JIPI (Jurnal Ilmiah Penelitian dan Pembelajaran Informatika)
Journal homepage: https://jurnal.stkippgritulungagung.ac.id/index.php/jipi
ISSN: 2540-8984
Vol. 10, No. 2, Juni 2025, Pp. 923-937

THE INFLUENCE OF E-SERVICE QUALITY, EASINESS, TRUST OF QUALITY OF INFORMATION, AND SALES PROMOTION ON PURCHASE DECISIONS ON THE TRAVELOKA APPLICATION

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Article Info
Keywords: E-Service Quality; Easiness; Trust of Quality of Information; Sales Promotion; Purchase Decisions

Article history:
Received 16 Oktober 2024
Revised 20 November 2024
Accepted 21 Desember 2024
Available online 15 March 2025

DOI :
https://doi.org/10.29100/jipi.v10i2.6085

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ABSTRACT
This research aims to analyze the influence of E-Service Quality, Easiness, Trust in Quality of Information, and Sales Promotion on consumer Purchase Decisions in the Traveloka application. This research also considers whether electronic service quality (E-Service Quality) is a dominant factor in digitizing the Traveloka Online Travel Agent (OTA). The research uses a quantitative approach by applying PLS-SEM (Partial Least Squares Structural Equation Modeling) to analyze complex relationships between variables and validate the reliability and validity of the constructs involved. Data was collected through an online survey distributed via social media to 385 samples with certain criteria, and analysis was carried out on measurement models, structural models, and hypotheses. The research results show that although E-Service Quality, Easiness, Trust in Quality of Information, and Sales Promotion do not have a significant positive effect on purchasing decisions, the ease of use of the Traveloka application significantly increases consumer confidence in the quality of the information provided. Thus, this research makes an important contribution to understanding the factors that influence consumer behavior in the context of the Traveloka application.

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I. INTRODUCTION

TECHNOLOGY plays a crucial role in transforming business, education, and various social interactions. Rapid developments in the world of technology have had a significant impact on the way humans work, communicate, and interact. Technological advancements, especially in mobile applications, have provided easy and fast access to various travel options. Consumers can explore destinations, compare quality, compare prices, and make reservations quickly from anywhere via Online Travel Agent platforms [1]. Traveloka is one of the largest Online Travel Agents (OTAs) in Indonesia, offering various deals with attractive promotions. Traveloka aggressively continues to develop its business in Indonesia [2]. The Traveloka application offers online transportation ticket, tourist ticket, and lodging reservation services, allowing users to simply place orders by opening the Traveloka Application and selecting the desired service [3]. Traveloka has been downloaded more than 114 million times, making it the most popular travel service purchasing application in Southeast Asia (Traveloka.com). The main services provided by the Traveloka application include booking travel tickets, accommodations, and tourist activities.

The choice of Traveloka as a case study is highly relevant considering its position as one of the largest Online Travel Agents (OTA) in Indonesia and Southeast Asia. Traveloka was chosen due to its dominance in the Indonesian market and the Southeast Asia region, making it representative in understanding the dynamics of the online travel application market in this area. Indonesia is also experiencing rapid digital technology development, with widespread smartphone use and internet access, making applications like Traveloka important platforms for consumers. Additionally, the unique habits of Indonesian consumers in shopping and using online services, such as preferences for attractive offers and promotions, are crucial aspects explored in this study.

This study highlights the importance of understanding the local context to generate deeper insights into the online travel app market. The results of this research can also serve as a reference for further studies in other countries in Southeast Asia with similar market characteristics. By emphasizing the local context, this research contributes theoretically to the field of online travel studies, helping to enrich the existing literature and opening opportunities for further study of consumer habits and preferences in using travel apps.

This research focuses on the variables E-Service Quality, Easiness, Trust of Quality of Information, Sales

Promotion, and Purchase Decision, using the Traveloka Indonesia application as a case study. The implementation of these variables is highly relevant in the context of digital business, especially for Online Travel Agents (OTAs). E-Service Quality is crucial in online applications because it directly influences the user experience. This includes the ease of use of the interface, speed of response, availability of information, and customer support through measured indicators. Good E-Service Quality typically increases customer satisfaction, which impacts their purchase decisions. Easiness also has a significant impact, as applications that are user-friendly tend to be more attractive to users. In the digital world, trust in the quality of information is vital, relating to the accuracy, trustworthiness, and completeness of the information provided by the application. Accurate and reliable information is essential for making purchasing decisions. Attractive sales promotions can significantly influence consumer interest in making a purchase.

This study aims to analyze how four variables influence consumer purchase decisions on the Traveloka application. It contributes significantly to existing literature by highlighting the impacts of E-Service Quality, Easiness, Trust in the Quality of Information, and Sales Promotion on consumer behavior within online travel applications, using the Traveloka case study as evidence. The E-Service Quality variables, measured by three indicators, offer a comprehensive understanding of how e-service quality directly affects purchase decisions. Similarly, the Easiness variable, also composed of three indicators, demonstrates how these factors attract users to the application. Trust in the Quality of Information, focusing on three indicators, underscores the importance of accurate and reliable information in shaping consumer decisions. Lastly, Sales Promotion, with three indicators, deepens our understanding of effective marketing strategies to increase consumer interest in online travel services.

This research examines how each variable influences outcomes (positive or negative), using PLS-SEM to test and analyze hypotheses. It aims to offer new insights into consumer behavior in online travel. The choice of PLS-SEM (Partial Least Squares Structural Equation Modeling) as the primary analytical method in this research is well-suited for the study of complex variables in the online travel application industry, exemplified by Traveloka. Unlike methods that require strict adherence to normal distribution assumptions, PLS-SEM offers flexibility, accommodating diverse variables effortlessly. This method proves effective in predicting and testing models involving variables such as E-Service Quality, Easiness, Trust of Information Quality, and Sales Promotion, which are critical in influencing user purchasing decisions. PLS-SEM's strength lies in its ability to provide stable parameter estimates as sample sizes grow, thereby minimizing bias and enhancing the reliability of research findings. Emphasizing predictive capability, PLS-SEM deepens understanding of how these variables interact, offering insights into consumer behavior within the Traveloka application.

