



Assessing E-Commerce Factors Influencing Consumer Purchasing Behaviour in the Hospitality Industry: Evidence from Traveloka Users

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Abstract. This study investigates the influence of Marketing 5.0 factors, including convenience, trust, and security, on hotel room purchasing decisions through the Traveloka platform, focusing on the Four Points by Sheraton Hotel in Makassar. A quantitative approach was employed, with data collected from 120 Traveloka users in Makassar using structured questionnaires. Multiple linear regression analysis revealed that convenience, trust, and security significantly impact purchasing decisions, with convenience exerting the most substantial influence. The study found that 58.3% of the variance in purchasing decisions can be attributed to these factors, emphasizing the crucial role of a user-friendly, trustworthy, and secure online environment in enhancing customer engagement and increasing bookings. These findings offer valuable insights for the hospitality industry, highlighting the need for hotels to focus on improving the ease of use, trust, and security of their e-commerce platforms to drive hotel room sales and foster consumer loyalty. Future research should examine additional factors, such as pricing and service quality, to provide a more comprehensive understanding of consumer behavior in the e-commerce hotel industry.

Keywords: Convenience, Trust, Security, Purchasing Decisions.

1 Introduction

In recent years, the rapid advancement of internet technology has significantly impacted various industries, particularly the hospitality sector. One of the most notable transformations has been the adoption of e-commerce as a pivotal component in hotel marketing strategies. The use of e-commerce platforms has enabled hotels to expand their reach, offering potential guests a convenient, user-friendly way to access information, make reservations, and purchase services online. As noted by Kotler et al. [1], hotel marketing is an integral aspect of the hospitality industry, aimed at increasing awareness, interest, and bookings for hotel services. It involves deploying a range of strategies to capture the attention of prospective guests, effectively communicate a property's unique value propositions, and convert these interests into actual reservations. This shift toward digital marketing has revolutionized how hotels present their offerings and interact with guests.

The growing reach of the internet worldwide has enabled the hospitality industry to leverage e-commerce as a global strategy to expand market share [2]. E-commerce in the hotel industry plays a crucial role by allowing visitors to easily access information about available rooms and facilities, thus facilitating the booking process. Additionally, it offers hotels the opportunity to analyze customer data, enabling the implementation of personalized marketing strategies that cater to individual preferences and enhance the overall guest experience. This transformation allows hotels to build stronger relationships with potential guests, ultimately increasing conversion rates and fostering customer loyalty.

In the e-commerce environment, features such as a user-friendly interface, real-time information on room availability, and integrated payment systems play a significant role in shaping purchasing decisions. Buhalis and Law [3] emphasized that hotel visitors seek certain features and conveniences from e-commerce platforms, such as the ability to navigate easily, access accurate information, and perform secure transactions. These factors contribute to the purchasing decision process, which, as Kotler and Armstrong et al. [1] defined, involves a series of steps taken by consumers when deciding to purchase a product or service. Therefore, providing an easy and trustworthy shopping experience is crucial for hotels aiming to attract more guests through online platforms.

Moreover, trust, convenience, and security are key determinants in shaping consumer behavior in e-commerce settings. Convenience, as described by Kotler, Kartajaya, et al. [4], refers to the ability of a company to offer a seamless experience when interacting with customers across various digital channels. This includes aspects such as easy navigation, a simple purchasing process, and responsive customer support. According to research conducted by Richard Yalch and Sandra M. Succi [5], convenience is an essential factor that influences consumer decisions, as customers tend to prefer brands that provide an easy and smooth purchasing experience.

Trust, another critical factor, refers to the confidence that consumers have in a brand, product, or service. It is a decisive element in building long-term relationships between brands and consumers [6]. In the context of e-commerce, trust is more challenging to establish compared to traditional trade due to the lack of face-to-face interactions [7]. Hence, building trust is essential for successful online transactions, as consumers are more likely to complete a purchase if they feel confident in the platform's credibility.

Security is equally important in the e-commerce context, as it ensures the protection of consumer data, online privacy, and the security of transactions. As emphasized by Park and Kim [8], a secure e-commerce platform encourages consumers to make purchases with confidence, knowing that their personal information is protected from cyber threats. Andre [9] further highlighted that implementing strong security measures is vital for preventing potential crimes and ensuring safe online transactions.

