



## Analysis of The Influence of Price, Digital Advertising and E-Service Quality on Digital Repurchase Intention of Online Travel Platform Users

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### Abstract

This study aims to assess the effects of price, e-service quality, and advertising on online travel agent users' propensity to repurchase. Convenience sampling was used to select 100 respondents to serve as study participants, giving us the research sample. Through observations, questionnaires, and interviews, we gathered data. The primary technique for data analysis employed by the researchers was multiple linear regression, and they employed a descriptive study design. Important results show that repurchase intention is significantly influenced by advertising. The price variable, which exhibits a strong influence on repurchase intention, experiences the same phenomenon. Repurchase intention is also significantly influenced by the quality of the e-service. These findings corroborate the hypothesis that consumers of online travel agencies have a propensity to repurchase based on factors such as price, advertising, and e-service quality. Additionally, the study's findings show that the combination of these three factors pricing, e-service quality, and advertising significantly affects repurchase intention. This suggests that consumers repurchase intentions on the online travel agent platform can be raised by a clever combination of advertising-based promotion, competitive pricing, and high-quality online services. The development of marketing and customer service initiatives in the online travel agency sector can benefit greatly from these findings.

**Keywords:** Advertising, Price, E-Service Quality, Repurchase Intention.

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### 1. Introduction

Rapid developments, especially in the field of technology, have had a major impact on globalization. This phenomenon is increasingly felt through advances in information technology, where fast and easy access to various types of information is the main key. Users now have the ability to quickly access the data they need, follow global news, and transmit data efficiently [1]. The internet, an electronic tool that has changed the way we communicate, conduct research, and even conduct business transactions, occupies the main role in this information revolution. The internet has undergone extraordinary development since its introduction in 1969 in the United States, leading to major transformations in various aspects of human life [2]. With the introduction of World Wide Web (WWW) technology, the internet has increasingly become a global center of information and interaction. WWW allows users to browse various websites, access various resources, and participate in various online activities. The existence of the internet has opened the door to unlimited communication, facilitated broader research, and enabled innovation in various sectors [3]. As a medium that continues to develop, the internet is not only a communication tool but also a foundation for transformation in various areas of life. In this era of globalization, the ability to adapt to technological changes is key, and the internet has become the backbone of an increasingly connected and interactive world order [4].

The importance of internet technology has driven its popularity among society, and there are six main reasons underlying this phenomenon. First, the internet offers wide connectivity and reach, allowing individuals in various parts of the world to connect and communicate easily [5]. Second, the internet can reduce communication costs by providing cost-effective solutions for sending information and interacting between individuals. Furthermore, lower transaction costs are the third reason why the internet facilitates transaction processes with greater efficiency [6]. Fourth, the internet has the ability to reduce agency costs, minimizing the involvement of intermediaries or agents in various transactions and business activities. The fifth reason is the interactive, flexible, and easy-to-use nature of the internet, which allows users to actively participate in various online activities quickly and easily [7]. Finally, the internet can also distribute knowledge quickly, enabling the

instant and widespread exchange of information throughout the world. A new paradigm in business is being created by the annual increase in internet users, as numerous businesses vie with one another to develop and take advantage of the potential commercial prospects in cyberspace. Buying and selling of products and services is only one of the many activities made possible by the internet [8]. Effectiveness and efficiency are the most important things in life these days, and using the internet to accomplish these things is a good way to start. As technology develops, challenges and opportunities in cyberspace continue to grow, encouraging companies and individuals to continue to innovate to improve service quality and the user experience [9].

The e-commerce business model involving selling tickets online has become an elegant option, especially for travel agents. The business-to-consumer (B2C) transaction structure allows travel agents to enjoy profits without the need to hold physical stock or face the logistical challenges that often plague the e-commerce industry in Southeast Asia [10]. In this model, the average transaction reaches more than USD 70, indicating significant earning potential. Airplane tickets, which were once considered a luxury item, have now become a means that not only makes travel easier but also makes business matters easier in the modern era. Technological advances and the emergence of digital trends also influence this change [11]. In this context, airline tickets are not only considered products but also serve as mediums that can enhance efficiency and comfort in conducting business. Digital trends have changed consumer habits when using company services [12]. Now, customers can access and enjoy services that were previously only available offline through various platforms, such as booking websites and smartphone applications. Travel agents can easily provide their customers with quality online services that can be accessed effortlessly. In this way, travel agents not only offer plane tickets as a product but also provide a more modern and efficient business experience. Ease of access, transparency of information, and convenience in the online ordering process make this business model increasingly relevant in light of developments in the current digital era [13].