Consequently, employing PLS-SEM facilitates a comprehensive analysis of factors impacting purchasing decisions, ensuring that study outcomes contribute meaningfully to the online travel application industry. By applying PLS-SEM to analyze these variables, this research not only advances theoretical insights into consumer behavior but also enriches understanding of technology adoption in rapidly developing markets. It significantly expands existing literature by providing empirical evidence that informs market dynamics and consumer preferences in the digital era. In summary, the application of PLS-SEM in this research enhances its methodological rigor by accommodating complex variables, ensuring robust predictive capabilities, and providing nuanced insights into consumer behavior. These attributes underscore PLS-SEM as a superior choice over conventional statistical methods, making it instrumental in advancing knowledge and informing strategic decisions in the evolving landscape of online travel applications.

II. RESEARCH METHODOLOGY

This research is classified as quantitative research. The modeling used is PLS-SEM (Partial Least Squares Structural Equation Modeling), and data processing is conducted using statistical techniques via SmartPLS. This research confines its scope to the Traveloka application, encompassing users throughout Indonesia. In line with the research objectives, this study utilized primary data obtained through a questionnaire distributed flexibly via Google Forms. Special provisions were set for questionnaire respondents to ensure alignment between the problem formulation and the established objectives.

A. Variable

This research examines the influence of four independent variables: E-Service Quality, Easiness, Trust of Quality of Information, on one dependent variable: Purchase Decision. The selection of these variables is based on a comprehensive literature review regarding factors influencing purchasing decisions in the context of online travel agent applications.

1. According to Wang & Wei (2018), E-Service Quality encourages people to prefer online shopping, becoming a lifestyle for today's practical individuals who avoid hassles [1]. Electronic service quality involves meeting consumer expectations without direct interaction in the services provided. It is increasingly recognized as an essential channel through which customer needs can be automatically fulfilled via the internet throughout the consumption life cycle [4].
2. Easiness refers to the quality or state of being easy, characterized by the lack of difficulty felt by the user. According to Chin & Todd (1995), easiness or ease is perceived as the influence of being relatively easy to use and understand in relation to technology and online transaction processes [5].
3. Trust arises from consumer expectations of a product. When these expectations are met, trust can create a positive impression of both the image and the product. According to Rousseau (1998), trust is defined as a state characterized by positive expectations from one party regarding the intentions or behavior of another party, without involving loss, harassment, or damage caused[6]. Information quality refers to the ability of a website or application to provide an overview or information about goods and services to consumers [7].
4. According to Kotler & Keller (2007), promotion is defined as a collection of incentive tools, mostly short-term, designed to stimulate quicker interest in purchasing products or services among consumers or traders [8].
5. According to Kotler and Keller (2015), a purchase decision refers to the decision-making process that involves whether to make a purchase or not [9].

B. Data

1. Primary Data
   According to Umi Narimawati, primary data is data obtained directly from the original or first source. This data is not available in compiled form or in file form. To obtain this data, it is necessary to search through sources or respondents, namely individuals who are the object of research or sources of the needed information [10].
2. Secondary Data
   According to Sugiyono, secondary data is a data source that does not directly provide information to data collectors. Secondary data functions as additional data that supports primary data needs [10].

This research is classified as primary data research because the information is collected directly from the primary source or directly from respondents.

a. Questionnaire

The required data is quantitative, so data collection will use a questionnaire prepared with an approach to each variable and implemented in the form of a Google Form. The data collection process via Google Form allows for efficiency in electronic data collection, increases respondent accessibility, and facilitates systematic information collection. The Google Form containing the research questionnaire was distributed via social media platforms: Instagram, WhatsApp, Line, and X.

b. Likert Scale

The Likert scale is used to measure the attitudes, opinions, and perceptions of individuals or groups regarding social phenomena [11].

TABLE I
LIKERT SCALE

Scale	Description
1	Strongly Disagree (SD)
2	Disagree (D)
3	Neutral (N)
4	Agree (A)
5	Strongly Agree (SA)

C. Hypothesis

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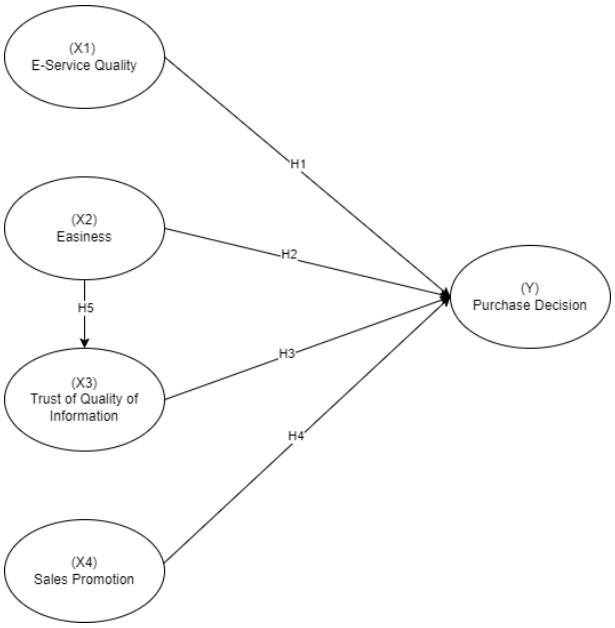

Fig. 1. Conceptual Framework

The E-Service Quality construct comprises three indicators: Efficiency, System Availability, and Privacy [12]. The Easiness construct is operationalized through three indicators: Easy to Interact, Easy to Recognize, Easy to Use [5] [13]. Trust of Information Quality is assessed using three indicators: Accuracy, Easy to Understand, Relevance [5]. Sales Promotion encompasses three indicators: Advertising Presentation, Discounts, Advertising Media. Purchase Decision is evaluated based on four indicators: Brand Choice, Recognition of Needs, Payment Method, Reviews and Recommendations [14].

