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# Improving Airplane E-ticket Purchasing Decisions Through Social Media Marketing Instagram and Ease of Use of Online Travel Agent Applications in Indonesia Mediated by Trust

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### ABSTRACT

This study aims to ascertain how social media marketing and ease of use affect consumer decisions. There are two types of data that are used; primary data are gathered through questionnaires, and secondary data are gathered from books and journals. This study used probability sampling techniques with a simple random sampling method, namely with 170 respondents. The analysis method in this study uses SEM-PLS (Structural Equation Model - Partial Least Square). This study's findings indicate that trust has a major impact on purchase decisions, simplicity of use has a large impact on decisions, and social media marketing has no significant impact on decisions. Ease of use and social media marketing's influence on purchase decisions might be mitigated by the trust factor. If respondents trust online travel brokers, social media marketing will have an impact on their purchase decisions.

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## INTRODUCTION

Currently, both company development and technological advances in Indonesia are progressing very rapidly. The internet has considerable potential for a country's economy to progress by using the internet as a media marketing channel. One of the most well-known platforms for conducting various transactions online is e-commerce. Such as Traveloka's e-commerce platform is one example of how the internet is used. The ability to purchase travel tickets and other services online makes it easier for consumers to find what they need. People can now book their own hotels, flight tickets, transportation, and all other travel needs [1].

Airline tickets are one of the needs of tourists who vacation in a tourist area that is usually difficult to reach or more difficult to access by land and sea. Travelers can easily access and track ticket fares through online flight ticket purchasing services anytime, from any location, without having to physically visit the ticket counter. Everything you need for your trip is easy and safe thanks to the fact that transactions are done on reputable websites,

one of which is Traveloka.com. Overall, social media plays a significant role in the airline industry by serving as a platform for promotion, customer service, reviews, influencer marketing, real-time updates, and customer engagement, all of which contribute to the overall travel experience and influence consumer decisions when booking airline tickets [2].

Social media marketing is one of the many variables that affect purchasing decisions [3]. In today's marketing, social media marketing is an unlimited tool in its various forms. By using social media, marketers have the freedom to be creative without restrictions in conducting promotions, which previously could only be done through promotional media. The quick advancement of technology contributes to the impact of social media marketing. Travel companies such as Traveloka, which provides online travel and vacation services, rely heavily on internet users. Instagram is being used in the framework of this study's social media marketing to encourage people to buy Traveloka Airlines e-tickets.

