

# INFLUENCE OF INTEREST, PRICE, PRODUCT QUALITY, PROMOTION, AND BRAND IMAGE ON PURCHASING DECISIONS IN TRAVELOKA APP

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**Abstract** - This research was conducted to test and analyze the influence of interest, price, product quality, promotion, and brand image on purchasing decisions. The method used in this research was Structural Equation Modeling (SEM) using the SmartPLS application. The population in this study consisted of Traveloka application users with a total of 137 respondents. The study used purposive sampling with 104 respondents. The test results show that interest variable has a positive and significant effect toward purchasing decisions of Traveloka application users, while the price, product quality, promotion, and the variables of brand image have no significant effect toward users purchasing decisions of Traveloka application.

**Keywords:** Price; Product Quality; Promotion; Brand Image; Interest

## 1. INTRODUCTION

### 1.1 Research Background

The tourism industry in Indonesia is one of the economic driving sectors that is quite a concern because with the diversity of cultures and languages in the country, Indonesia is a magnet for local and international tourists to recognize the diversity and also encourage directly the development of startup applications that facilitate these developments.

Internet users who continue to grow in number are one of the value factors on the development of information channeled to the public and the contribution of several information channels into one medium through the internet. In addition, Based on the results of the Indonesian Polling study in collaboration with the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia grew 10.12 percent therefore the increase of the number of internet users attests to the fact that the internet is not only used as a communication tool, but also supports buying and selling activities (Kompas.com, 2019).

With the increase of internet users, businesses are also utilizing the internet as a marketing medium for their products. The development of the internet also indirectly changed aspects of life including consumer behavior. This includes changes in obtaining information and the need to make decisions in a fast way without limitation of place and time to buy and consume products. Moreover, consumer behavior tends to prefer everything that is practical and easily obtained by conducting online transactions.

Swasta and Irawan (2008: 145), in Sandy Sinambow and Irvan Trang (2015), argued that consumer decisions are motives or incentives that arise against something where buyers make purchases due to their needs and desires. In determining the right purchasing decision, there are factors that can influence a person's purchasing decision such as one's buying interest, the price offered, product quality, promotion, and brand image of the product / service.

According to Hasan (2013: 173), in Ignatius Danu Ghristian (2016), purchasing interest is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of likelihood of consumers making purchases. A person's interest in buying a product / service is strongly influenced by the price offered. Kotler and Armstrong (2008: 345), in Denny Kristian and Rita Widayanti (2016), state that the price is the amount of money billed for a product or service, or the amount of value exchanged by customers to get the benefits of owning or using a product or service.

Sundalangi et al. (2014), in Edo Praditya Denniswara (2016), explain that product quality is everything that is offered to the market to get attention, bought, used or consumed that can satisfy consumer desires. Consumer perceptions about a product can describe the quality of the product. Products sold in the market are very influential from promotions conducted by companies. Swastha (1984), in Siti Ainul Hidayah and R.A.E.P. Apriliani (2019), defines promotion as a one-way flow of information or persuasion created to direct a person or organization to actions that create exchanges in marketing. In addition to the purpose of promotion to market a product / service, promotion can also make the brand image of the product / service known or attached to consumers' memories so consumers are interested in buying or even repurchasing, depending on the satisfaction felt by consumers of the product / service.

## **1.2 Theoretical Background**

### **1.2.1 Buying decision**

Kotler and Keller (2009), in Astuti and Abdullah (2017) state that purchasing decisions are a stage of consumer evaluation in shaping preferences for brands in a collection of various behaviors.

### **1.2.2 Interest**

Kotler and Keller (2012), in Satria and Sidharta (2017), defines buying interest as customer behavior that appears as a response to objects that indicate the customer's desire to make a purchase.

### **1.2.3 Price**

Kotler and Keller who were translated by Bob Sabran (2009), in Riyono and Budiharja (2016), stated that price is one of the marketing mix elements that generates revenue, while other elements generate costs.

### **1.2.4 Product quality**

Kotler and Keller (2009), in Dewi and Prabowo (2018), defined product quality as the totality of features and characteristics of products or services that depend on their ability to satisfy the needs of consumers, both expressed and implied.

### 1.2.5 Promotion

Kotler and Keller (2007), in Sari, et. al (2014), stated that promotion is a collection of incentive tools, mostly short-term, designed to stimulate the purchase of certain products or services more quickly by consumers or traders.