TABLE II
HYPOTHESIS

Hypothesis	Variable	Description
H_1	ESQ - PD	E-Service Quality on Purchase Decision
H_2	ESS – PD	Easiness on Purchase Decision
H_3	TQI – PD	Trust of Quality of Information on Purchase Decision
H_4	SP – PD	Sales Promotion on Purchase Decision
H_5	ESS-TQI	Easiness on Trust of Quality of Information

D. Population and Sample

According to Sugiyono, quantitative research is grounded in the philosophy of positivism. It focuses on studying specific populations or samples by collecting data through research instruments. This data is then analyzed using quantitative or statistical methods, with the primary goal of testing predetermined hypotheses [15]. In this research, the population includes all users of the Traveloka application in Indonesia. It focuses on active Traveloka users across Indonesia as they represent the core user base and provide valuable insights into the app's strengths and weaknesses. By encompassing active users throughout Indonesia, the aim is to obtain a representative understanding of their experiences and perceptions of the Traveloka application. While employing purposive sampling for efficiency, the selection criteria were stringent to ensure the sample's representativeness of the broader Indonesian Traveloka user population. This approach enhances the generalizability of findings to a wider audience sharing similar characteristics with the study participants.

A non-probability sampling approach with a purposive approach was chosen for this research as it enabled the selective selection of Traveloka application users who met specific criteria aligned with the study's objectives. This method allowed for focused data collection from individuals who actively use the Traveloka app, ensuring the relevance of findings to the target population. Potential respondents were limited to the following criteria:

1. Traveloka application users on Android or iOS devices.
2. Have knowledge of the Traveloka application features.
3. Minimum age 17 years.

Considering that the population size is unknown, the Lemeshow formula is used to determine the required sample size[16].

$$n = \frac{z \propto^2 pq}{d^2} = \frac{z^2 p(1-p)}{d^2}$$

n : number of samples
z : level of confidence with a certain alpha
p : correct population proportion
q : population proportion incorrect = 1−p
d : limit error = 5% or 10%

This research uses a confidence level value (z) of 95%, equivalent to 1.960. The population proportion (p) is assumed to be 0.5, and the margin of error (d) is 5% or 0.05. Therefore, the sample size (n) is calculated with the following results:

$$n = \frac{z^2 p(1-p)}{d^2} = \frac{1960^2 \times 0.5 \times 0.5}{0.05^2} = 384.16$$

Based on these calculations, the minimum required sample size is 384.16, which is rounded to 385 respondents. This rounding is done to balance the precision of the research results and the operational feasibility of data collection.

E. Measurement of Indicators

TABLE III
MEASUREMENT OF INDICATORS

Variable	Indicator	Item Name	Statement
X1 (E-Service Quality)	Efficiency	ESQ 1	Filters and personalization in the Traveloka application speed up the process of searching for the services I need.
		ESQ 2	Online customer service is responsive when I need help.
	System Availability	ESQ 3	The Traveloka application rarely experiences downtime or errors, allowing me to access it anytime and anywhere without any problems.
		ESQ 4	The Traveloka application continues to function well and is responsive during busy periods, such as holidays or big discounts.
	Privacy	ESQ 5	The Traveloka application clearly provides information about its privacy policy.
		ESQ 6	The Traveloka application keeps my personal data safe.
X2 (Easiness)	Easy to Interact	ESS 1	The menu layout in the Traveloka application is easy to understand, so I can easily navigate and find the options I need.
		ESS 2	The navigation in the Traveloka application is simple, making it easy for me to explore the available features.
	Easy to Recognize	ESS 3	The Traveloka application uses familiar icons, buttons, and menus that make it easy for me to use.
		ESS 4	The Traveloka application design has a comfortable visual appearance, allowing me to focus on the information presented without being distracted.
	Easy to Use	ESS 5	I found it easy to use the Traveloka application even the first time I tried it.
		ESS 6	I can operate all features of the Traveloka application without needing much help or guidance from others.
X3 (Trust of Quality of Information)	Accuracy	TQI 1	The Traveloka application always provides up-to-date information, so I am confident that the travel, lodging, and prices in the app are accurate.
		TQI 2	The photos displayed in the Traveloka application regarding hotels or destinations always match the actual conditions.
	Easy to Understand	TQI 3	I feel that the information in the Traveloka application is presented simply and clearly, making it easier for users when making reservations and payments.
		TQI 4	The Traveloka application provides confirmation or notification regarding the success or failure status of the payment process for transactions I make.
	Relevance	TQI 5	The Traveloka application provides service and accommodation information that matches the details and quality standards I expect from a travel service.
		TQI 6	The information presented by the Traveloka application is very relevant to my travel needs.
X4 (Sales Promotion)	Advertising Presentation	SP 1	Traveloka promotional advertisements provide clear and easy-to-understand information about the promos being offered.
		SP 2	By offering attractive promos, Traveloka increases my confidence in booking flight tickets or hotels through the app.
	Discounts	SP 3	The use of discounts and coupons through the Traveloka application allows me to plan trips more affordably.
		SP 4	The information conveyed in Traveloka's online advertisements aligns with the actual offers in the application.
	Advertising Media	SP 5	I often see Traveloka promotional ads on social media such as Facebook, Instagram, Twitter, or YouTube.

