

# Attracting Consumer Interests from Display of Hotel Booking Sites and Airline Tickets in Indonesia

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**Abstract**— The purpose of this study is to attract the interest of domestic and foreign tourism consumers in the ease, speed, accuracy of hotel bookings, airplane tickets, and more. The method used in this study was descriptive. The results of this study indicate that the influence of a dynamic website appearance makes it easier for tourists to book hotel and flight tickets. Also, it is to simplify hotel and flight ticket bookings. The conclusions obtained from this study that dynamic website display can facilitate tourists in booking hotel and flight tickets and implemented through an attractive website display includes the design of the interface design produced.

**Keywords**— Tickets, Airplane, Hotel Bookings

## I. INTRODUCTION

Indonesia is one of the countries affected positively by internet technology. This technology is not wasted by business people to introduce their products or services through internet media. The progress of a business is inseparable from the vital role of the internet, by utilizing the internet business people can easily develop their business. Because with the help of internet media, information can be easily disseminated quickly and precisely [1]. Business people in Indonesia have now formed many e-commerce networks because the potential for development is still wide open. E-commerce is an alternative shopping site for some consumers in Indonesia. From here, businessman make innovations and creations through a startup that they build so that they are easily accessible to anyone and everywhere without being constrained by distance and time or geographical zone [2]. With so many abundant tourism potentials from Sabang to Merauke, Indonesia is one of the tourist destinations of foreign and domestic residents. It can be derived that to facilitate the emergence of e-commerce sites that can order airplane and hotel tickets easily through their respective smartphones [3].

The e-commerce site is Traveloka. Traveloka is one site that supports information needs from ticket prices to hotel bookings. In addition to providing this information, at Traveloka there are also additional features regarding the price of train tickets and vacation packages [4]. With the ease of accessing it, the public does not need to check one by one the price of airline tickets from the various existing airlines or call customer service to find out the existence of vacant rooms in certain hotels. In addition to meeting flight booking requirements and booking hotels, trains, and vacation packages. Traveloka also provides

additional facilities to simplify daily payments such as PLN electricity payments, Health BPJS, PDAM, and Telkom until the facility for ordering cinema tickets [5]. Traveloka is one of the TOP 10 best e-commerce startup companies in Indonesia [6].

The purpose of this study is to attract the interest of domestic and foreign tourism consumers in the ease, speed, and accuracy of hotel bookings, airplane tickets and more. The method in this writing used was the descriptive method.

TABLE I. TOP 10 BEST

Startup	Country Rank	Global Rank
Tokopedia	1	32
Bukalapak	2	48
Blibli	3	56
Traveloka	4	62
Blanja.com	5	116
MboisApp	6	117
Zalora Indonesia	7	126
Bitcoin Indonesia	8	197
Bolalob	9	198
Elevenia	10	241

In a business on the internet, an e-commerce company can use a web page called a website. Web pages contain documents such as audio, images, and videos. In the web the user is directed to be able to access various documents or images from various connected sites. The web has unlimited properties, provided there is an internet connection, time and place are not a problem to be able to access it. Because of its advantages, the speed and accuracy of information is an added value for business people. So by switching to a website, entrepreneurs can easily introduce their business to the wider community more modernly. The platform on the website is a bridge between communication and consumers. With a dynamic website display automatically attracts the attention of consumers to open the website. Attractive website display will be easier to reach consumers more easily. Therefore the appearance of the website must be considered so that people who access the site are not easily bored with the appearance of the website.

In online business quality is very calculated because consumers value e-commerce as an evaluation material for online retail. The quality of the website developed into website 4.0 which was compiled based on research in 3 areas, namely Usability, information quality and service quality. Usability is closely related to website design. for example website appearance, ease of accessing websites includes navigation used and images displayed for consumers. Information quality is the quality of the information itself which includes whether or not the content is accessed by public users. Service quality is a quality service to consumers when investigating a website further so that a sense of trust and empathy can be realized. An example is the security of transactions and information with website owners [7] With an attractive website, the opportunity to access is greater because users tend to be more interested in websites that have a dynamic menu display. Referring to previous research on the effect of website quality on purchase intention carried out [8] in *The Impact of Website Quality on Online Purchase Intention of Organic Food in Malaysia: A WebQual Model* approach shows that customer satisfaction has a positive effect on buying interest [9] that website quality influences consumer buying interest, website quality has a direct effect on buying interest [10].