### 1.2.6 Brand image

Kotler and Keller (200), in Kurniawati, et. al (2014), defined brand image as perceptions and beliefs held by consumers, as reflected in the associations embedded in consumers' memories, which are always remembered for the first time when they hear slogans about the product or service.

## 2. RESEARCH METHODOLOGY

This research used descriptive and verification research types. The data collection method in this study was survey with a questionnaire instrument. The analysis technique used was SEM or Structural Equation Modeling. This research was conducted on consumers who purchased the travel tickets in Traveloka Platform in meeting their traveling needs with a sample of 104 respondents.

### 2.1 Definition of Variable

Below is the operational definition for each variable used in the study

**Table 1. Operational Definitions**

Variable	Dimension	Indicator	Statement
Purchase Decision (Hendro and Hidayat (2018))	Choice of brands	Decisions about brand products	1. I will install the Traveloka application.
			2. I will recommend Traveloka to others.
	Choice of Products	Decision about the time of purchase	I will make a repurchase of my traveling needs through Traveloka because the quality of the products offered is reliable.
Decision about the type of product			The product offered is one that suits my traveling needs.
Interest (Widyaningrum, 2017)	Transactional interest	Someone's tendency to buy product	1. I am interested in downloading and installing the Traveloka application.
			2. I am considering traveling through Traveloka.
			3. I have a desire to travel through Traveloka.
	Referential interest	A person's inclination to reference a product	I will refer Traveloka to others.
I would choose to use Traveloka over other similar applications.			
Exploration Interest	Interest behavior with primary preference on products	I am interested in finding information about Traveloka.	

Variable	Dimension	Indicator	Statement
Price (Muharam and Soliha, 2017)	Price Match	Price according to the offer given	The price of the product sold is in line with my expectations.
			The price of the product offered is in accordance with its quality.
			The price of the product is affordable and in accordance with the quality offered.
		Prices in accordance with product benefits	Prices offered are in accordance with perceived benefits.
Competitive prices	Adapted to market dynamics	Product prices at Traveloka compete with other similar applications.	
Product Quality (Lubis (2015))	Application	Available in the market	Traveloka application is very easy to get.
		Attractive product design	The combination of color and image content in Mobile Apps and the Website is very interesting.
		Good use of language	The language in the Traveloka application is easy to understand.
	Specifications	Appropriate specifications provided	Selection of existing products has complete specifications and types.
		Meet predetermined standards	The choice of existing transportation needs is in accordance with the traveling needs.
			Standard products offered are good and recognized.
	Additional Functions	Features contained in an application	Additional functions related to the location of attractions, events, SPA, and other entertainment locations are useful for me.
		Application privileges	1. Payment of bills and data purchases are useful added values. 2. Finding places to eat is beneficial for me.
	Customer Service (CS)	Customer Service (CS) skills in serving consumers	1. CS is very informative about the products offered

Variable	Dimension	Indicator	Statement	
			2. CS understands the products offered in mobile and web applications.	
		Handling consumer complaints	CS can help follow up complaints related to the mobile app or the product ordered.	
		Product quality and privileges	1. Products ordered through Traveloka have online check-in. 2. Products in Traveloka have variety of payment functions 3. Products in Traveloka have a Travel Guide function that is very helpful.	
	Promotion  (Amalia Sulistiana and Harrie Lutfie (2017))	Sales Promotion	Attracting consumers to buy products	Promotional offers in the Traveloka mobile application can attract my attention to buy the products offered.
			Encouraging consumers to make repeat purchases	Promoting redeem points that can be used for further purchases adds to my interest in using Traveloka services.
			Has the advantage of competitors	Payment through Pay Later makes it easy to transact.
Information		Easy information	Information about the products offered in Traveloka services is easily obtained.	
Advertising		Use of attractive advertisements on products	Traveloka information advertisements carried out through television, websites or social media make me interested in the products offered.	
	The ability of advertising to reach the target market	Promotion carried out through television and YouTube by publishing the products offered makes me interested in using the products offered.		
Promotion  (Dianah and Welsa (2017))	Image maker	Product popularity	Traveloka is well known to many people. I know Traveloka.	
	Product image	Product quality	Products sold through Traveloka have guaranteed quality.	
	User image	Product design	The Traveloka brand is easy to remember with logo and color support.	

Variable	Dimension	Indicator	Statement
		Brand advantages	Traveloka brand is easy to say.