		SP 6	When I search for travel-related keywords, such as "airplane tickets" or "hotel", Traveloka often appears at the top of the search results.
Y (Purchase Decision)	Brand Choice	PD 1	I choose the Traveloka application to book travel tickets or accommodation because I am confident in the reputation and quality of the services offered.
		PD 2	I choose to use the Traveloka application because it has a high rating on the Play Store/App Store.
	Recognition of Needs	PD 3	I use the Traveloka application because the services and accommodations offered suit my travel needs.
		PD 4	The refund guarantee in the Traveloka app gives me the sense of security and trust I look for in a travel app.
	Payment Method	PD 5	The digital payment system (cashless) in the Traveloka application makes it easy for me to complete transactions.
		PD 6	The payment options in the Traveloka app give me a sense of security by providing a variety of reliable payment options (such as instant debit, virtual account/VA, bank transfer, via minimarket, and e-wallet).
	Reviews and Recommendations	PD 7	User reviews in the Traveloka application are an important consideration for me when making purchases.
		PD 8	Recommendations from friends or family greatly influence my decision to make a purchase.

The questionnaire is distributed via Google Form through social media platforms like WhatsApp, Line, and X.Validity is assessed using Convergent Validity to ensure strong connections between variables and their theoretical concepts, and Discriminant Validity to confirm each construct's uniqueness. Reliability is evaluated with Cronbach's Alpha for internal consistency, Composite Reliability for how well variables represent constructs, and Average Variance Extracted (AVE) to measure the variance explained by indicators relative to their latent variables.

III. Result and Discussion

A. *Respondent Profile*

The total number of respondents in this study was 387. After screening using criteria for Traveloka application users aged over 17 years, 385 respondents met the requirements. Data were collected through an online survey using Google Forms, resulting in 385 respondents who met the predetermined criteria. PLS-SEM is suitable for use even with relatively small samples because it does not require the assumption of normal distribution for variables. This feature ensures the validity of the research despite the limited sample size. Moreover, PLS-SEM accurately models complex and non-linear relationships between variables and provides stable parameter estimates with minimal bias in small samples. Its capability to predict user behavior based on intricate variables enables precise identification of critical factors influencing purchase decisions.

TABLE IV
Respondent Profile

Characteristics	Category	Percentage
Gender	Male	26%
	Female	74%
Age	17 – 25 years old	66.8%
	26 – 35 years old	29.6%
	Above 35 years old	3.6%
Profession	Student	50.6%
	Entrepreneur	11.9%
	Employee	30.9%
	etc	6.6%
Transaction Frequency	1 time	10.6%
	2 – 5 times	63.1%
	Above 5 times	26.2%
Type of Services	Travel tickets	81.3%
	Tourist attraction entrance tickets	59.5%
	Accommodation	32.5%
Domicile	West Java	24,7%
	DKI Jakarta	19,7%
	Central Java	14,8%
	etc	40,8%

B. *Descriptive Statistical Analysis*

The descriptive percentage technique enables researchers to describe, detail, and interpret the collected data comprehensively, thereby providing an overall picture [17].

$$p = \frac{\sum f_i}{\mathrm{n}} \times 100$$

p : percentage of the frequency count to the total sample
f: number of observed frequencies
n : total number of samples

1. Value
   a. Min = 385 × 1 = 385; b. Max = 385 × 5 = 1925
2. Percentage
   a. Min = $\frac{385}{385}$ × 100% = 100%; b. Max = $\frac{385}{1925}$ × 100% = 20%

   The percentage of the minimum value (385) to the maximum value (1925) is 20%.
3. Range
   a. Range: 100% - 20% = 80%
   b. Interval: 80%/5 = 16%
   c. Value category:
      20% - 36% (Very low)
      36% - 52% (Low)
      52% - 68% (Moderate)
      68% - 84% (Good)
      84% - 100% (Perfect)

TABLE V
DESCRIPTIVE STATISTICAL ANALYSIS

Variable	Item Name	Result					Total	Percentage	Note
		SD	D	N	A	SA			
X1 (E-Service Quality)	ESQ1	6	28	21	171	159	1604	83,32%	Good
	ESQ2	23	33	47	171	111	1469	76,31%	Good
	ESQ3	25	45	54	156	105	1426	74,07%	Good
	ESQ4	19	38	44	170	114	1477	76,72%	Good
	ESQ5	18	24	34	154	155	1559	80,99%	Good
	ESQ6	10	26	45	158	146	1559	80,99%	Good
X2 (Easiness)	ESS1	11	26	34	173	141	1562	81,14%	Good
	ESS2	20	22	45	164	134	1525	79,22%	Good
	ESS3	11	28	35	159	152	1568	81,45%	Good
	ESS4	12	31	39	169	134	1537	79,85%	Good
	ESS5	18	31	49	145	142	1517	78,80%	Good
	ESS6	20	24	34	158	149	1547	80,36%	Good
X3 (Trust of Quality of Information)	TQI1	14	31	25	180	135	1546	80,31%	Good
	TQI2	15	36	59	182	93	1457	75,69%	Good
	TQI3	17	20	47	149	152	1554	80,72%	Good
	TQI4	14	22	35	156	158	1577	81,92%	Good
	TQI5	19	21	41	184	120	1520	78,97%	Good
	TQI6	16	35	41	147	146	1527	79,32%	Good
X4 (Sales Promotion)	SP1	14	32	30	185	124	1528	79,38%	Good
	SP2	20	34	41	154	136	1507	78,29%	Good
	SP3	16	30	51	137	151	1532	79,59%	Good
	SP4	13	34	55	168	115	1493	77,55%	Good
	SP5	12	38	37	157	141	1532	79,59%	Good
	SP6	17	28	36	162	142	1539	79,94%	Good
Y (Purchase Decision)	PD1	15	24	23	175	148	1572	81,67%	Good
	PD2	21	34	38	174	118	1489	77,35%	Good
	PD3	9	33	34	179	130	1543	80,15%	Good
	PD4	23	28	44	156	134	1505	78,18%	Good
	PD5	13	27	33	150	162	1576	81,88%	Good
	PD6	13	24	26	162	160	1587	82,44%	Good
	PD7	13	29	36	154	153	1560	81,03%	Good
	PD8	16	26	33	170	140	1547	80,37%	Good

The results show that all percentage values are above 70% out of the total 32 items across 385 samples. Thus, the percentage value falls into the 'Good' category. This indicates that the overall performance of the sample is satisfactory.