Research on e-service quality is becoming more and more common, especially in light of e-commerce's explosive expansion. Several published studies provide different conceptual definitions of the quality of e-services. The degree to which a website makes shopping, purchasing, and delivery easy and efficient might be considered the general definition of e-service quality [14]. In other words, high-quality e-services enable users to do transactions without physically meeting the service provider. Apart from that, e-service quality is also considered a company strategy that can provide competitive advantages. Apart from e-service quality, advertising is also an important strategy for companies to attract consumer attention. Through advertising, companies can convey information about the products or services they offer. The key to successful advertising is its ability to meet consumer needs for a product or service [15]. Therefore, good advertising must reflect the value and benefits it can provide to consumers. The main goal of advertising is to create effective communication to change consumer attitudes and behaviors. Thus, advertising not only acts as a means of information but also as a tool to build positive relationships between companies and consumers. By combining effective e-service quality and advertising strategies, companies can increase their competitiveness in an increasingly competitive and dynamic market [16].

Marketers are aware that customers actively participate in the processing of pricing information. People frequently interpret prices using information from prior purchases, official communications (like brochures, sales calls, and advertisements), informal communications (like conversations with friends, coworkers, or family members), the location of the transaction, internet resources, and other sources [16]. In an effort to achieve the same goal, namely, getting consumers and increasing sales profitably, marketers implement various strategies. In the context of online business, where purchases involve digital transactions, the most sought-after strategies are repeat purchases and repeat use. These two elements are considered the key to success for online companies and purchases via digital platforms [17]. By ensuring consumers make repeat purchases, companies not only increase sales but also build customer loyalty. Therefore, a deep understanding of how consumers process price information and implementing strategies that support repeat purchases are essential to achieving success in the competitive online business landscape.

## **2. Research Methods**

This research focuses on consumers of online travel agents, a population that is very broad and dispersed. In order to overcome the complexity of the population, this research adopted a convenience sampling method involving 100 respondents as the main sample. The data collection process was carried out through interviews, questionnaires, and observations to obtain comprehensive information. We used a descriptive research design to analyze the data, employing multiple linear regression as the primary tool for investigating relationships between variables. The initial stage of the research involved data quality tests, including validity tests to measure the accuracy of the measurement instruments used and reliability tests to assess the extent to which the instruments were consistent in measuring the same construct. Once the researchers were sure the data was good, they used standard assumption tests like the normality test to see how the data was distributed, the multicollinearity test to see how dependent variables were on each other, and the heteroscedasticity test to see how different the data's

variations were. If the data meets these assumptions, the research can proceed to the hypothesis testing stage. Hypothesis testing involves the t test to measure the significance of differences between groups of variables and the F test to assess the overall significance of the multiple linear regression model. With this approach, it is hoped that this research can contribute to a deeper understanding of the factors that influence consumer behavior among online travel agents, providing a stronger knowledge base for developing marketing strategies and improving services.

### **3. Results and Discussion**

The research findings showed that the advertisement variable produced a t-count value of 3.8. Based on these numbers, it can be said that online travel agents repurchase intentions are significantly influenced by advertising. These findings indicate that advertising dimensions, such as see or hear, feel, understand, connect, believe, and act, significantly influence repurchase intentions from online travel agents. These results indicate that advertising effectiveness can increase consumer responses to advertising messages, which ultimately trigger purchases. Online travel agents reflected the importance of advertising by disbursing funds amounting to more than IDR 100 billion during the first quarter of 2020. By being the e-commerce channel that advertises the most in various media, online travel agents have succeeded in creating a positive response from consumers. The online travel agent's ability to present information that meets the need for plane tickets and hotel vouchers through advertising is the main factor in its success. Consumers are influenced to purchase plane tickets or hotel vouchers after seeing the advertisement, demonstrating the success of the advertisement. Therefore, the advertiser's goal of creating effective communication to change consumer attitudes and behaviors is achieved through attractive and informative advertising. Thus, the results of this research provide a deeper understanding of the important role of advertising in shaping consumers repurchase intentions at online travel agents.