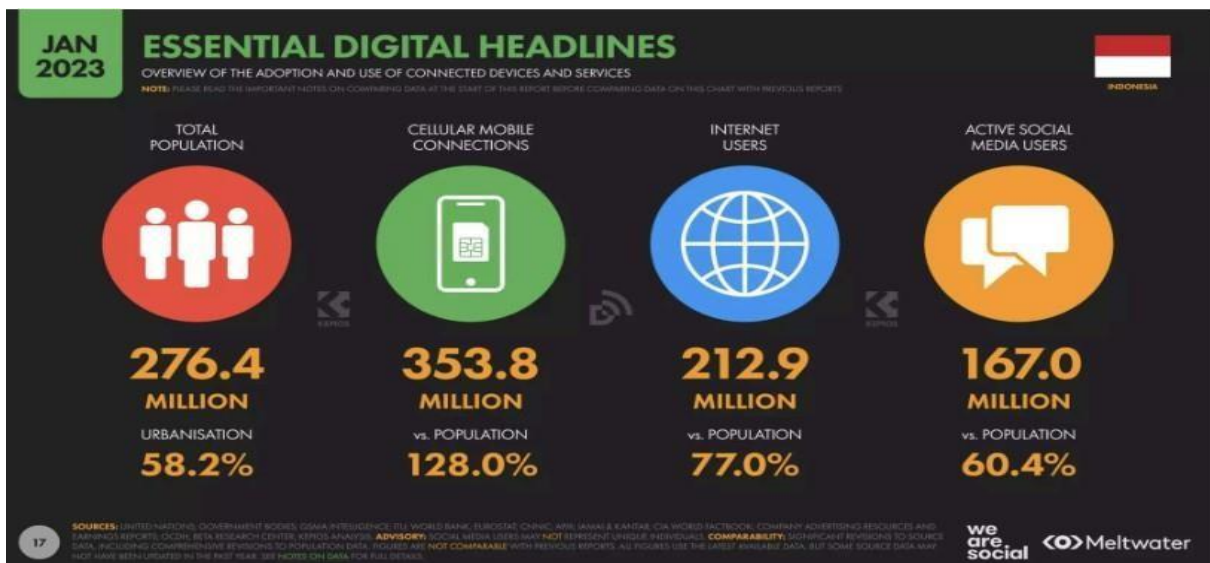
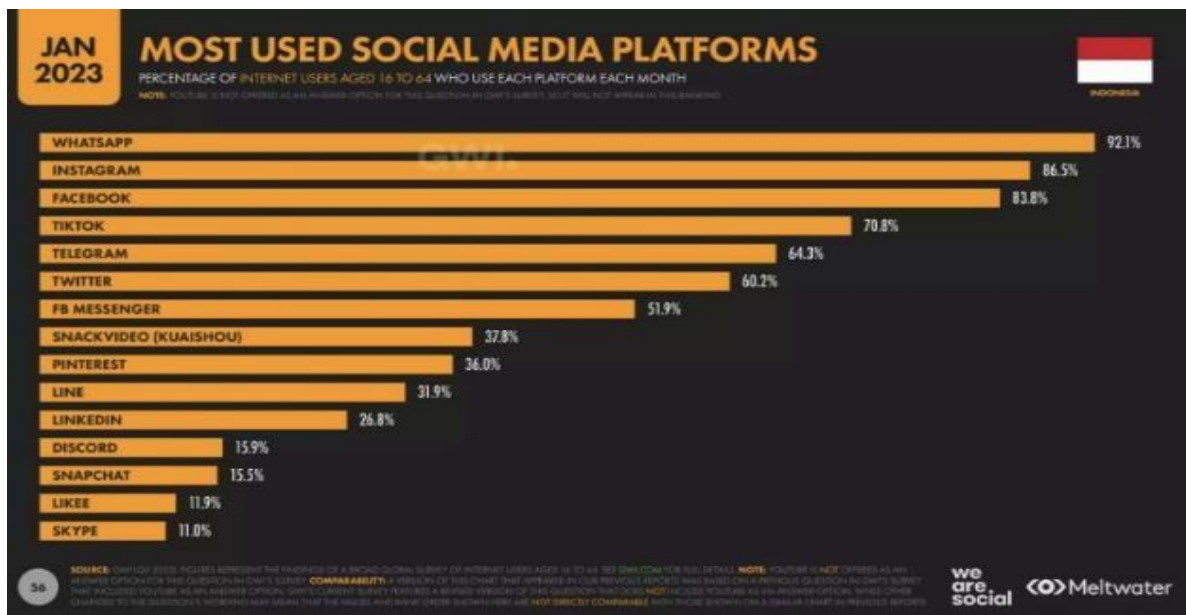


Figure 1. Data on Internet Users in Indonesia

Source: Sirin et al. 2023 [4]

With a population of 277.7 million, [Figure 1](#) describes Indonesia have 204.7 million internet users. This figure increases in 2023, which is 212.9 million internet users from a total population of 276.4 million people. With 167 million users or 60.4% of the world's population, actively using social media.

Overall, these statistics highlight the rapid growth of internet and social media usage in Indonesia, reflecting the increasing connectivity and digital engagement among its population.



**Figure 2.** Most Popular Social Media in Indonesia

Source: Sirin et al. 2023 [4]

[Figure 2](#) give information that Instagram is the second most popular platform in Indonesia. Instagram users in Indonesia are 86.5% of the population, which shows that Instagram has great potential in helping Traveloka build brand awareness, increase customer engagement and form a positive brand image.