C. Outer Model

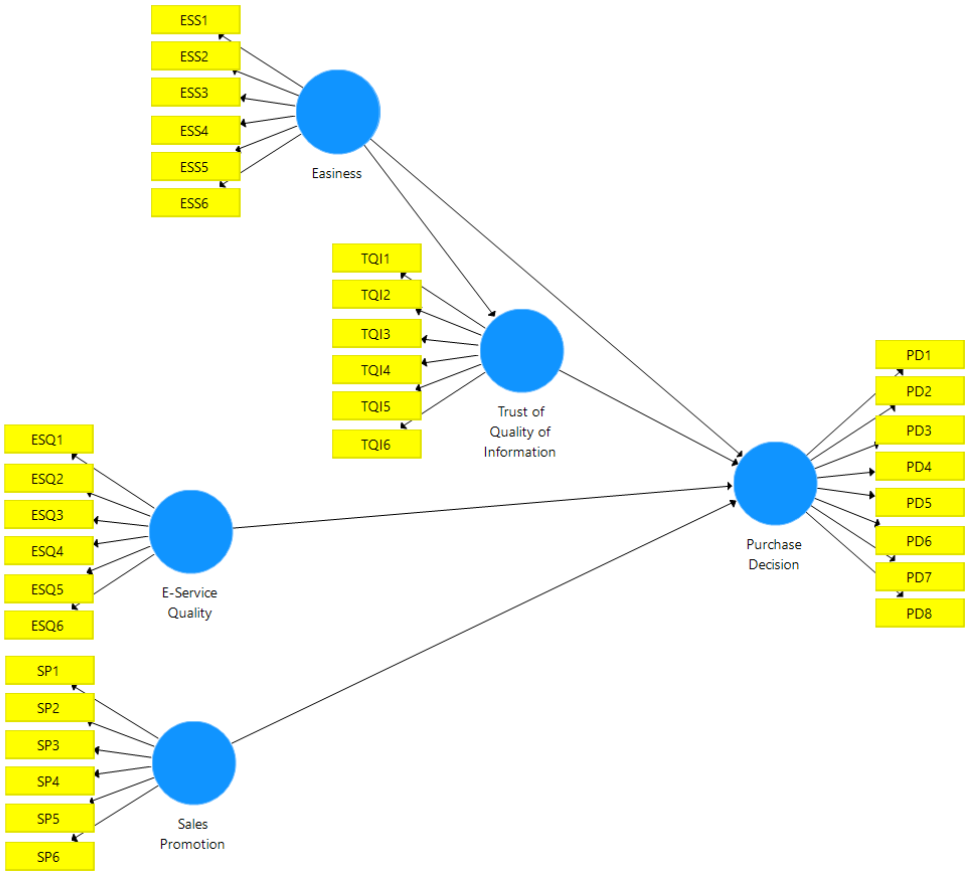

Fig. 2. PLS-SEM

1. Convergent Validity

Convergent validity refers to how well the responses of different variables convey the same concept. This ensures that the variables being measured are strongly connected to concepts that are not directly observable. Convergent validity is achieved when all items in the measurement model show statistical significance [18].

TABLE VI
OUTER LOADING

X1			X2			X3			X4			Y		
ESQ1	0.844	Valid	ESS1	0.816	Valid	TQI1	0.793	Valid	SP1	0.802	Valid	PD1	0.796	Valid
ESQ2	0.750	Valid	ESS2	0.779	Valid	TQI2	0.735	Valid	SP2	0.831	Valid	PD2	0.765	Valid
ESQ3	0.714	Valid	ESS3	0.778	Valid	TQI3	0.813	Valid	SP3	0.788	Valid	PD3	0.805	Valid
ESQ4	0.768	Valid	ESS4	0.807	Valid	TQI4	0.815	Valid	SP4	0.764	Valid	PD4	0.799	Valid
ESQ5	0.772	Valid	ESS5	0.754	Valid	TQI5	0.782	Valid	SP5	0.770	Valid	PD5	0.797	Valid
ESQ6	0.805	Valid	ESS6	0.818	Valid	TQI6	0.827	Valid	SP6	0.788	Valid	PD6	0.762	Valid
												PD7	0.812	Valid
												PD8	0.770	Valid

Outer loading (factor load) tests the validity of each construct, with a standard value of > 0.70 [19]. Based on the results of the data analysis obtained from respondents, the outer loading values for all items of all variables used in this research have met the minimum standards set (> 0.70). This indicates that each item has a significant contribution to the construct being measured, as each item is able to consistently represent the latent variable. This further supports the overall reliability of the measurement instrument used in this research. Therefore, the data obtained from respondents can be declared valid and fulfill the scientific criteria needed for further analysis.

2. Discriminant Validity

Discriminant validity is determined to ensure that each construct in the study is distinct. This shows that each construct in the research has a unique identity. Discriminant validity is achieved when the measurement model does not contain excess irrelevant items [18].