## II. METHODS

**Method** This research used quantitative methods. Quantitative methods are research methods which are based on objective measurement of social phenomena. Every phenomenon is described in several problem components, variables and indicators. Each measured variable is given different special symbols according to the needs related to that variable. With that, the quantitative method can produce a general conclusion contained in a parameter of Information Study Program. Fakultas Teknik dan Ilmu Komputer is the location chosen in the research conducted at the Universitas Komputer Indonesia campus. The influence of consumer buying interest on the Traveloka site is a limitation of the problems examined in the field, the influence of the website appearance. The population is an area that consists of objects/subjects which certain quantities and characteristics have applied by the researcher. This study took a population of 100 students of information study program faculty of engineering and computer science. Samples. The sample is the number and characteristics of the part that the population has to represent the population. In a large population it is not possible to study the entire population because of limited costs, energy and time. So researchers use samples as research material taken from the population. Samples to be taken from the population must be representative or can represent the population. Because the population is not so large, the researchers will use a sample of 100 students from the Information Study Program at the Faculty of Engineering and Computer Science. **Data Collection Techniques** Data collection techniques are one of the important steps in a study. Therefore research cannot work if it cannot collect the data needed to complete the research results. Interviews are the process of discussing or communicating to gather as much data and information as possible for research with trusted sources. Interviews are also one of the processes to explore

more detailed information about information that has been circulating before. Questionnaires are data collection tools or techniques performed by giving questions related to the research conducted. Questionnaires will succeed if researchers use the right variables. **2.3.3 Data Analysis Techniques** The data analysis technique used is a hypothesis. The hypothesis is a type of test that uses simple regression analysis which is a linear analysis. Hypothesis testing This test aims to determine the truth of the regression model so that it is not necessary to test the linearity relationship between buying interest and consumer variables. The test results can be seen as follows:

TABLE II. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3.445	1	3.445	5.900	.017b
Residual	56.636	97	.584		
Total	60.081	98			

a. Dependent Variable: minat\_beli

b. Predictors: (Constant), tampilan\_web

**Hypothesis:**

H0 = There is no effect on website appearance on consumer buying interest on the Traveloka site .

H1 = There is an influence of website appearance on consumer buying interest on the Traveloka website.

Hypothesis testing is done by comparing the significance level (sig) of the research with a significance of 0.05 testing carried out using significance numbers or sig with the following conditions: If the research significance number is  $<0.05$  then H0 is rejected and H1 is accepted; If the research significance number is  $> 0.05$  then H0 is accepted and H1 is rejected. Based on the results of the calculation. So that obtained a significance number of 0.017. Figures  $0.017 < 0.05$ , H0 is rejected and H1 is accepted. So it can be concluded that there is no effect on website appearance on consumer buying interest on the Traveloka website.

**b. Simple Linear Regression Analysis** Simple Linear Regression Analyst is a regression analysis with only one effect. This test is used to test whether there is a relationship between website appearance (x) and consumer buying interest variable (y).

**TABLE III. COEFFICIENTS**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.213	.402		7.993	.000
1_tampilan_web	.238	.098	.239	2.429	.017

Based on the regression equation on the output of the SPSS table in the table above, it is known that the regression equation obtained is as follows:  $Y = 3,213 + 0,238X$  where:

Y = consumer buying interest (dependent)

X = website appearance (independent)

It can be seen that in the sig column, or significant is 0.017 or the probability is far above 0.05, H1 is accepted or significant regression coefficient or website appearance variable significantly influences consumer buying interest. From the test, it can be shown that the effect of website appearance on consumer buying interest in 100 students of the information systems program at the faculty of engineering and computer science is 23.8%. This result is obtained from the survey results relating to consumer buying interest in attractive website appearance.

### III. RESULTS AND DISCUSSION

From the discussion that has been done, the results of the website display on the Traveloka website influence consumer buying interest. The data was taken based on the distribution of questionnaires and short interviews conducted to show respondents who gave responses.

From the calculation that has been done using the quantitative method was a simple linear regression equation on the SPSS table output known with a value of  $Y = 3.213 + 0.238X$ . from the calculation of the data, it can be concluded that the interest in consumer purchasing power is very influential on the appearance of the website. The attractive appearance of traveloka website can attract consumers to browse the website so that consumers have a high interest in traveloka websites on their journey.

Things that influence include the easy and inexpensive Traveloka site to be accessed 24 hours non-stop by all users. In addition to the features of flight ticket booking and hotel bookings, Traveloka began to expand it to monthly payment needs such as electricity bills and other. Traveloka also often pampers its customers through discounts that are profitable for their customers. Payments in Traveloka use a transfer method

that makes it easy to pay consumers to subscribe to the traveloka site. Traveloka also has a customer service that is reliable and ready to help consumer complaints 24 hours 7 days to provide the best service. Traveloka advertisements that attract consumers and increase the desire of people who go for trips domestics or international to find the best hotel booking sites. So that it becomes a great opportunity for producers who sell their services through the Traveloka website. Traveloka continues to improve in order to pamper its customers to create a generous customer of the Traveloka website. To meet consumer needs, the features in the Traveloka web are made as attractive as possible to lure buyers to not hesitate in the transaction process. In addition, payment methods at Traveloka have been highly trusted so that consumers can safely transact [11].

### IV. CONCLUSION

From careful research, it shows a significant influence on the purchasing power of customers. Consumers on the Traveloka website are 0.238. Thus, it can be concluded that the effect of website appearance on consumer buying interest on the Traveloka site is 23.8%. Based on the results of the research obtained at 0.017 <0.05, Ho is rejected and Hi is accepted. So it can be concluded that there is influence on the website on the appearance and purchasing power of consumers on the Traveloka site.

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