Traveloka uses social media through Instagram as a marketing medium. By using Instagram, online businesses can easily share product photos, information about the product, and instructions on how to place an order in the same place. Thus, consumers have the opportunity to see and obtain the information they need before deciding what product they will choose and make contact with the seller (Komang et al., 2020). Apart

from social media marketing, there is the Ease of Use aspect. One of the things to take into account when making judgments about online purchases is ease of use. This is because, the easier or more intuitive a platform is to use, the more minimal the barriers or obstacles for customers to find and buy the products or services they want [5]. Choosing a product involves considering a number of criteria, including social media marketing, ease of use, and trust. Trust is also an important factor in making a transaction. The transaction itself certainly will not take place if there is no trust between buyers and sellers. In essence, it implies that trust is established not necessarily based on the reputation, reliability, or quality of the seller's products or services, but rather on the ease or convenience of the transaction process.

Trust is built for convenience between sellers and buyers in making a transaction [6].

## RESEARCH METHOD

This research was conducted by distributing questionnaires online where the questionnaire was made through Google Form, then the respondent answered the questions provided by the researcher by paying attention to the instructions on the questionnaire. Five Likert scales were used in the questionnaire for this study. The sample calculation used the provisions of Hair [7]. The object of research is Traveloka consumers who have purchased airplane e-tickets. At least 1 (one) time.

Questionnaire data collection was carried out from June 01, 2023 to June 09, 2023. after the respondent's questionnaire data was collected, then the data was entered into Microsoft Excel, the author filtered the respondent's data, from the 192-questionnaire data obtained, there were 18 respondents who apparently had never bought an airplane e-ticket at the Traveloka online travel agent. In addition, there are 4 data that are not completely filled in so that the questionnaire that is eligible for use in this study amounts to 170 respondent questionnaire data. Referring to the theoretical framework, in this study we used the SEM (Structural Equation Modeling) analysis method. We rely on PLS (Partial Least Square), a multivariate statistical technique that compares many independent and dependent variables, for the component approach [8]. In the SEM-PLS analysis, there are 2 calculation models, namely the Outer Model calculation by testing the validity and reliability values after that, calculating the Inner Model using two methods, namely Cronbach Alpha's and Composite Reliability [9]. Social Media Marketing on Purchasing

Decisions. Social media marketing significantly influences consumer purchasing decisions. In today's technological era, marketing through social media content

creation is quite important. With truly interesting content, it can attract customer attention and motivate them to take the desired action, namely making a purchase [10]. Additionally, Manzoor et al. (2020) [11] found that social media marketing directly influences the decisions that consumers make about what to buy. If a customer truly believes that a firm is using social media marketing effectively and the product has garnered numerous positive reviews, they may be convinced to purchase it.

**H1** : Social Media Marketing has a significant effect on purchasing decisions.

Undoubtedly, one of the main factors affecting decisions to buy is ease of use. Consumers are thought to have a preference for online purchasing when they are comfortable and happy. Ease of use is defined as the degree to which users believe a specific system or technology will be easy to use and take minimal effort [5]. One of the elements that influence purchasing decisions is ease of use. A person will use a system if he believes that the system is easy to use, and the reverse is also true. The ease of use variable, as said earlier, seeks to make it easier for its users. The results of research conducted by Alistriwahyuni (2019) [8] suggests that the ease of use variable is recognized so that it has a significant effect on purchasing decisions.

**H2** : Ease of use has a significant effect on purchasing decisions.

According to Jayanti and Dwi (2015) [12] , consumer trust is the conviction that other people are trustworthy and honest, and that they will carry out all of their obligations

pertaining to the agreed-upon transaction in a way that meets the expectations of the client. Because trust is the cornerstone of business, it has an impact on purchasing decisions because it determines whether two or more parties will conduct business transactions [13]. The findings of studies by Delfian & Yusuf (2022) [9] and Sarwono & Pratiwi (2022) [14] indicate that trust plays a big role in buying decisions.

**H3** : Trust has a significant effect on purchasing decisions.

**Social Media Marketing on Trust.** The better social media marketing is executed, the more trust will be gained by consumers. It may conclude that consumer trust is impacted by social media marketing [15]. Social media marketing efforts include a clear website, active and current social media platforms, site security on loyalty and trust. So that shows there is a positive influence of these efforts on consumer trust [16]. According to studies by Jakic et al. (2017) [6] and Rizan et al. (2019) [17], social media marketing significantly and favorably affects trust.