TABLE VII
CROSS LOADINGS

Item Name	X1	X2	X3	X4	Y	Note
ESQ1	0.844	0.485	0.551	0.429	0.471	Valid
ESQ2	0.750	0.365	0.381	0.356	0.381	Valid
ESQ3	0.714	0.349	0.370	0.295	0.294	Valid
ESQ4	0.768	0.402	0.420	0.340	0.339	Valid
ESQ5	0.772	0.434	0.443	0.342	0.407	Valid
ESQ6	0.805	0.416	0.464	0.381	0.384	Valid
ESS1	0.429	0.816	0.400	0.382	0.356	Valid
ESS2	0.396	0.779	0.340	0.345	0.313	Valid
ESS3	0.435	0.778	0.330	0.321	0.349	Valid
ESS4	0.438	0.807	0.377	0.324	0.318	Valid
ESS5	0.389	0.754	0.336	0.314	0.340	Valid
ESS6	0.434	0.818	0.337	0.369	0.336	Valid
PD1	0.386	0.352	0.355	0.353	0.796	Valid
PD2	0.397	0.315	0.357	0.364	0.765	Valid
PD3	0.389	0.339	0.414	0.369	0.805	Valid
PD4	0.434	0.332	0.318	0.340	0.799	Valid
PD5	0.384	0.384	0.354	0.334	0.797	Valid
PD6	0.350	0.287	0.327	0.349	0.762	Valid
PD7	0.396	0.386	0.350	0.390	0.812	Valid
PD8	0.390	0.262	0.317	0.323	0.770	Valid
SP1	0.370	0.323	0.297	0.802	0.361	Valid
SP2	0.380	0.342	0.301	0.831	0.383	Valid
SP3	0.338	0.349	0.323	0.788	0.343	Valid
SP4	0.406	0.333	0.325	0.764	0.342	Valid
SP5	0.348	0.333	0.299	0.770	0.350	Valid
SP6	0.364	0.375	0.324	0.788	0.345	Valid
TQI1	0.452	0.329	0.793	0.274	0.330	Valid
TQI2	0.370	0.304	0.735	0.239	0.258	Valid
TQI3	0.477	0.380	0.813	0.349	0.384	Valid
TQI4	0.522	0.406	0.815	0.328	0.402	Valid
TQI5	0.400	0.310	0.782	0.283	0.328	Valid
TQI6	0.475	0.383	0.827	0.377	0.383	Valid

All items have higher outer loadings on the construct they measure compared to cross loadings on other constructs, demonstrating strong validity in representing their respective constructs. This indicates that each item contributes significantly to the construct being measured, ensuring that the discriminant validity of this research model is good.

TABLE VIII
FORNELL-LARCKER CRITERION

	X1	X2	X3	X4	Y
E-Service Quality	0.776				
Easiness	0.531	0.792			
Trust of Quality of Information	0.571	0.447	0.795		
Sales Promotion	0.465	0.433	0.393	0.791	
Purchase Decision	0.496	0.423	0.444	0.448	0.789

The Fornell-Larcker Criterion indicates that the square root value of the AVE for each construct must be greater than the correlation of that construct with other constructs [19]. The test results indicate that the square root of the Average Variance Extracted (AVE) for each construct exceeds the correlations between that construct and other constructs. This suggests that each construct explains more variance among its own indicators than the variance it shares with other constructs, thereby supporting discriminant validity in the model. This indicates that each construct can be statistically distinguished well from others in the research model.

TABLE IX
HTMT

	X1	X2	X3	X4	Y	Note
E-Service Quality						Valid
Easiness	0.601					Valid
Trust of Quality of Information	0.638	0.500				Valid
Sales Promotion	0.526	0.492	0.441			Valid
Purchase Decision	0.548	0.470	0.486	0.499		Valid

HTMT (Heterotrait-Monotrait Ratio) verifies that the constructs being measured are distinct from one another, with a standard value of < 0.9 [19]. The Heterotrait-Monotrait Ratio (HTMT) values meet the minimum criteria (< 0.9) for all analyzed items. This indicates that each construct demonstrates adequate discriminant validity, ensuring clear differentiation from other constructs. Thus, the instrument used in this research exhibits high validity.

3. Reliability

Reliability refers to the extent to which a measurement model can be trusted to measure the latent construct in question. Indicator reliability is measured by squaring the external loading of the reflective construct [18].

TABLE X
CRONBACH'S ALPHA AND AVE

	Cronbach's Alpha	Composite Reliability	AVE	Note
E-Service Quality	0.868	0.901	0.603	Reliable
Easiness	0.881	0.910	0.628	Reliable
Trust of Quality of Information	0.883	0.911	0.631	Reliable
Sales Promotion	0.880	0.909	0.626	Reliable
Purchase Decision	0.913	0.929	0.622	Reliable

Cronbach's Alpha measures the internal consistency of each indicator in the construct, aiming for a value of > 0.70. Composite Reliability assesses how well the variables underlying a construct are represented, aiming for a value that reflects the true reliability of a construct, also > 0.70 [19]. Each variable exhibits values of more than 0.7 on Cronbach's Alpha and Composite Reliability, while the Aver-age Variance Extracted (AVE) exceeds 0.5. These results indicate that the instrument used in this research pos-sesses a high level of reliability and validity. A Cronbach's Alpha value exceeding 0.7 signifies good internal consistency among items within each variable, and an AVE value above 0.5 indicates that the variable explains more than half of the variance among its related items. Therefore, this instrument can be trusted to measure con-structs, thereby supporting the validity of the research results.