Based on the findings of the research, a t-count value of 5.2 was obtained for the price variable. Based on this value, it can be said that online travel agents repurchase intentions are significantly influenced by price. This result is consistent with earlier studies' findings, which demonstrate that pricing matters and significantly affects consumers' intentions to make more purchases. Price-related factors, including price-quality ratio, price fairness, pricing transparency, price dependability, and relative price, have been shown to have a major impact on online travel agents repurchase intentions. This suggests that providing fair pricing that are commensurate with the quality offered, along with transparency and price equity, can benefit the business and encourage customers to make additional purchases. In the context of this research, price is not only seen as a monetary value but also as a factor that helps consumers in the decision-making process. Prices that are considered fair and transparent, with no hidden costs, contribute positively to customers' perceptions of the value they receive. Therefore, price plays a major role in helping consumers allocate their purchasing power across different types of goods or services. Thus, these findings provide a deeper understanding of the importance of good price management in increasing consumers repurchase intentions at online travel agents. Adjusting prices to the benefits received by consumers can create positive and sustainable relationships between companies and customers.

The e-service quality variable has a t-count value of 3.5 according to the research findings. Based on these numbers, it can be said that online travel agents repurchase intentions are significantly influenced by the quality of their e-service. Efficiency, system availability, fulfillment, and privacy are all analyzed, and the results indicate that these factors have a big impact on customers' intents to make additional purchases from online travel agencies. The study's findings demonstrate that customers' impressions are positively impacted by high-quality online services. The efficiency dimension, which includes ease of use of a website or application, responsive system availability, meeting customer needs, and maintaining privacy, together provides a satisfying experience for consumers. Customers feel safe and comfortable when making transactions with a website or application that provides complete information about plane tickets or hotel vouchers. Apart from that, an online travel agent strategy that regularly provides special promotions on its website or application is able to attract consumers' interest in making repeat purchases. E-service quality, in the context of this research, is defined as the meeting of consumer expectations without direct interaction, and the results prove that services delivered online efficiently and effectively can increase customer satisfaction. Of course, e-service quality provides important benefits for consumers and companies. The use of technology-based service systems can not only reduce costs and increase overall operational efficiency but can also increase customer satisfaction and, ultimately, boost company profits. Therefore, the results of this research underline the importance of investment and attention to online service quality in increasing consumers repurchase intentions from online travel agents.

The variables advertising, pricing, and e-service quality collectively have a considerable influence on consumer repurchase intention at online travel agents, according to the F-test results, which show a value of 35.8. These findings confirm that the advertisements created, the prices offered, and the quality of online services simultaneously play an important role in influencing customers repurchase intentions at online travel agents. The importance of advertising as an effective communication tool in changing consumer attitudes and behaviors is proven by its significant influence on repurchase intentions. Advertiser objectives align with the basic concept of

creating effective communication with consumers through advertising. The price variable also shows a significant influence, where prices that match the benefits received by customers increase satisfaction and repurchase intentions. Price theory explains that price has a crucial role in helping buyers allocate their purchasing power to various types of goods or services, and price comparisons of various alternatives can influence purchasing decisions. Repurchase intentions are also significantly influenced by the quality of the e-service. The efficiency, system availability, privacy, and compliance aspects of online services demonstrate the significant advantages that high-quality online services offer to both businesses and consumers. Technology-based service systems can boost business revenues and customer satisfaction in addition to cutting expenses and improving operational effectiveness. Overall, these results offer a thorough grasp of the role that price, advertising, and e-service quality variables play in influencing consumers' intentions to make more purchases from online travel agencies. This understanding can become the basis for more effective and sustainable marketing strategies in the e-commerce industry.

Users who participated in the research by distributing questionnaires tend to have a strong opinion about the impact of advertising on repurchase intention at online travel agencies. However, several respondents paid less attention to the content of the message and showed less interest in the services displayed in the advertisement. To increase the effectiveness of advertising, especially for respondents who are less interested, travel agents can consider using celebrity endorsers as a marketing strategy. Involving famous figures in advertising promotions, especially through songs and video clips, can be an interesting way to increase consumer interest. Collaboration with national TV can also be a strategic step to increase advertising reach and visibility. The use of celebrity endorsers can create greater attraction by linking positive images of famous figures with online travel agent services. Creative and different advertising promotions aim to generate consumer interest and capture their attention. By significantly increasing consumers repurchase intentions, this effort is expected to maximize the impact of advertising in achieving repurchase intention goals. By developing innovative and attractive marketing strategies, travel agents can maximize the impact of advertising on achieving repurchase intention goals. This strategy can include a multimedia approach involving celebrities and collaboration with national television media so that advertising can reach a wider audience and increase its appeal.

