

Analysis of Consumer Factor on Using Online Travel Agent Traveloka and Pegipegi.com in Bandung City

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Abstract—This research aims to analyze the factors that are considered by consumer when using online travel agent and to analyze the position of the two online travel agents discussed in this research, which are Traveloka and Pegipegi.com. The data were collected by distributing questionnaires to two hundred respondents who were online consumers of travel agents. This research uses quantitative methods, which are factor analysis techniques and perceptual mapping analysis, to answer the research questions. The results of the data processing shows that from the twelve attributes, there are two main factors that become consumer's consideration when using online travel agent. The first one is user friendliness and security and the second factor is web features. Furthermore, the results of perceptual mapping analysis shows that the two online travel agents studied have different patterns based on consumer's perception and have different position in the minds of consumers of Bandung City.

Keywords—online travel agencies; factor analysis; perceptual mapping; positioning analysis

I. INTRODUCTION

The rapid development of ICT and its impact on tourism industry has encouraged the emergence of many online travel agents as a new business in tourism industry. These online travel agents began to shift the position of Conventional Travel Agents. In this regard, there are several attributes that become the main factors why tourists currently prefer to plan their trips through online travel agents. According to [1], there are nine attribute criteria that make consumers choose to plan their trips using online travel agents, namely including: security, ease of use, low prices, useful and relevant content, website design and presentation, website speed, ability to book all services in one transaction, booking flexibility, and sorting option.

This research develops previous research conducted by [1]. This research collaborates three attributes that have not been contained in the previous research conducted by [1]. The first attribute is the quality of the product. In [2], he found that the quality of the product is one of three important factors that influence consumers in using online travel agents, aside from privacy and security. The second attribute is as stated in the

study of [3] that people are more likely to buy online if they feel more confident when shopping online. The third attribute is its ability to use travel points. A study conducted by [4] found that travel points that can be used by consumers have the same influence as the price level offered by an online travel agent. These attributes are considered important and can also be considered by people in using online travel agents for planning their travel trips.

This study aims to analyze what factors are considered by consumers in using online travel agents based on the attributes examined, and to analyze the position of the two online travel agents in Bandung. The retrieval of these two online travel agents is based on number of visits on each website and number of application downloaded by consumers. According to data from Similarweb.com, a website that compares and ranks similar websites based on the number of visits and access to those websites, Traveloka and Pegipegi.com have high rank in Indonesia. Both of them are ranked in the top three in the category of travel and accommodation [5].

Based on these results, this research is necessary for business people in the field of tourism, especially for online travel agent. Hopefully, this study can help online travel agent to improve their services to consumers based on factors that are taken into consideration by consumers who use online travel agents. This study also provides an information about the position of the two online travel agents discussed based on consumer perception in Bandung City, so that they can develop their business to a better direction.

II. LITERATURE REVIEW

A. Online Travel Agent Attributes

There are several attributes that influence someone in using the Online Travel Agent for planning their tour trips. Attributes are the characteristics or various aspects of the advertised brand. Attributes are also divided into two parts: things that are not related to the product (price, packaging, user, and usage image) and things related to the product (color, size, design).

According to [1], there are 9 attributes that influence a person to choose an online travel agent for planning their trip, namely security, ease of use, low prices, useful and relevant content, website design and presentation, website speed, ability to book all travel services in one transaction, booking flexibility, and sorting options.

Furthermore, in this study, the researchers collaborate several attributes that have not been included in the previous research conducted by [1] with other studies that are perceived to have a correlation with this research. The collaborated attributes consist of 2 non-physical attributes and 1 physical attribute, namely product quality, trustworthiness, and the ability to use travel points.

B. Positioning

According to [1], positioning can be defined as how customers compare certain products, services, or companies related to competitors. [6] explained that the concept of positioning ultimately means positioning a product in the customer's mind, when the process starts with the product. In addition, positioning can be defined as the mental process of prospective visitors in making comparisons with other tourist destinations [7]. Thus, positioning determines the corporate image developed by the customer to be understood, and valued compared to competing companies [1].

In this case, the image that is built by a company is online travel agent, one of which can be built through trust or consumer's trust in the company. Trust is the belief that the word or promise of the related party can be relied on and the related party will do and fulfill its obligations in an exchange relationship [8]. Trust will lead to behavioral intentions [9]. The level of risk inherent in the e-commerce environment can be balanced by the level at which one party maintains trust. Trust serves to reduce risk perception and is an important antecedent [10], [11].

III. METHOD

In this study, the researchers use descriptive research design with quantitative approach. Data collection was done by distributing questionnaires, which is made by using google form, to two hundred respondents who had at least once used an online travel agent either to plan their trips or just to look for references.