D. Inner Model

1. R^2 (R-Square) and Adj. R^2 (Adjusted R-Square)

TABLE XI
R2 (R-SQUARE) AND ADJ. R2 (ADJUSTED R-SQUARE)

	R^2	Adj. R^2
Trust of Quality of Information	0.200	0.198
Purchase Decision	0.342	0.335

The R^2 value is categorized into three levels: 0.67 (strong), 0.33 (moderate), and 0.19 (weak) [18]. A higher adjusted R^2 indicates that the model is better at explaining variation in the dependent variable. Path analysis for X3 (Trust of Quality of Information) shows a coefficient of determination (R^2) of 0.200. This indicates that 20% of the variability in Trust of Quality of Information can be explained by the independent vari-ables in this model. Path analysis for Y (Purchase Decision) shows a coefficient of determination (R^2) of 0.342. This indicates that 34.2% of the variability in the Purchase Decision variable is explained by the independent variables. Based on the R^2 value obtained, the level of strength of determination for this path falls in the medium or moderate category. In addition, the adjusted coefficient of determination (adj. R^2) for X3 (Trust of Quality of Information) is 0.198. For Y (Purchase Decision), the adj. R^2 is 0.335. Overall, this model is more effective in explaining variability in Purchase Decision compared to Trust of Quality of Information, as evidenced by the higher coefficient of determination value for Purchase Decision.

2. f^2 (F-square)

TABLE XII
EFFECT SIZE

	X1	X2	X3	X4	Y
E-Service Quality					0.043
Easiness			0.250		0.017
Trust of Quality of Information					0.027
Sales Promotion					0.052
Purchase Decision					

The f^2 value is categorized into three levels: 0.02 (small), 0.15 (moderate), and 0.35 (large) [19]. The results of the analysis of the contribution of the independent variables to the dependent variable in the model have been created using f^2 as the effect size. The results show that the variables E-Service Quality, Easiness, Trust in Quality of Information, and Sales Promotion each make a weak contribution to the variation in the dependent variable Purchase Decision, with f^2 values of 0.043, 0.017, 0.027, and 0.052 respectively. Meanwhile, Easiness towards Trust in Quality of Information has a significant contribution of 0.250. It can be stated that the Sales Promotion variable has the largest contribution to the dependent variable Purchase Decision, but this value is still in a relatively weak category. The Easiness variable on Trust in Quality of Information has a significant relationship with f^2 value of 0.250.

3. Model fit

TABLE XIII
MODEL FIT

	Saturated Model	Estimated Model
SRMR	0.046	0.080
NFI	0.869	0.860

Model suitability testing can be assessed based on the SRMR (Standardized Root Mean Square Residual) and NFI (Normed Fit Index) values. The SRMR criterion should be less than 0.08, while the NFI is expected to exceed 0.90 [20]. The analysis results show that the SRMR of the saturated model from the PLS-SEM model is 0.046, while the estimated model is 0.080, indicating low residuals and a general match with the observed data. Meanwhile, NFI shows a value of 0.869 for the saturated model and 0.860 for the estimated model, indicating adequate model fit but not yet reaching the ideal value.

E. Analysis Results

1. T-statistic and P-value

The T-statistic tests the significance of the path coefficient between latent variables (constructs) in the model, while the P-value indicates the statistical significance of the T-statistic. If P ≤ 0.05, the hypothesis is accepted; otherwise, the hypothesis is rejected [18].

TABLE XIV
FINAL RESULT

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Note
E-Service Quality -> Purchase Decision	0,228	0,226	0,118	1,939	0,053	Rejected
Easiness -> Purchase Decision	0,132	0,131	0,125	1,063	0,288	Rejected
Trust of Quality of Information -> Purchase Decision	0,168	0,175	0,129	1,307	0,192	Rejected
Sales Promotion -> Purchase Decision	0,219	0,230	0,120	1,827	0,068	Rejected
Easiness -> Trust of Quality of Information	0,447	0,458	0,072	6,199	0,000	Accepted

a. The research results stated that E-Service Quality had no significant positive effect on Purchase Decision (p = 0.053 > 0.05 and T = 1.939 < critical value 1.96). This indicates that poor electronic service quality can have a negative impact on users' purchasing decisions through the Traveloka application.
This finding differs from the research results of Durado et al. (2023), who found that E-Service Quality has a positive and significant effect on Purchase Decisions [21]. Their study used multiple linear regression with a smaller sample size, specifically 100 respondents, and a different number of statement items: 4 items for E-Service Quality and 5 items for Purchase Decisions. Additionally, this research also uses different variables. Conflicting results were also found in research by Aditia Sovia Pramudita & Rahayu Eka Agustia (2021), where they found that E-Service Quality had a positive and significant correlation with Traveloka consumer purchase decisions on the mobile application [22]. Even though the research object is the same, the modeling used is different, specifically multiple linear regression, and the number of variables used is also different. From this comparison, it can be seen that differences in modeling, sample size, number of statement items, and variables used can influence the results of research regarding the influence of E-Service Quality on Purchase Decisions.

b. The research results stated that Easiness had no significant positive effect on Purchase Decision (p = 0.288 > 0.05 and T = 1.063 < critical value 1.96). Difficulty in using the application has a negative impact on the purchasing decisions of Traveloka application users.
This research is supported by the findings of Vania Nurshafira Ernando & Faiz Albanna (2022) found no influence of easiness on purchase decisions, with easiness measured by 10 items and purchase decisions by 11 items [23]. Contrarily, Gurusinga et al. (2020) found a significant influence, using 4 items for both variables with 210 respondents, and Suwardi et al. (2024) also found a significant effect using 5 items each with 100 respondents [24] [10]. These differences may result from variations in variable indicators, methodologies, sampling techniques, locations, and the number of items used, highlighting that these factors can affect research outcomes and interpretations.

