel sites Ezytravel, Nusatrip, Mister Aladin and Halal Trip have similarities to the website quality attributes because the coordinates are close together. Explains Trivago online travel sites, Expeditions, Booking and Go Indonesia have similarities to the quality attributes of the website because the coordinates are close together. Explains the online travel site Airy Rooms and Traveloka have a similarity to the website quality attributes because the coordinates are close together.

5. Map Analysis Results Attributes Promo

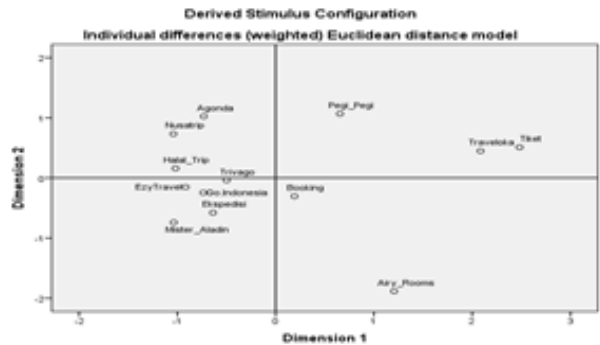


Figure 5. Results of the INDSCAL to display of 13 travel sites online in Gresik

Explains the map of the results of the INDSCAL (*Individual Differences (weighted) Euclidean Distance Model*) to display MDS (maps *Multi Dimensional Scaling*) of 13 travel sites *online* in Gresik, namely Traveloka, Pegi-Pegi, Tiket, Agoda, Nusatrip, EzyTravel, Halal Trip, Go Indonesia, Mister Aladin, Airy Rooms, Trivago, Expedition and Booking. explain the greatest Traveloka and Tiket coordinates in dimension 1 with the most (2.0838: 2.4814) (2.0) the implication that online travel sites have a similar promo attribute because the coordinates are close together. explains the online travel site Pegipegi (1.0671) does not have anything in common with other online sites with the promo attribute because there are no close coordinates. explains Agoda's online travel sites, Nusatrip and Halal Trip are similar because the coordinates are close together. explains (lower left corner) the online travel sites Trivago, Ezy Travel, Go Indonesia, Expedition and Mister Aladin have similar promo attributes because the coordinates are close together.

6. INTERPRETATION

Based on research and analyzing researchers by using SPSS 22 tools *for windows*, researchers can interpret: 1. According to students' perceptions at Gresik in terms of brand image, Travel is superior to 11 travel sites *online* namely Pegipegi Agoda, Nusatrip, EzyTravel, Halal Trip, Go Indonesia, Mister Aladin, Airy Rooms, Trivago, Expedition and Booking. Gresik students are more dominant in using Traveloka online travel sites because students who study at Gresik mostly utilize good brand image and facilities as transactions for semester breaks outside the city and return to my hometown, While there are quite a number of online travel sites with good brand image, one of which is Tiket which is a strong competitor for Traveloka by providing brand image and good quality so that it becomes one of the destinations for students who want to make transactions on travel sites online. From this result Traveloka has similar brand image attributes with Airy Rooms because the two online travel site coordinates are close together and Traveloka is in the coordinates (2.1203) or (2.0) these coordinates explain the traveloka brand image is superior to the brand image of online travel sites other.

Airy Rooms viewed from the brand image factor has similarities with the Traveloka site, while the Airy Rooms site works in collaboration with OTA to sell rooms that have been managed. Airy Rooms are the first choice for those who want to travel frugal. Airy Rooms provides a standard of comfort for every hotel in collaboration with Airy Rooms guarantees the comfort provided by Airy Rooms such as wifi, clean beds, toiletries, warm water, snacks + drinks and a Flat TV accompanied by Airy pillows that are characteristic. According to previous researchers Delsi and Ahmad Nizam (2017) Brand image is very important in choosing a product or service offered by a company because by having a brand image that is easily recognizable to consumers or well-known brands, consumers can rely on the product or service and can enable consumers to provide trust in the product or service offered by the company. 2. According to students' perceptions at Gresik

from the aspect of ease of access attributes are important considerations before making a transaction.