The method used to analyze what factors are considered by consumers is factor analysis techniques with varimax rotation. Meanwhile, perceptual mapping will also be done to map the positioning of the two online travel agents studied, namely Traveloka and Pegipegi.com.

The basic process of factor analysis includes: (1) determining what variables will be analyzed; (2) testing the variables that have been determined by the Bartlett's test of sphericity method and measuring MSA; (3) doing the factoring process; (4) doing the rotation process; and (5)

interpreting the factors that have been formed. In this study, the researchers used SPSS version 20.0 to perform data processing .

IV. FINDINGS AND DISCUSSION

In this study, there were two hundred respondents consist of 46.5% male and 53.5% female. Furthermore, of the two hundred respondents in this study, respondents in vulnerable age (21-24 years old) dominate with a percentage of 72%, while the majority of respondents are students with a percentage of 84.5% (Table I).

Furthermore, based on the online travel agent usage frequency for the last three months, it can be seen that 31.5% of respondents used online travel agents once in the last three months, then 30% of respondents used 2-3 times in the last three months, 18.5% of respondents used more than three times in the last three months, and 20% of the respondents stated that they never use online travel agent. As for kind of products product purchased by two hundred respondents, it can be seen that 29% of respondents buy accommodation products or services, 36% buy airline tickets, 25.5% buy train tickets, 1% buy tickets destination, 6.5% of respondents state that they bought a product or another, and 2% of them stated that they never bought a product/service from online travel agent. (Table II)

A. The Recapitulation of Respondent's Profile Data Based on Demography

The following is the result of the recapitulation of respondent's profile based on demography:

TABLE I. THE RECAPITULATION OF RESPONDENT'S PROFILE DATA BASED ON DEMOGRAPHY

Variable	Frequency	Percent
Gender		
Male	93	46,5%
Female	107	53,5%
Age		
18-20	36	18%
21-24	144	72%
25-30	19	9,5%
46-55	1	0,5%
Education Background		
D3	5	2,5%
S1	40	20%
S2	6	3%
SMA	149	74,5%
Job		
Students	169	84,5%
Private Employees	24	12%
Entrepreneur	3	1,5%
Others	4	2%

Source: Processed by researchers (2018)

B. The Recapitulation of Respondent's Profile Data Based on Usage Frequency and Types of Products Purchased

The following is the results of the recapitulation of respondent's profile based on usage frequency and types of products purchased:

TABLE II. THE RECAPITULATION OF RESPONDENT'S PROFILE DATA BASED ON USAGE FREQUENCY AND TYPES OF PRODUCTS PURCHASED

Factor	Variables on Factor	Mean	SD	Factor Loading
Factor 1 <i>User friendliness and security</i>	Security	4,40	,873	,757
	Ease of Use	4,51	,694	,672
	Speed of Website	4,62	,638	,642
	Ability to book all services in one transaction	4,40	,808	,531
	Booking Flexibility	4,45	,787	,677
	Product Quality	4,60	,635	,762
	Trusted OTA	4,68	,623	,735
	Factor 2 <i>Web Features</i>	Useful and Relevant Content	4,16	,803
Design and Web Presentation		4,13	,804	,887
Sorting Option		4,34	,732	,642
Ability to Use		4,31	,883	,599
TravelPoints				

Source: Processed by researchers (2018)

Factor analysis is done to analyze what factors are formed from the attributes or items analyzed. According to [12], factor analysis is a technique used to find factors that are able to explain the relationship or correlation between various observed independent indicators. After conducting a series of analysis, the researchers found two factors formed from the eleven attributes analyzed, because there is one attribute that must be excluded from the factor analysis because it does not meet the requirements of the communalities analysis. The excluded attribute is low price. Two components that form the first factor are user friendliness, which means it is easy to be accessed, and security. The second factor is web features, which consists of four variable items that support the ability of the website/application to operate well when it is used by consumers. However, please note that these findings are different from the previous studies conducted by [1]. In that study, he found that of the nine attributes analyzed, three main factors were formed: user friendliness and security, web features, and finding low fares. Meanwhile, in this study, the factor of finding low fares contains only one attribute in the previous research, which is low price. Therefore, it is unable to form its own factor and must be excluded from the factor examiner. Other than that, based on the results of attribute analysis, there is no strong assessment from consumers to be able to form their own factors (Table III).