### 3. RESULTS AND DISCUSSION

#### 3.1 Outer model result

##### 3.1.1 Convergent validity result

Table 2. Results of Respondents' Validity Test Scores

Statement	Interest	Price	Quality Product	Promotion	Brand Image	Purchase Decision
X1.1	0.840					
X1.2	0.872					
X1.3	0.557					
X1.4	0.873					
X1.5	0.837					
X1.6	0.762					
X2.1		0.858				
X2.2		0.858				
X2.3		0.841				
X2.4		0.870				
X2.5		0.767				
X3.1			0.756			
X3.2			0.684			
X3.3			0.669			
X3.4			0.814			
X3.5			0.709			
X3.6			0.703			
X3.7			0.773			
X3.8			0.746			
X3.9			0.773			
X3.10			0.799			
X3.11			0.778			
X3.12			0.722			
X3.13			0.729			
X3.14			0.794			
X3.15			0.644			
X4.1				0.842		
X4.2				0.810		
X4.3				0.876		
X4.4				0.807		
X4.5				0.783		
X4.6				0.678		
X5.1					0.850	
X5.2					0.879	
X5.3					0.876	
X5.4					0.862	
X5.5					0.697	
Y1						0.842
Y2						0.897
Y3						0.930
Y4						0.863

Based on the Outer Loading Factor results above, there are several indicators that have a loading factor value of less than 0.6 and are not significant.

### 3.1.2 Discriminant validity results

**Table 3. Results of Cross Loading Test for Respondent Validity**

Statement	Interest	Price	Quality Product	Promotion	Brand Image	Purchase Decision
X1.1	0.840	0.517	0.532	0.447	0.529	0.646
X1.2	0.872	0.482	0.525	0.415	0.522	0.676
X1.3	0.557	0.237	0.128	0.132	0.233	0.375
X1.4	0.873	0.504	0.509	0.393	0.454	0.626
X1.5	0.837	0.572	0.609	0.506	0.538	0.737
X1.6	0.762	0.555	0.457	0.427	0.451	0.658
X2.1	0.539	0.858	0.613	0.527	0.458	0.554
X2.2	0.563	0.858	0.641	0.639	0.491	0.449
X2.3	0.483	0.841	0.554	0.600	0.391	0.410
X2.4	0.442	0.870	0.597	0.595	0.433	0.502
X2.5	0.544	0.767	0.587	0.475	0.480	0.561
X3.1	0.501	0.528	0.756	0.472	0.667	0.525
X3.2	0.452	0.466	0.684	0.449	0.481	0.446
X3.3	0.457	0.450	0.669	0.474	0.563	0.421
X3.4	0.617	0.647	0.814	0.617	0.628	0.585
X3.5	0.472	0.516	0.709	0.476	0.514	0.570
X3.6	0.534	0.533	0.703	0.586	0.460	0.570
X3.7	0.413	0.519	0.773	0.676	0.566	0.471
X3.8	0.430	0.511	0.746	0.585	0.623	0.480
X3.9	0.334	0.534	0.773	0.657	0.556	0.393
X3.10	0.479	0.600	0.799	0.611	0.474	0.527
X3.11	0.409	0.578	0.778	0.616	0.533	0.481
X3.12	0.318	0.466	0.722	0.575	0.429	0.433
X3.13	0.437	0.537	0.729	0.594	0.501	0.438
X3.14	0.409	0.575	0.794	0.619	0.608	0.449
X3.15	0.322	0.436	0.644	0.595	0.381	0.323
X4.1	0.428	0.569	0.610	0.842	0.522	0.505
X4.2	0.368	0.489	0.623	0.810	0.347	0.432
X4.3	0.442	0.623	0.702	0.876	0.517	0.533
X4.4	0.401	0.590	0.633	0.807	0.473	0.433
X4.5	0.362	0.520	0.562	0.783	0.442	0.400
X4.6	0.433	0.410	0.567	0.678	0.466	0.377
X5.1	0.546	0.447	0.615	0.446	0.850	0.535
X5.2	0.505	0.440	0.575	0.392	0.879	0.519
X5.3	0.493	0.483	0.596	0.487	0.876	0.497
X5.4	0.471	0.431	0.622	0.501	0.862	0.505
X5.5	0.422	0.465	0.616	0.608	0.697	0.442
Y1	0.737	0.485	0.581	0.428	0.492	0.842
Y2	0.691	0.527	0.592	0.534	0.542	0.897
Y3	0.728	0.513	0.555	0.483	0.589	0.930
Y4	0.640	0.599	0.576	0.548	0.490	0.863

From the results above, all loading constructs in the intended construct are greater than the values of the other construct loading. Thus, it can be interpreted that all constructs have adequate discrimination.