Based on respondents' responses in the questionnaire regarding their disapproval of advertisements that are less attractive, there are several suggestions for increasing the attractiveness of advertisements and strengthening positive impressions on consumers. To increase the attractiveness of advertisements and strengthen positive impressions on consumers, advertisers can incorporate the benefits of purchasing plane tickets or hotel vouchers into the content of advertising messages. Emphasis on the benefits provided can increase the value of advertising in consumer perception. Apart from that, displaying attractive promotions in advertisements, especially those published on the internet or social media, can be an effective strategy to attract consumer attention. By presenting special offers and discounts, consumers are more likely to be interested in viewing ads and even making purchases. Presenting television advertisements that include easy-to-remember slogans or jingles can improve the recall of logos or slogans that consumers may not remember well. Using elements that can leave an impression and are easy to remember can help strengthen the brand and increase consumers' grasp of advertising messages. This strategy aims to not only build interest but also provide a long-lasting positive impression on consumers through advertising. By continuing to develop creativity in delivering advertising messages, travel agents can increase their attractiveness, motivate consumers to make purchases, and increase their intention to repurchase.

By sending questionnaires directly to users of online travel agencies, the research's findings indicate that pricing has a major impact on repurchase intention at online travel agencies. Because customers may access a variety of price comparison websites, it is imperative to maintain pricing constancy in order to retain their loyalty. Businesses might use competitive tactics, such as making alluring pricing offers, to preserve price stability. Websites such as Trivago, which facilitate price comparisons between hotel rooms offered by different online travel agencies, can furnish customers with the necessary data to enable them to make informed buying choices. Because they believe they are receiving better value from their transactions, it is anticipated that this endeavor would raise consumers' intents to make additional purchases. Thus, an effective pricing strategy can be the key to maintaining and increasing consumer repurchase intentions. In a tight competitive environment, providing competitive and attractive price offers is a relevant strategy to win consumer trust and loyalty to online travel agents.

Based on research results, e-service quality is proven to have a significant influence on repurchase intention among online travel agents, as revealed by distributing questionnaires directly to users. However, it was found that several respondents experienced problems, such as sites or applications that experienced errors from time to time, as well as doubts regarding the privacy and security of transactions. To overcome this problem, companies can take proactive steps. First, anticipate possible system damage by carrying out routine maintenance and updates to the site or application. Thus, users can access services without significant obstacles. Second, companies can ensure transaction security by providing certain guarantees for their users. Providing clear

guarantees of privacy and security can increase user trust in online travel agent services. This may include data encryption, security certification, and other precautions to protect users' personal information. By taking these steps, it is hoped that companies can create an online environment that is safe, comfortable, and reliable for users. This will have a positive impact on consumers repurchase intentions because they will feel confident and satisfied with their transaction experience.

#### 4. Conclusion

Based on the collected data and test results on research problems, we can draw several important conclusions. First, the data shows that advertising significantly influences the intention to make repeat purchases on online travel agent platforms. Second, the price factor has a significant effect on repurchase intention, indicating its important role in consumers' decisions to return to using the service. Third, repurchase intention is significantly influenced by the quality of electronic services, indicating the significance of user experience in shaping plans to make additional purchases. Furthermore, the fourth result demonstrates that repurchase intention at online travel agencies is highly influenced by pricing, e-service quality, and advertising taken combined. This means that a marketing strategy that pays attention to these aspects holistically can increase the likelihood that consumers will return to use the service. These conclusions provide valuable insights for marketing practitioners and management to optimize these factors to increase customer loyalty and strengthen their market share in the online travel industry.

The researcher acknowledges that despite thorough preparation, there are still several shortcomings and limitations that need to be considered in this research. Therefore, based on the research results, the researcher provides several suggestions as input for further research. First, it is recommended that further research not only be limited to advertising, price, and e-service quality variables. It would be better if further research could consider adding other variables that might also have an influence on repurchase intention among online travel agents, such as customer trust, customer service quality, or other external factors. It is anticipated that including these variables will result in a more thorough understanding of the variables impacting customer decisions. Second, to improve the research's comprehensiveness, we advise including variables that affect repurchase intention. The introduction of additional variables, such as user experience, promotions, or service innovation, can further contribute to understanding the factors that influence consumers repurchase intentions on online travel agent platforms. Through these suggestions, it is hoped that further research can overcome existing limitations and provide deeper insight into understanding consumer behavior among online travel agents, so that the results can be more relevant and useful for developing marketing and management strategies in the online travel industry.

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