In this context, decision-making in purchasing hotel rooms through digital platforms like Traveloka has gained prominence. Factors such as convenience, trust, and security directly influence consumers' purchasing decisions when using these platforms. With the evolution of digital marketing strategies, the concept of Marketing 5.0 has emerged as a critical aspect influencing consumer behavior, particularly in the hotel industry. Marketing 5.0 focuses on leveraging technology and

digital platforms to provide a more personalized and seamless experience for customers, thereby influencing their purchasing decisions.

This study aims to investigate the influence of Marketing 5.0 on purchasing decisions for hotel rooms via the Traveloka platform, using a case study approach with the Four Points by Sheraton Hotel. By understanding the impact of these factors, this research seeks to fill the existing gap in the literature and provide valuable insights for the hospitality industry and online booking platforms to develop more effective marketing strategies, enhance consumer engagement, and increase hotel room sales. The findings of this research will contribute to optimizing technology usage and improving overall customer experience in the hotel industry.

2 Literature review

The rapid evolution of marketing has made it a critical factor in ensuring business profitability and sustainability across various industries. As explained by Yulianto [10], marketing plays a fundamental role in connecting businesses with their target customers by identifying and fulfilling their needs. In today's digital era, the advancement of information technology has significantly transformed traditional marketing into e-commerce, allowing businesses to operate without geographical limitations [11]. This shift to digital platforms has redefined how companies engage with consumers and market their products or services, further emphasizing the role of convenience in shaping consumer purchasing behavior.

Convenience, as one of the most important aspects in e-commerce, directly influences how consumers interact with online platforms and make purchase decisions. Davis [12], through the Technology Acceptance Model (TAM), introduced the idea that convenience is a critical factor in determining the ease with which consumers adopt and use technology. This notion is supported by Venkatesh [13], who argued that ease of use fosters consumer trust, thereby enhancing engagement with e-commerce platforms. As a result, consumers are more inclined to use online systems that offer simplicity and practicality. Research by Hartono (as cited in Wahyuni et al. [14]) further supports this, indicating that consumers prefer e-commerce platforms that they find effortless and efficient. This highlights how convenience becomes a decisive factor in a consumer's journey to make a purchase decision, encouraging engagement with the platform and ultimately leading to a completed transaction.

In addition to convenience, trust emerges as a fundamental aspect that influences consumers' willingness to engage in e-commerce transactions. As defined by McKnight et al. [15], trust refers to the belief that a seller is capable, reliable, and willing to fulfill obligations during online transactions. Trust in e-commerce is even more crucial because consumers and sellers rarely interact face-to-face, making it essential for platforms to establish credibility and reliability. Martínez & Bosque [16] reinforce this by emphasizing that trust levels significantly impact consumers' willingness to engage in online exchanges, making it a vital factor in influencing purchase decisions. This finding is corroborated by Nawangsari & Karmayanti [17], who observed that higher levels of trust correlate with increased purchase intentions.

Therefore, in an e-commerce context, building and maintaining trust becomes indispensable for encouraging consumer transactions.

Alongside trust, security represents another key element in determining consumers' purchasing decisions in the online environment. As pointed out by Raman & A [18], security is a major concern for consumers engaging in e-commerce due to the potential risks associated with sharing sensitive information online. Yenisey et al. [19] further elaborate that consumers' perception of security greatly influences their confidence in conducting transactions on e-commerce platforms. Research by Kolsaker & Payne [20] indicated that security encompasses aspects such as the reliability of payment methods, data transmission, and storage mechanisms, which play a crucial role in establishing a sense of safety for consumers. Thus, a secure platform not only protects consumers' data but also fosters trust, thereby enhancing the likelihood of completing online purchases.

These interconnected elements of convenience, trust, and security collectively shape consumers' purchasing decisions, making them vital for e-commerce platforms to understand and address. Kotler and Keller [21] explain that the purchasing decision process involves various stages, including problem recognition, information search, alternative evaluation, the actual purchase decision, and post-purchase behavior. Previous studies have not fully explored how these elements impact hotel room purchasing decisions through platforms like Traveloka, especially in relation to specific hotels such as Four Points by Sheraton. Therefore, this study aims to address this research gap by examining the relationship between convenience, trust, security, and purchasing decisions within this particular context, thereby offering valuable insights into the evolving dynamics of digital marketing in the hospitality sector.