### 3.2 Composite reliability results

Table 4. Results of respondents

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Interests	0.882	0.901	0.912	0.636
Price	0.895	0.900	0.923	0.705
Product Quality	0.941	0.945	0.948	0.549
Promotion	0.887	0.899	0.915	0.643
Brand Image	0.890	0.895	0.920	0.699
Purchase Decision	0.906	0.907	0.934	0.781

In general, the value of composite reliability that can be used is at least 0.6 or more with Cronbach's alpha scores above 0.7. It can be concluded that the instrument used in this study is statistically reliable.

### 3.3 Testing results (Inner Model)

Testing the inner model or structural model is done to see the relationship between the construct, significance value, and R-square of the research model.

The structural model is evaluated using R-square for the dependent construct of the t-test as well as the significance of the coefficient of structural path parameters.

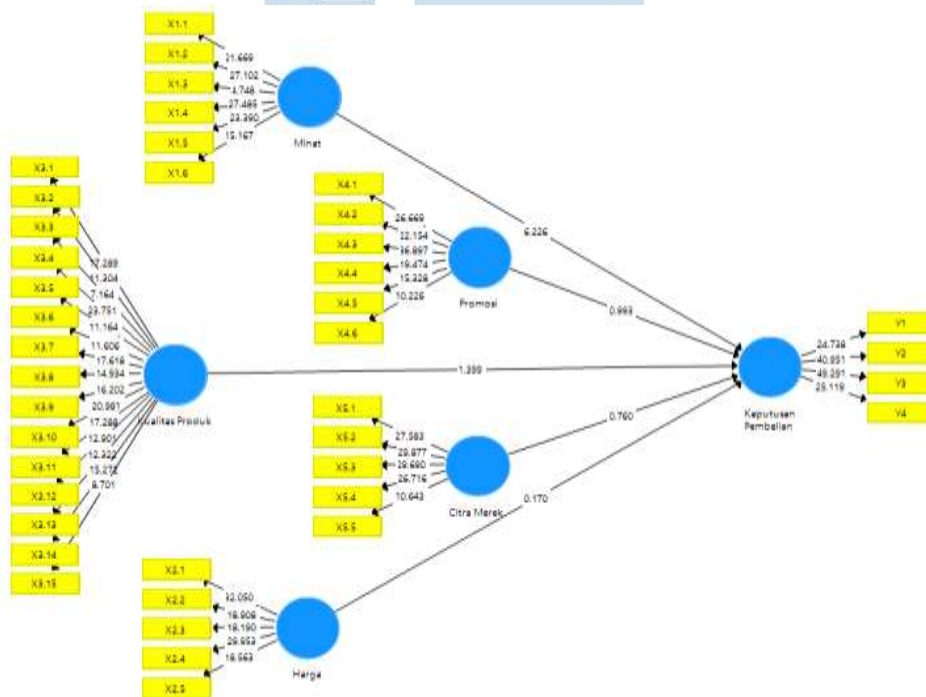


Figure 1. Model of Measurement

### 3.5 R-Square

Table 5. R-Square Respondent

Variable	R Square	R Square Adjusted
Purchase Decision	0.682	0.665



Table 5 shows the R-square value for the purchase decision variable which obtained a value of 0.682 or 68.2% which means that the purchase decision variable can be influenced by the independent variable.

### 3.6 Hypothesis test

The basis used in testing the hypothesis is the value contained in the output result for inner weight.

**Table 6. Effects between variables: Result for inner weights**

Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Interest -> Purchasing Decision	0.598	0.588	0.096	6.226	<b>0.000</b>
Price -> Purchasing Decision	0.024	0.018	0.144	0.170	<b>0.865</b>
Product Quality -> Purchasing Decision	0.158	0.171	0.113	1.399	<b>0.162</b>
Promotion -> Purchasing Decision	0.078	0.073	0.078	0.993	<b>0.321</b>
Brand Image -> Purchasing Decision	0.077	0.088	0.101	0.760	<b>0.447</b>

#### 3.6.1 Hypothesis 1 Testing (Influence of Interest on Purchasing Decisions)

The results of the first hypothesis testing able to show the relationship of interest to the purchase decision as presented in Table 11 showing the original value (O) which is a path coefficient of 0.598 with a statistical T value of 6.226. This value is greater than the value of t-table (1,960). So it can be interpreted that Purchasing interest has a positive and significant influence on purchasing decisions.