**H4** : Social Media Marketing has a significant effect on Trust.

**Ease of Use on Trust.** Ease of use is also a consideration for building consumer trust. Research conducted by Faradila & Soesanto (2016) [18], analyzed the effect of ease of use on trust. The results showed that ease of use has a significant effect on trust. This means that the higher the ease of use felt by consumers, the higher the level of trust.

**H5** : Ease of Use has a significant effect on Trust.

**Social Media Marketing on Purchasing Decisions through Trust.** According to Manzoor et al., (2020) [11]. Customers may find it simpler to locate the most recent information when they use social media. Business actors then take advantage of this

convenience element to carry out promotional operations through various social media platforms with the aim of building relationships and creating good communication. By responding to comments and direct communication, it will build good interaction between the two directions. Indirectly, social media marketing indicators have a significant impact on customer trust Wiyono (2018) [19] in their research state that social media marketing has a beneficial and considerable impact on trust. Through interactions on social media, and good social media management can increase customer trust and confidence. Consistently held opinions and perceptions of potential customers, as well as useful knowledge and experience, can all contribute to consumer trust.

**H6** : Social Media Marketing has a significant effect on Purchasing Decisions through Trust.

**Ease of Use on Purchasing Decisions Through Trust.** Ease of use can eliminate consumers' doubts and doubts about the product, thereby increasing their trust in the product and influencing purchasing decisions. The more efficient the use of a product or service, the easier it is for consumers to utilize the product. This can increase consumer confidence in the product and influence purchasing decisions. Consumers will have the perception that the product is easy to use and do not necessarily have a similar product that is better than the product they are aiming for. This is consistent with Rizan et al. (2019) [17] research findings which indicate that Ease of Use, via the mediating variable of trust, has a positive and significant effect on purchasing decisions. The statement suggests two key points about consumer perception: Perceived Ease of Use Consumers will perceive the product as easy to use. This implies that the product has a user-friendly design, intuitive interface, and simple

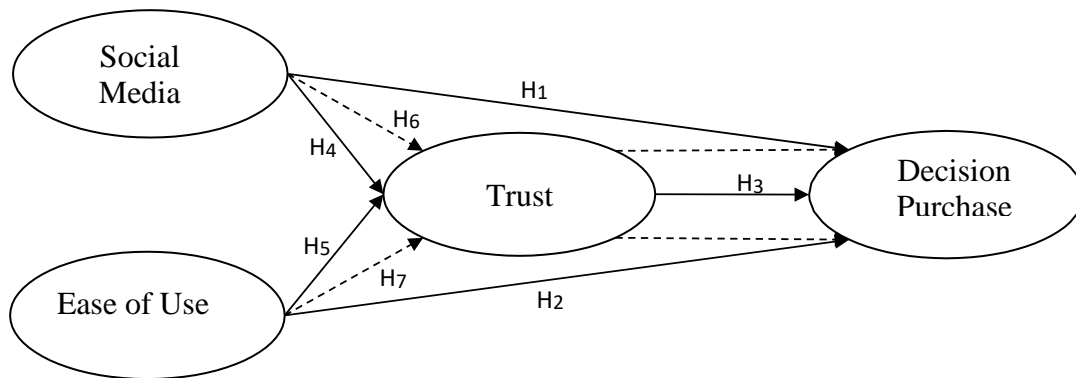
instructions, making it accessible and straightforward for consumers to utilize without much effort or confusion.

Consumers may not perceive other similar products as better alternatives to the one they are considering. This indicates that the product stands out in some way, offering unique features, benefits, or value propositions that differentiate it

from competitors and make it preferable in the eyes of consumers.

**H7** : Ease of Use has a significant effect on Purchasing Decisions through Trust.

The conceptual structure is as follows, based on the theoretical underpinning described in below [figure 3](#).