Based on this comprehensive review, several hypotheses are proposed:

H1: posits that convenience in e-commerce has a significant positive influence on consumer purchasing decisions.

H2: suggests that trust in e-commerce significantly impacts purchase intentions;

H3: highlights the importance of security in influencing purchasing decisions.

H4: proposes that convenience, trust, and security collectively have a significant impact on consumer purchasing behavior in e-commerce settings.

3 Method

This research employs a quantitative approach to investigate the influence of convenience, trust, and security on hotel room purchase decisions via the Traveloka platform among users in Makassar City, the sample location. The quantitative method aligns with the positivist philosophy, aiming to test specific hypotheses related to the relationships between these factors and purchase decisions. The data collection process utilized structured instruments, with statistical methods employed to examine the relationships between variables and test the proposed hypotheses. The research was conducted from April to June 2024.

The sample comprises 120 Traveloka users in Makassar City. Given the need for relevant insights from active users, a purposive non-probability sampling method was applied, focusing on individuals who had experience booking rooms at Four Points by Sheraton via Traveloka. This sampling approach ensures that the study is

representative and comprehensive, allowing for more precise generalizations about user behavior in an e-commerce context. Data collection was primarily based on questionnaires distributed to respondents to measure their perceptions of convenience, trust, and security in their purchase decisions. The questionnaire method enabled the gathering of quantifiable data on how these factors influenced their purchasing behavior.

The collected data were analyzed using descriptive statistics to summarize responses and identify trends in users' experiences and perceptions. In addition, multiple linear regression analysis was employed to determine the impact of convenience, trust, and security on purchase decisions. The regression model was formulated as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon \quad (1)$$

Where Y represents the purchase decision, and X₁, X₂, X₃, represent convenience, trust, and security, respectively. F-tests and T-tests were used to evaluate the model's significance, while the coefficient of determination (R²) was calculated to assess the proportion of variance in purchase decisions explained by the independent variables. The use of these statistical methods ensures that the research findings provide a robust and accurate understanding of the factors influencing purchasing decisions through e-commerce platforms like Traveloka.

4 Results and Discussion

The demographic analysis reveals a gender imbalance among Traveloka users in Makassar City, with 63.3% male and 36.7% female respondents, as shown in Table 1. This distribution suggests that male users are more prevalent in using the Traveloka platform for hotel bookings.

Table 1. Respondents' Profile

Gender	Respondent	Percentage (%)
Male	76	63.3%
Female	44	36.7%

Source: Processed data (2024)

The reliability analysis, depicted in Table 2, demonstrates that all variables exhibit satisfactory internal consistency, with Cronbach's Alpha values ranging from 0.778 to 0.868. These values exceed the critical threshold of 0.60, confirming that the questionnaire used in the study is reliable for measuring the intended constructs.

Table 2. Reliability Tests

No.	Variable	Cronbach's Alpha	Information
1	Convenience (X1)	0.855	Valid
2	Trust (X2)	0.868	Valid

3	Security (X3)	0.843	Valid
4	Purchase Decision (Y)		

Source: Processed data (2024)

The multiple linear regression analysis results are shown in Table 3, revealing that convenience, trust, and security all have a positive and significant impact on purchase decisions. The regression equation indicates that for each unit increase in convenience, trust, and security, purchase decisions improve by 0.483, 0.025, and 0.104, respectively. The T-test results, illustrated in Table 4, confirm the statistical significance of convenience ($t = 12.586$, $p < 0.000$), trust ($t = 1.687$, $p < 0.000$), and security ($t = 2.125$, $p < 0.001$), supporting the hypotheses that these factors positively influence purchase decisions (H1, H2, and H3).

Table 3. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t
1 (Constant)	8.500	0.894		9.506
Convenience	0.483	0.038	0.752	12.586
Trust	0.025	0.036	0.041	0.687
Security	0.104	0.049	0.126	2.125

Source: Processed data (2024)

The F-test results suggest that convenience, trust, and security have a significant positive joint effect on purchase decisions, confirming the overall hypothesis. The coefficient of determination (R^2) value of 0.583, as shown in Table 5, reveals that 58.3% of the variance in purchase decisions can be explained by the combined effects of convenience, trust, and security, while the remaining 41.7% is likely attributed to other factors not examined in this study.