c. The research results stated that Trust in Quality of Information did not have a significant positive effect on Purchase Decision (p = 0.19 > 0.05 and T = 1.307 < critical value 1.96). Information quality that is considered poor has a negative effect on user trust when deciding to make a purchase via the Traveloka application.
This research aligns with Gurusinga et al. (2020), who found that information quality does not significantly affect purchase decisions [24]. However, their study used multiple linear regression with 210 respondents from Jember Regency. In contrast, studies by Stepanus Dwi Nugroho Adi & Audita Nuvriasari (2021) and by Inayah & Arif Fakhrudin (2023) found that trust positively influences purchase decisions on Traveloka, used multiple linear regression with 100 respondents, focusing on

accommodation and online ticket purchases, respectively [25] [15]. These differences in methodology and scope may explain the varying results. User confidence in information quality and its effect on purchase decisions might be influenced by other factors not identified in this research.

d. The research results stated that Sales Promotion had no significant positive effect on Purchase Decision ($p = 0.192 > 0.05$ and $T = 1.307 <$ critical value 1.96). Ineffective promotions have a negative impact on the purchasing decisions of Traveloka application users.
The results of this research align with the findings of Tanggor Sihombing & Dosma Sihombing (2021) [8]. However, although this research adopts a hypothesis consistent with the reference journal, the rejection of the hypothesis in previous research may be related to differences in the selection of indicator variables. The author improves the framework by using more precise and contextual indicators in accordance with the latest conditions. Additionally, differences in sample size also affect the interpretation of the results, with this study using a larger sample to increase the validity and reliability of the findings. These different results show new contributions in understanding the influence of sales promotion on purchase decisions through the Traveloka application. In contrast, the research by Gurusinga et al. (2020), Rani Apri Khaerani & Apriatni Endang Prihatini (2020), and Kemala Mustafa & Ana Noor Andriana (2023) found that promotions have a significant effect on consumer confidence, which in turn increases purchase decisions [24] [26] [27]. However, variations in the analysis techniques used, such as multiple linear regression, differences in respondent coverage, and the number of items from each study, can explain the differences in these results.

e. The research results stated that Easiness had a significant positive effect on Trust of Quality of Information ($p = 0.000 < 0.05$ and $T = 6.199 >$ critical value 1.96). These results indicate that the easier it is for users to use or interact with the Traveloka application, the higher the user's level of trust in the quality of information provided by the Traveloka application.
The reference that supports these findings is research conducted by Gurusinga et al. (2020), which shows that easiness has a significant effect on trust [24]. In this research, the better the easiness provided to consumers, the greater their confidence will be. However, their research used multiple linear regression modeling with different sample sizes and regional coverage. Additionally, their research used 4 statement items for ease of use and 3 statement items for trust. Differences in sample size, number of statement items, and modeling methods indicate that despite variations in research approaches, consistent results regarding the influence of ease of use on trust are still found.

New findings in this research confirm that the easiness of the Traveloka application significantly increases consumer confidence in the quality of the information provided. This implies that the simpler it is to use the Traveloka application, the stronger the consumer confidence in the quality of the information provided.

2. Final Construct

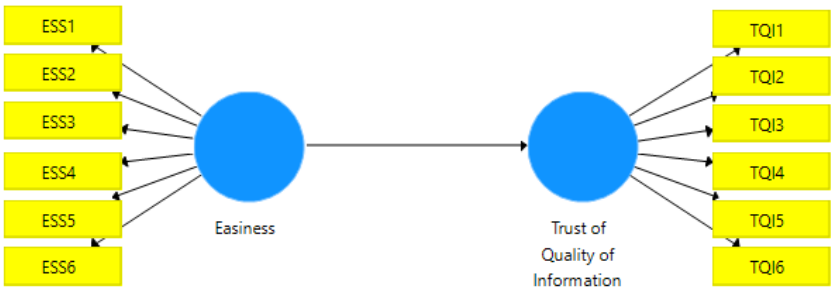

Fig. 3. Final Construct

The final construct illustrates the relationship found in the research results, where the Easiness variable (the level of ease of interaction with the Traveloka application) positively and significantly influences the Trust in the Quality of Information variable. These findings indicate that the easier it is for users to use this application, the higher their level of trust in the quality of the information provided.

IV. CONCLUSION

Based on an online survey involving 385 respondents, this study examines 5 variables comprising 16 indicators. Analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) and data processed using SmartPLS software. The analysis results conclude that:

1. E-Service Quality, Easiness, Trust of Quality of Information, and Sales Promotion do not significantly inflence purchase decisions, indicating that low electronic service quality, difficulty in using the application, lack of trust in information quality, and ineffective promotions negatively impact the purchasing decisions of Traveloka application users. However, the study also reveals that the ease of using the Traveloka application significantly increases consumer trust in the provided information quality. This means that the simpler the Traveloka application is to use, the stronger the consumer's trust in the quality of information provided. These findings provide important insights for developing service enhancement strategies in the Traveloka application, particularly in improving electronic service quality, ease of use, and the effectiveness of digital-based promotions to support user purchase decisions.
2. E-Service Quality is not a dominant factor significantly influencing the purchase decisions of Traveloka application users. Therefore, there is a need to improve the electronic service quality of the Traveloka application.
3. **Practical Implications**: Traveloka needs to improve the quality of its electronic services and the easiness of its applications to enhance user purchase decisions. Evaluation and improvement of promotional strategies are also necessary to make them more effective and relevant to users. Additionally, Traveloka must ensure that the information provided is accurate and reliable to establish consumer trust.
   Academic Implications: This research highlights the significance of modeling factors, sample size, and the number of statement items in influencing results. Future researchers should consider integrating new variables and employing more comprehensive analysis methods. The use of PLS-SEM in this study offers fresh insights and underscores the importance of replication and validation studies to ensure research consistency.

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