**Figure 3.** Conceptual Framework

**RESULTS AND DISCUSSION**

Based on the results of filling out the questionnaire in [table 1](#), female passengers dominate, namely 54.71%, while male

passengers are 45.29%. Most of the passengers' ages range from 20-30 years, namely 65.88% with an average S1 education, namely 36.47% .

**Table 1.** Measurement Indicators

Variables		Description
Social Media Marketing	SMM1	The content presented on Traveloka's Instagram social media attracts attention and is relevant to my needs preferences.
	SMM2	Traveloka's Instagram social media provides various options for interaction, such as commenting and sending messages.
	SMM3	Content uploaded on Traveloka's Instagram social media contains information that can be understood
	SMM4	The display on Instagram social media can help me recognize Traveloka's brands and products.
Ease of Use	EU1	I think the Traveloka app is easy to learn
	EU2	I have no difficulties when using the Traveloka app
	EU3	I think the Traveloka application is easy to understand
	EU4	I think the Traveloka app display is easy to read so it's easy for me to understand.

Variables	Description	
Trust	EU5	I think the Traveloka application is easy to control according to my wishes
	EU6	I think the Traveloka app is very flexible to use
	T1	I believe that Traveloka has the ability to provide quality services.
	T2	Traveloka prioritizes customer interests over profits
	T3	Traveloka will fulfill the agreement that has been made with consumers
Purchase Decision	KP1	I recommend this Traveloka to others
	KP2	I often purchase flight tickets on Traveloka <i>Online Travel Agent</i> compared to other platforms.

The purpose of the outer model test is to evaluate the model's reliability and validity. In the validity test, two criteria are carried out, convergent validity and discriminant

validity also the reliability test is carried out based on two criteria, Cronbach alpha and composite reliability.

**Table 2. Convergent Validity**

Variables	Indicator	Outer Loading	(AVE)
Social Media Marketing (X1)	SMM1	0,863	0,797
	SMM2	0,921	
	SMM3	0,909	
	SMM4	0,846	
Ease Of Use (X2)	EU1	0,877	0,791
	EU2	0,844	
	EU3	0,911	
	EU4	0,920	
	EU5	0,899	
	EU6	0,885	
Trust (Y)	T1	0,912	0,817
	T2	0,912	
	T3	0,888	
Purchase Decision (Z)	KP1	0,882	0,753
	KP2	0,862	
	KP3	0,882	
	KP4	0,846	

Source: Data Processed (SmartPLS 3.2.9), 2023

In the [table 2](#) above, it can be seen that all indicators get a loading value >0.7. Table 4.3 shows that all latent variables receive an Average Variance Extract (AVE) value greater than 0.5, which is necessary for the Convergent Validity evaluation, which is the following study. If both the outer loadings and AVE values are high and meet acceptable thresholds, it suggests that the observed

variables are indeed measuring the intended construct. Because the values of all the indicators or observable variables are consistent with the initial assumptions, it is possible to conclude that all of them are significant based on the outer loading and AVE values acquired that describes in [table 3](#).

**Table 3.** Discriminant Validity

	X1	X2	Y	Z
<b>Social Media Marketing</b>				
<b>Ease of Use</b>	0,861			
<b>Purchase Decision</b>	0,855	0,806		
<b>Trust</b>	0,830	0,839	0,799	

Source: Data Processed (SmartPLS 3.2.9), 2023

To make sure that each latent variable's idea is distinct from other variables, discriminant validity is employed. HTMT <0.90 in one variable is the general guideline for discriminant validity [20]. It is evident from the foregoing computations

findings that every indication receives an HTMT value of less than 0.90. Therefore, it can be said that the latent variable or construct already has strong discriminant validity that describes in [table 4](#).

**Table 4.** Cronbach Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
<b>Social Media Marketing</b>	0,915	0,940
<b>Ease of Use</b>	0,947	0,958
<b>Trust</b>	0,888	0,931
<b>Purchase Decision</b>	0,891	0,924

Source: Data Processed (SmartPLS 3.2.9), 2023

**Inner Model Testing**

These two variables are essentially used by the R-Square value based on the algorithm's calculation output results because they are dependent variables. [Table 5](#) displays the R-Square values for the variables Trust (T) and Purchase Decision (KP), respectively, at 0.612 and 0.692. These results indicate that 61.2% of the

Trust (T) variable is influenced by the *Social Media Marketing* (SMM) and *Ease of Use* (EU) variables, while the Purchasing Decision variable shows the result that 69.2% is influenced by *Social Media Marketing* (SMM), *Ease of Use* (EU), and the *Trust* (T) variable.