#### 3.6.2 Hypothesis 2 Testing (Effect of Prices on Purchasing Decisions)

The results of the second hypothesis testing show the relationship of prices to purchasing decisions as presented in Table 11 showing the original value (O) which is a path coefficient of 0.024 with a statistical t value of 0.170. This value is smaller than the t table value (1,960). So it can be interpreted that the price does not significantly influence the purchase decision.

#### 3.6.3 Hypothesis 3 Testing (Effect of Product Quality on Purchasing Decisions)

The results of the third hypothesis testing show the relationship on product quality to purchasing decisions as presented in Table 11 showing the original value (O) which is a path coefficient of 0.158 with a statistical t value of 1.399. This value is smaller than the t table value (1,960). So the values show product quality does not significantly influence purchasing decisions.

#### 3.6.4 Hypothesis 4 Testing (Effect of Promotion on Purchasing Decisions)

The fourth hypothesis testing results show the relationship of promotion to purchase decisions as presented in Table 11 showing the original value (O) which is a path coefficient of 0.078 with a statistical t value of 0.993. This value is smaller than the t table value (1,960).

So it can be interpreted that the promotion does not significantly influence the purchase decision.

### **3.6.5 Hypothesis 5 Testing (Effect of Brand Image on Purchasing Decisions)**

The fifth hypothesis testing results show the relationship of brand image to the purchase decision as presented in Table 11 showing the original value (O) which is a path coefficient of 0.077 with a t value of 0.760 statistics. This value is smaller than the t table value (1,960). So it can be interpreted that the brand image has no significant effect on purchasing decisions.

## **3.7 Discussion**

### **3.7.1 Influence of Interest on Purchasing Decisions**

Based on the results of the hypothesis test and discussion of the data that have been carried out, it is obtained from the results of the study that there is a positive and significant influence on purchasing decisions. Consumer interest in a product is influenced by the knowledge held and information from the product or service. Consumers who are interested on the product will search for positive information about the product after they hear the brand of the product. In addition, a good perception about the quality of the product will stimulate the emergence of buying interest which impact on the urge to make a purchase decision.

Number of downloads and users of Traveloka applications and similar applications in the period 2018 - Q1 2019 is the following: (TravelsPromo, 2019).

1. Traveloka has been installed in more than 10 million devices. With a very good average application score, it reaches 4.4 out of more than 300,000 users.
2. Tiket.com has been downloaded by more than 5 million users, with an average application assessment of 4.2 from 36,000 more users.
3. Nusatrip has been downloaded and installed on more than 100,000 devices with an application value of 4.4 from over 1000 users.
4. Pegipegi has been installed on more than 1,000,000 android devices with an application value of 4.5 out of 50,000 more users.
5. EzyTravel is currently not installed on many devices with only 5,000 users, as well as getting the application value is quite low with only 3.8 out of 100 more users.

Five airplane and hotel ticket booking sites with 2018 visitors according to Similar web data: (Cekaja.com, 2018).

1. Traveloka: November 2018, 15.75 million visitors with a total of 39.18 million
2. Tiket.com: November 2018, 5.56 million visitors with a total of 8.90 million
3. Booking.com: A total 3.97 million visitors
4. Pegipegi.com: A total of 2.97 million visitors
5. Agoda: A total of 2.40 million visitors

### **3.7.2 Effect of Price on Purchasing Decisions**

Based on the results of the hypothesis test and the discussion of the data that has been done, it was discovered that the price does not significantly influence the purchase decision. Price becomes an important factor in consumer purchasing decisions, especially if the price

offered is affordable and in accordance with the quality of the product so that it can hit the hearts of consumers. Prices cannot be used as a benchmark for consumers in making purchasing decisions, and some of the reasons are because the price offered does not match the perceived benefits, the price of the product is not affordable, and the price does not match the quality offered.

List of consumer choices for purchasing airline ticket applications at affordable prices: (TravelsPromo, 2019).