Table 4. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.770	0.593	0.583	1.268

Source: Processed data (2024)

These findings highlight the importance of convenience, trust, and security in influencing purchase decisions on e-commerce platforms like Traveloka. The study confirms that enhancing these aspects can significantly boost user engagement and increase booking conversions. Moreover, the relatively higher contribution of convenience suggests that while trust and security are crucial, ease of use has the most substantial impact on purchase behavior.

4.1 Discussion

The following is a detailed discussion of the hypotheses based on the results of the conducted research and in accordance with the theories from existing literature.

H1: Convenience in e-commerce partially has a significant influence on consumer purchasing decisions.

The results of the t-test show that the calculated t-statistic for the Convenience (X1) variable is 12.586, which exceeds the critical t-value of 1.658. Additionally, the significance value (Sig) is 0.000, which is smaller than the threshold of 0.1. These findings indicate that the Convenience variable has a positive and significant impact on Purchasing Decision, supporting H1. This result aligns with the findings of Chiu et al. [22], who emphasized that convenience is a critical factor influencing online purchase behavior, suggesting that customers are more likely to make purchases when the process is smooth and hassle-free.

H2: Consumer trust in e-commerce partially has a significant influence on consumer purchasing decisions.

The t-test results show that the calculated t-statistic for the Trust (X2) variable is 1.687, greater than the critical t-value of 1.658, with a significance value (Sig) of 0.000. This confirms that trust has a positive and significant effect on Purchasing Decision. The finding is consistent with the work of Kim et al. [23], which highlighted that trust is an essential element in e-commerce that significantly affects consumer decision-making, especially in transactions requiring financial exchanges.

H3: Consumer security in e-commerce partially has a significant influence on consumer purchasing decisions.

According to the t-test results, the Security (X3) variable has a calculated t-statistic of 2.125, which is greater than the critical t-value of 1.658, and a significance value (Sig) of 0.000. These findings indicate that security positively and significantly impacts Purchasing Decision, which confirms H3. The significance of security is supported by research from Salisbury et al. [6], who concluded that perceived security plays a pivotal role in building consumer confidence in online shopping platforms, particularly regarding sensitive financial transactions.

H4: Convenience, Trust, and Security in e-commerce simultaneously have a significant influence on consumer purchasing decisions.

The regression analysis indicates an R-squared value of 0.59, signifying that 59% of the variability in the use of the Traveloka application can be explained by the variables of Convenience, Trust, and Security. Furthermore, the t-test results exhibit a p-value of less than 0.001, indicating that the overall regression model is significant.

This confirms H4, which posits that Convenience, Trust, and Security collectively have a positive and significant effect on Purchase Decision. The simultaneous impact of these factors aligns with the findings of Gefen et al. [24], who suggested that a combination of these variables is crucial in establishing a positive purchasing experience, thus encouraging repeat purchases and enhancing customer loyalty.

The study provides empirical evidence that Convenience, Trust, and Security are key determinants of consumer purchasing decisions in the context of e-commerce. The individual and collective influence of these factors highlights the importance of creating an online environment that is not only easy to navigate but also fosters trust and ensures security. These findings have practical implications for e-commerce businesses seeking to enhance customer experience and increase sales.

5 Conclusion

This study investigated the influence of Marketing 5.0 factors—Convenience, Trust, and Security—on hotel room purchase decisions through Traveloka, with a case study focused on the Four Points by Sheraton Hotel in Makassar. The results indicate that all three variables have a positive and significant impact on purchasing decisions, highlighting their critical role in the e-commerce environment. The regression model revealed that these factors collectively explain 58.3% of the variation in purchase decisions, emphasizing the importance of addressing them in enhancing consumer behavior in online transactions.

Given these findings, it is recommended that hotel industry players, especially in Makassar, maintain and strengthen elements of convenience, trust, and security to foster customer confidence, as they have a significant impact on the decision-making process. For Four Points by Sheraton, prioritizing consistent quality and reliability in room reservations through e-commerce platforms can lead to a better customer purchasing experience, ultimately enhancing competitiveness in the market.

However, this study has certain limitations, as it focused only on specific Marketing 5.0 factors, leaving 41.7% of the purchase decision variance unexplained. Future research should consider exploring other variables such as pricing strategies, service quality, customer engagement, and hospitality to gain a more comprehensive understanding of consumer purchasing behavior in the e-commerce hotel industry. Expanding future studies to include multiple hotels across different regions would also enhance the generalizability of these findings.

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