TABLE III. FACTOR ANALYSIS

Variable	Frequency	Percent
<i>Number of OTA uses in the last 6 months</i>		
1 Time	63	31,5%
2 - 3 Times	60	30%
>3 Times	37	18,5%
Never	40	20%
<i>Product or Sevices purchased</i>		
Accomodation	58	29%
Airplane Ticket	72	36%
Train Ticket	51	25,5%
Destination Ticket	2	1%
Others	13	6,5%
Never	4	2%

*Princial component method : varimax rotation
Source: Processed by researchers (2018)

It can be seen from the table that the strongest factor that makes people use online travel agent is the first factor, which is user friendliness and security. This can happen because there are eight attribute items in factor one that have high rating from consumers. In other words, those attributes are taken into consideration when consumers use Online Travel Agent. Please note that factor one is not the only factor that makes someone uses Online Travel Agent. However, even though it is not a single factor that makes consumers use Online Travel Agent, factor one has a stronger influence because it contains three attributes that have the highest rating by consumers, namely OTA can be trusted, the speed of the website/application, and the quality of products offered . These findings indicate that these two attributes, which have not been listed in the previous research conducted by [1], turn out to be crucial for consumers in Bandung as a balance when using online travel agents. This is in accordance with what was stated by [2] that product quality is one of the important factors that influence consumers in using online travel agents. While the factor of OTA can be trusted, which is the most important consideration for consumers in using Online Travel Agent, is in accordance with what was stated by [13] that trust plays a central role in online purchases, because consumers will be hesitate to buy if they feel uncertain and at risk.

Finally, perceptual mapping was conducted to analyze the positioning or position of the two online travel agents studied, namely Traveloka and Pegipegi.com in Bandung City. To make perceptual mapping or mapping these perceptions, the researchers used Microsoft Office Excel 2007 software. The calculated value to make this perception mapping is the total mean/value of the attributes that have been grouped previously into two factors, namely the factor of User friendliness & security and the factor of Web features. For more details, see the perceptual map below:

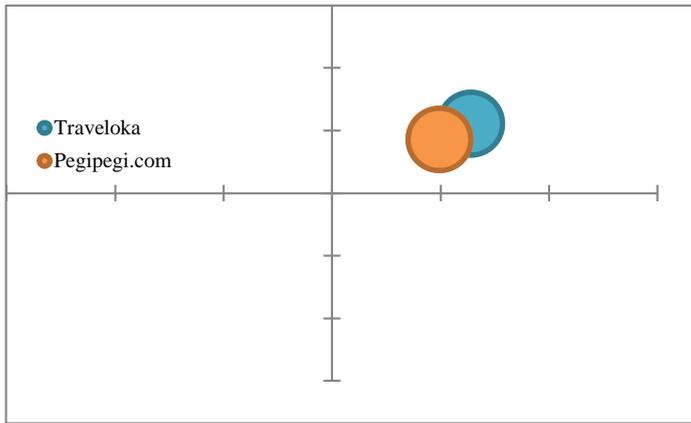


Fig. 1. Perceptual Map 2 OTA's
Source: Processed by researchers (2018)

Based on the perceptual mapping above, it can be seen that there are two main factors that become the focus of the analysis. By analyzing them, we can understand the positioning of the two online travel agent in Bandung City. According to [1], positioning is how customers compare products, services, or certain companies with other companies. From the perception mapping analysis, it can be seen that Traveloka has a better and stronger positioning compared to Pegipegi.com. One of the strong reasons why Traveloka has a better positioning compared to pegipegi.com is seen from factor one and factor two, because Traveloka has a better image or brand image in the minds of consumers compared to Pegipegi.com. This is in accordance with what was stated by [6] that the concept of positioning ultimately means positioning a product in the mind of customers. Indeed, the image does not become the only factor that causes Traveloka has better positioning in the minds of consumers compared to Pegipegi.com, because there are other attributes, which then are used as the focus of the perception mapping analysis. In the end, all of the analyzed attributes will create an image or brand image in the minds of consumers. The positioning concept that is ultimately related to the image or brand image in the minds of consumers is in accordance with what was stated by [1], that positioning refers to company image. This image is then developed by customers to be understood, valued, and compared with competing companies.

V. CONCLUSION

The main focus in this study is to analyze what factors taken into consideration by consumers who use online travel agents in Bandung City. Another goal is to analyze the

positioning of the two online travel agents studied, namely Traveloka and Pegipegi.com.

The results of factor analysis show that there are two main factors, which are formed from the twelve attributes, that make consumers want to use online travel agents. Factor one contains seven attribute items that are mostly related with how easy and secure the online travel agent used by consumers. While factor two contains four attribute items that are mostly related with content that supports the performance of the online travel agent's website/application.

Meanwhile, the perceptual mapping shows us that Traveloka has a better and stronger positioning in the minds of consumers in Bandung compared to Pegipegi.com, either seen from factor one or factor of two. However, from the same perceptual mapping, it can also be known that the gap between the two online travel agents is neither too far nor too significant, so that it describes a tight competition especially for the market in Bandung city.

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