Therefore, the ease of use of the site *online travel* provided must be considered. If the transaction flow is difficult, students tend to discourage transactions from the site *online*. On sites *online travel* such as Tiket, Traveloka and Airy Rooms, Pegi-Pegi, Agoda, Nusatrip, EzyTravel, Halal Trip, Go Indonesia, Mister Aladin, Trivago, Expedition and Booking have good access on each online travel site. Students at Gresik rate Traveloka, Airy Rooms and Tickets as having the best accessibility so that students at Gresik who want to do transactions don't think too much about other online travel sites. But from these results the coordinates of the largest online travel site tiket in dimension 1 by explaining convenience according to students' perceptions on Gresik online travel site tiket are superior in ease of access to transactions. Tickets provide convenience in booking tickets and provide ticket facilities. For example, for booking plane tickets cheaper and train. Tickets and Train are often sought for wanting to return to hometowns and want to do the *traveling* with low fares. Tiket.com also has a wide variety of menu items such as rental cars and tickets of shows that there are myriads of interest making it easier for students to do the *traveling*.

According Jogiyanto (2007: 115) states (*perceived ease of use perceived ease of use*) is defined to what extent someone believes that using a technology will be free from effort. While Traveloka and Trivago have similarities in the ease of access to online travel sites according to the perceptions of students at Gresik. 3. According to the perception of students at Gresik in terms of discount, Traveloka and Airy Rooms have the advantage of 11 travel sites *online* namely Pegipegi, Tiket, Agoda, Nusatrip, EzyTravel, Halal Trip, Go Indonesia, Mister Aladin, Trivago, Expedition and Booking. Because Traveloka and Airy Rooms according to students in Gresik are the most targeted to save their money, so students who want to travel and go home do not have to pay dearly. But from these results the Traveloka and Tiket coordinates are the biggest in dimension 1 so that the discount is Traveloka offers online travel sites and more specialization tickets according to the perception of students at Gresik.

According to (Tjiptono 2008: 229)²⁴ Discounted price / discount is one type of sales promotion. Discounted price is the reduction of the product from the normal price within a certain period. Whereas sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate product purchases by and / or increasing the number of items customers buy. 4. According to students' perceptions at Gresik in terms of website quality, Tiket has the advantage of 12 travel sites *online* namely Traveloka, Pegi-Pegi, Agoda, Nusatrip, EzyTravel, Halal Trip, Go Indonesia, Mister Aladin, Airy Rooms, Trivago, Expedition and Booking. Because tickets provide convenience and make transactions flexibly, which means that it is done anywhere and anytime with good website quality, of course, it can be realized by displaying websites that fit the criteria as a measurement tool to achieve satisfaction with the quality provided by the online travel site. From these results the coordinates of the online travel site Tiket so these results explain Tiket.com is superior in website quality so that students at Gresik rate the online travel site is easier to make transactions and tickets have a significant difference helping to

display the nearest attractive location of the hotel. While Traveloka and Airy Rooms have a similarity to the quality of its website. Traveloka and Airy Rooms provide quality websites by providing convenience in making transaction payments biased through Indomaret while the Ticket cannot make payments through Indomaret. Traveloka and Airy provide good quality websites by providing information on discounts and rooms that suit your needs. According to previous research Endang Supriyati (2015) Website quality is influenced by three things, namely system quality, service quality and information quality. A good system allows users to use websites to solve their problems. 5. According to the perception of students at Gresik from the promo aspect, explaining 13 travel *online sites* , namely Traveloka, Pegi-Pegi, Tickets, Agoda, Nusatrip, EzyTravel, Halal Trip, Go Indonesia, Mister Aladin, Airy Rooms, Trivago, Expeditions and Booking have promos each of them on the site *online travel* . While Traveloka and Ticket are superior according to the perception of students at Gresik because the promo is given as an award of certain activities as an attraction to make more transactions and do greater transaction volume. So students feel that the promotion can reduce costs and still enjoy the facilities provided. From the results of the greatest Traveloka and Ticket coordinates in dimension 1 so that the promos offered are more dominant according to students at Gresik.

7. CONCLUSION

1. Traveloka must maintain the superiority of existing attributes, especially brand image attributes, ease and quality of the website so that traveloka must pay attention to the superiority of its competitors' attributes in order to compete to be superior to the eyes of consumers
2. On brand image attributes, ease of access, discounts, website quality and promos Traveloka must have differences and change the characteristics of the site *online travel* because Traveloka still has similarities and less competitive with its competitors, namely Tickets and Airy Rooms.
3. For further research, it can be used as a reference to develop this research related to consumer perceptions of a company's positioning strategy.

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