**Table 5.** R-Square of Endogenous Latent Variables

	R Square	Adjusted R Square
<b>Trust</b>	0,616	0,612
<b>Purchase Decision</b>	0,697	0,692

Source: Data Processed (SmartPLS 3.2.9), 2023



**Hypothesis Testing**

Based on statistical calculations, it can be inferred that in [table 6](#) there is no direct positive and substantial impact of the Social Media Marketing variable on Purchasing Decisions. The test findings, which indicate that the path coefficient is

0.166 and the T-statistics value is 1.582—which is less than the T-table number of 1.96—confirm this. Consequently, it can be said that Hypothesis 1 is rejected.

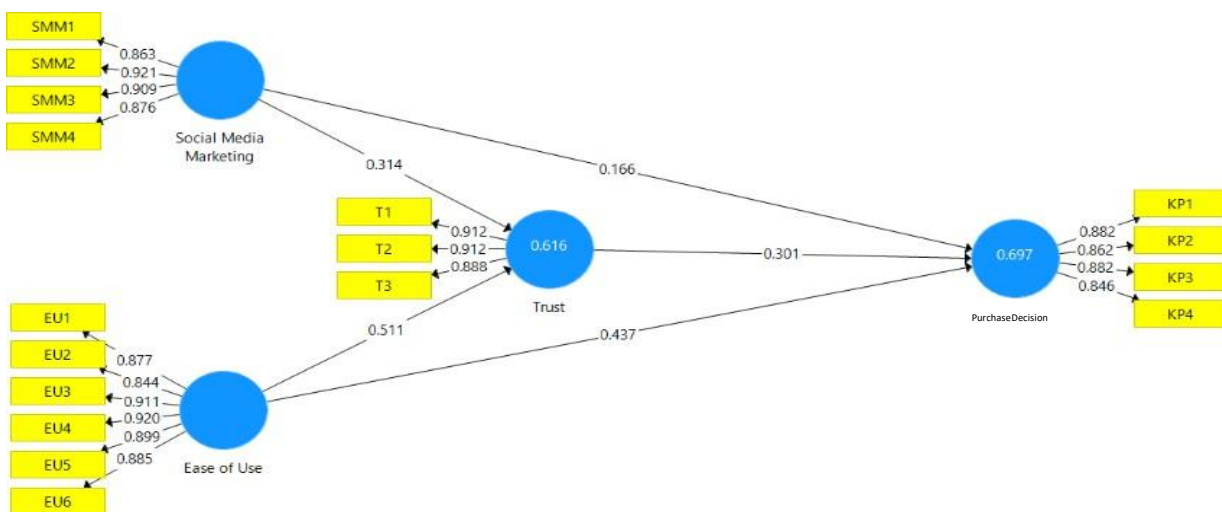
**Table 6.** Path Coefficient (*Inner Weight*)

Hypothesis	Original Sample	STDEV	T-Statistics	P-Values
H <sub>1</sub> SMM → KP	0,166	0,105	1,582	<b>0,057</b>
H <sub>2</sub> EU → KP	0,437	0,116	3,786	0,000
H <sub>3</sub> T → KP	0,301	0,107	2,822	0,002
H <sub>4</sub> SMM → T	0,314	0,099	3,187	0,001
H <sub>5</sub> EU → T	0,511	0,107	4,760	0,000

Source: Data Processed (SmartPLS 3.2.9), 2023

Based on statistical calculations, it can be inferred that there is no direct positive and substantial impact of the Social Media Marketing variable on Purchasing Decisions. The test findings, which indicate that the path coefficient is 0.166 and the T-statistics value is 1.582—which is less than the T-table number of 1.96—confirm this. Consequently, it can be said that Hypothesis 1 is rejected. Traveloka's Social Media Marketing may not attract enough buying interest and significant involvement with the brand or product to influence

purchasing decisions. Unattractive social media marketing will find it difficult to attract attention and make consumers interested in seeing the service product information provided to make a purchase with the business. This can be seen from the calculation results on SmartPLS which show the value of the SMM1 indicator (Traveloka's social media has an attractive feed display) getting the smallest results of the 4 (four) indicators on Social Media Marketing that can highlighted in [figure 4](#).