Cheap holiday season flight tickets for the top 5 traveling apps, namely:

1. Nusatrip;
2. Ezytravel;
3. Pegi-peg;
4. Tiket.com; and
5. Traveloka.

Cheap low season flight tickets for the top 5 traveling apps, namely:

1. Nusatrip;
2. Ezytravel;
3. Tiket.com;
4. Pegi-peg; and
5. Traveloka.

### 3.7.3 Effect of Product Quality on Purchasing Decisions

Based on the results of the hypothesis test and the discussion of the data that has been carried out, it was discovered that the quality of the product has no significant effect on purchasing decisions. The quality of a product is important and the main thing for consumers who will make a purchase decision for a product. If the quality of the product is low, consumers will be hesitant to buy the product. Besides that, other causes underlying why consumers are reluctant to make a purchase decision can be due to the additional functions contained in the Traveloka application which do not all support the traveling needs of consumers, and can cause damage (error) related to the mobile app or the product ordered by the consumer.

Based on the data from Similarweb (2020), the comparison of Traveloka applications with similar applications on Top Google Play Apps in Indonesia, Travel and Local, Top Free, is as follows:

- Traveloka: Being in order number 2
- Tiket.com: Being in sequence number 3
- Reddorz: Being in number 4
- Pegipegi.com: Was at number 9
- Agoda.com: Is at number 10
- Airy: Being in order number 13
- Booking.com: Is at number 18
- Trivago: Was at number 25
- NusaTrip: Is at number 30
- Mister Aladin: Being in sequence number 40

### 3.7.4 Effect of Promotion on Purchasing Decisions

Based on the results of the hypothesis test and the discussion of the data that has been done, it was discovered that promotion does not have a significant effect on purchasing decisions. Promotion will affect purchasing decisions if the promotion is able to provide and

fulfill the basic functions of the promotion and it introduces and generates consumer confidence in the product. Promotions conducted on social media and print media should be able to encourage purchasing decisions. However, with all promotions carried out by consumers, they do not conform with product promotion because consumers accept promotions with non-quality performance. Bad behavior for purchases will be given by consumers despite evaluations of alternative purchases.

Based on the findings of Alvara Research Institute in 2019, "Traveloka is said to have many promos. On the other hand, Tiket.com is in demand because it is easier to use. (Tirto.id, 2019).

### **3.7.5 Effect of Brand Image on Purchasing Decisions**

Based on the results of the hypothesis test and the discussion of the data that has been carried out, it was observed that the brand image has no significant effect on purchasing decisions. Brand image is the impression received by the public about a product. A brand image that feels good has a much better chance of being bought than a product that has an unpleasant or neutral image. Brand image that cannot influence consumers to make purchasing decisions explains that brand image cannot be an additional reference for potential customers and does not take into consideration the desired product. The Traveloka brand is already widely known to the public and it can be said to have a good brand image, so that the public is no longer considering making a purchase decision. For consumers, a good brand image may not necessarily make them want to buy or try the product. Some consumers consider other things, for example product quality, friend recommendations, or in accordance with their own desires.

The Traveloka brand is already well known by the public. This is indicated by Traveloka being the top in the minds of the respondent traveling application with a figure of 79.8 percent. This figure dominates other applications: Tiket.com (8.9 percent), Blibli.com (5.6 percent), and KAI Access (3.2 percent). (CNNIndonesia, 2019).

Referring to the startup ranking site, Traveloka is ranked third in the top startups in Indonesia. In early 2019 Traveloka entered Australia through the application and website. Besides that, despite already having a lot of fitus, Traveloka continues to innovate to develop its services both through applications and websites (Wartakotalive.com, 2019).

## **4. CONCLUSION**

Based on the research results of several variables tested, the following conclusions can be drawn:

1. Interest has a positive and significant influence on purchasing decisions in the Traveloka application. The emergence of interest in consumers to buy or use the services offered by Traveloka will encourage consumers to determine purchasing decisions on products offered by Traveloka.
2. Price does not significantly influence the purchase decision in the Traveloka application. This shows that the price of Traveloka is relatively expensive and not affordable by respondents with "middle to lower" income so that respondents do not make a purchasing decision.
3. Product quality has no significant effect on purchasing decisions in the Traveloka application. Demands on the quality of a product that has become a necessity cannot be met by the company, causing consumers who have owned to switch to competing products that are considered to have better product quality.
4. Promotion has no significant effect on purchasing decisions in the Traveloka application. Not all promotional offers in the Traveloka application can attract the

attention of consumers, and do not make consumers tempted to buy products offered on the Traveloka application.

5. Brand image has no significant effect on purchasing decisions in the Traveloka application. Not all consumers make purchasing decisions based on recognition or knowledge of a brand image that is already known or is being talked about, because some consumers usually make a purchase decision based on several things such as quality, price or will from within themselves.

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