**Figure 4.** Structural Measurement

Source: Data Processed (SmartPLS 3.2.9), 2023

With the results of this study in [figure 4](#), the hypothesis stating that "There is an influence of social media marketing on purchasing decisions is not proven". Although social media is currently considered a powerful tool in influencing people's purchasing decisions online, Traveloka's Social Media Marketing may not attract enough buying interest and significant involvement with the brand or product to influence purchasing decisions. Unattractive social media marketing will find it difficult to attract attention and make consumers interested in seeing the service product information provided to make a purchase with the business. This can be seen from the calculation results on SmartPLS which show the value of the SMM1 indicator (Traveloka's social media has an attractive feed display) getting the smallest results of the 4 (four) indicators on Social Media Marketing.

The findings of this study contradict those of a study by Khoiro et al. (2019) [\[21\]](#), which demonstrates the substantial influence of social media on purchase decisions. This study does, however, corroborate studies by Pramudya et al. (2018) [\[22\]](#) and Marlius (2017) [\[23\]](#) that demonstrate social media marketing has no effect on customer purchasing decisions. However, there are some distinctions between the findings of this study and those of other research; specifically, this study concentrates on the service sector, whereas other research was centered on the product sector. However, there are some distinctions between the findings of this study and those of other research; specifically, this study concentrates on the service sector, whereas other research was centered on the product sector. The statement underscores the nuanced nature of research on the impact of social media on purchase decisions. Factors such as industry sector, methodology, target audience, and

geographic location can all contribute to differences in research findings.

Based on statistical calculations, it can be inferred that the Purchasing Decision variable is directly impacted by the Ease of Use variable in a positive and significant way. The test results, which indicate that the path coefficient is 0.437 and the T-statistics value is 3.786—a value higher than the T-table number of 1.96—also support this. Consequently, it can be said that Hypothesis 2 is accepted.

According to the study's findings, the degree of purchasing decisions is influenced by the six indications of ease of use—that is, clear and understandable, easy to learn, easy to use, easy to become skilled, controlled, and flexible. Customers will make more purchasing decisions if they perceive the system to be easy to use. The study's findings are consistent with research by Amin et al. (2020) [\[24\]](#), which indicates that purchasing decisions are positively impacted by the ease of use variable.

Based on statistical calculations, it can be inferred that the Trust variable directly influences Purchasing Decisions in a positive and significant way. The test findings, which indicate that the path coefficient has a value of 0.301 and a T-statistics value of 2.822—which is higher than the T-table number of 1.96—reinforce this. Consequently, it can be said that Hypothesis 3 is accepted.

With the results of this study, it is stated that the 3 indicators of Trust, namely Company Capability, Corporate Virtue, Corporate Integrity, greatly influence the level of Purchasing Decisions. It may be concluded that a higher degree of consumer decision-making is made by Traveloka when it comes to upholding its customers' confidence. The study's findings are consistent with those of

studies by Sarwono and Pratiwi (2022)[14] and Febrin et al. (2020) [25], which indicate that trust significantly and favorably influences consumers' decisions to buy.

Based on statistical calculations, it can be inferred that the Social Media Marketing variable directly influences the Trust variable in a positive and substantial way. The test findings, which indicate that the path coefficient is 0.314 and the T-statistics value is 3.187—which is higher than the T-table number—reinforce this. Consequently, it can be said that Hypothesis 4 is accepted.

With the results of this study, it states that the 4 indicators of Social Media Marketing, namely Personal Relevance, interactivity, Message and Brand Familiarity, affect the level of Trust. Social media marketing will help sellers to communicate directly and easily with consumers, as with the opinion Manzoor et al. (2020) [11], social interactions conducted online on social media can build trust between sellers and consumers. This is further reinforced by the opinion Firmansyah and Anang (2018) [26] which claims that successful communication has a direct and significant effect on customer trust.

Based on statistical calculations, it can be inferred that there is a direct and positive relationship between the Ease of Use and Trust variables. The test findings, which indicate that the path coefficient has a value of 0.511 and a T-statistics value of 4.760—which is higher than the T-table number of 1.96—reinforce this. Consequently, it can be said that Hypothesis 5 is accepted.

The results of this study state that the 6 indicators of Ease of Use, namely easy to learn, easy to use, clear and understandable, easy to become skillful, controllable, and flexible, affect the level of Trust. If customers

find it easy to use the e-commerce system, customer trust to shop online will also increase because customers believe the Traveloka application can provide the best service for them. This is consistent with study by Putra et al. (2021) [27], which indicates that trust is positively and significantly impacted by ease of use.

Using trust as an intervening variable, the impact of social media marketing on purchasing decisions reveals a strong positive correlation. In order to test the sixth hypothesis, it was necessary to first determine the outcome of the test between the purchasing decision and the trust variable. This test produced a result of 2.822. This means that Trust has a positive effect on Purchasing Decisions. As for the mediating effect, testing is carried out between the intervening variable and the dependent variable using the sobel test. As a result of this test, the model describing the indirect impact of the social media marketing variable on purchasing decisions through trust can be accepted because the t-value of 2.826 is obtained, meaning it is more than the t-table value. From these tests it can be said that trust is able to increase the influence of social media marketing on purchasing decisions. Good social media organization and management can form customer trust and confidence through interactions carried out on social media. Confidence and trust that is formed or maintained through interactions through social media can increase purchasing decisions made by consumers. This is corroborated by research showing social media marketing improves trust Gunawan et al. (2018) [28]. According to Rachmadhaniyati & Sanaji (2021) [29], social media marketing significantly and favorably affects consumer trust. Thus, trust can act as a mediating factor in the relationship between social media marketing and purchase decisions.

The effect of Ease of Use on Purchasing Decisions through Trust as an intervening variable shows a significant positive relationship. By first understanding the test between the Purchase Decision and the Trust variable, the outcomes of testing this seventh hypothesis were completed. From this test, a value of 2.822 was obtained.

This indicates that purchasing decisions are positively impacted by trust. Regarding the mediating effect, the Sobel test is used to examine the relationship between the intervening and dependent variables. The indirect impact model from the Ease of Use variable on Purchasing Decisions through Trust can be accepted because the test's t value, which is 2.406, is bigger than the t-table value. From this test it can be said that if customers find it easy to use the e-commerce system, customer trust to shop online will also increase and indirectly increase Purchasing Decisions. This is consistent with Sohail et al. (2020) [30] research findings which indicate that Ease of Use as the mediating variable of trust, has a positive and significant effect on purchasing decisions.

## CONCLUSION

Purchase decisions are significantly influenced by ease of use and trust, whereas

social media marketing on Instagram has no apparent effect. The impact of Instagram and ease of use on social media marketing and trust is noteworthy. The findings are significant for the indirect impact of Instagram and ease of use on purchasing decisions through trust in social media marketing. Traveloka needs to maintain and improve ease of use in the application of its platform because ease of use has an important role in improving purchasing decisions and increasing consumer confidence. Then it is hoped that in the future the implementation of Instagram Social Media Marketing by Traveloka will be reviewed to be maximized again. Traveloka should be more communicative and always interact with consumers, especially on social media. Because the opportunity to utilize social media is very high, seen from the large number of internet users in Indonesia, it is inversely proportional to the reality on the ground with the low number of Traveloka sales increases in 2023. With the limitations of the research that the author found, it is hoped that future research will not be limited to the social media marketing variables Instagram, ease of use, trust, but can add other variables and also add other social media platforms for future research. The need to add factors that influence purchasing decisions. This aims to further refine the understanding of the factors that influence purchasing decisions.

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