

The Effect Of Promotion And Service Quality On Buying Interest At Online Travel Ticket Applications

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ABSTRACT

This study aims to determine the effect of promotion and service quality on buying interest in online travel ticket applications during the Covid-19 pandemic. The research sample was 99 respondents obtained from online questionnaires distributed to respondents who made purchases on the Online Travel Ticket application. The sampling technique used is non-probability sampling. The questionnaires were distributed online via google form and the data processing used SPSS Version 25. The research model used was a descriptive research model that systematically and accurately described the factors studied. The data testing technique used in this research is the validity test with the calculated r value and the reliability test with Cronbach's Alpha, the data analysis used is linear regression analysis to test and prove the research hypothesis. The results show that promotion and service quality simultaneously have a positive and significant effect on buying interest with online travel ticket applications.

Keywords: Promotion, Service Quality, Buying Interest

1. INTRODUCTION

Online marketing has now become a business trend in all areas of products and services. This happens because the power of the rapid and massive development of internet technology has entered all aspects of people's lives, so that the mechanism for buying and selling products or services is becoming easier. In this online application, there are several scopes of digital applications that can be accessed by users, in this case the consumer community, including text, photos, videos, and music distributed through the internet network (Kasman, 2015). Through this online application, various online information sources are created, initialized, circulated, and used by consumers with the aim of educating each other about products, brands, services, personalities, and relevant issues (Morissan, 2015).

The power of online marketing has been demonstrated by Santosa (2020) by researching 37,000 MSME actors who were directly affected by the pandemic but were able to survive and grow back during the Covid19 pandemic. Another study by Hajriyanti and Akbar (2021) also showed a significant increase in online sales transactions during the Covid19 pandemic. This indicates that digital marketing strategies have increased brand awareness and current digital behavior to encourage consumer online expansion. Massive use of digital marketing has been made to increase customer awareness. The market as a manifestation of e-commerce is used as an innovation or change in sales methods. With the increase in digital technology in Indonesia, there is also an increasing awareness of the use of digital platforms by the public which encourages the habit of doing online shopping.

One company that is taking advantage of this digital marketing momentum is a company that provides online travel ticket applications. Burhan (2022) released a statement from the Ministry of Trade (Kemendag) estimating the value of Indonesia's digital economy to reach IDR 5,718 trillion in 2030. This potential is supported by four sectors, one of which is e-commerce. The Ministry of Trade noted that e-commerce would contribute the most at 34% or IDR 1,908 trillion. Then the business to business (B2B) services sector is 13% or IDR 763 trillion. Then tourism is 10% (IDR 575 trillion), corporate services 9% (IDR 529.9 trillion), and digital content 9% (IDR 515.3 trillion). Then, 8% health (IDR 471.6 trillion), 7% mobility (IDR 401 trillion), and housing 4% (204.2 trillion). The rest are 3% for public services (IDR 175 trillion) and education (IDR 160.4 trillion).

Companies enter into business such as for promotional purposes and online sales at the same time through the website. Promotion is placed as an effective means because the online system provides a level of flexibility for consumers in getting a certain number of products and or services. Another important thing that is relevant to the success of the marketing process is the quality of service provided by the service provider. Service quality, known in the digital era as e-service quality, is the ability of the web to facilitate shopping, purchasing, and delivery efficiently and effectively. Good service is a very important factor, especially for companies engaged in services. Effectively integrated promotional strategies and good service quality will have a positive impact on consumer buying interest.

2. LITERATUR REVIEW

a. Promotion

The term promotion is widely interpreted as an effort to persuade people to accept products, concepts, and ideas. Promotion comes from the English word promote which means "to increase" or "to develop". This understanding when used in the field of sales means a tool to increase sales turnover. According to Setiyaningrum (2015: 245) promotion is an attempt to influence and introduce goods or services to consumers. According to Dharmesta (2014: 41) promotion is how the products we market are known to consumers, what needs to be conveyed or introduced to consumers are product benefits, product characteristics, product prices, how to buy them, where they can be obtained, and what is the appeal of the product. that. According to Alma (2018: 181) promotion is a communication that informs customers about the potential and existence of the product, and assures them that the product is able to satisfy customer desires. According to Abdurrahman (2015: 199) promotion strategy is a marketing logic in which the business unit hopes to create value and profit from its relationship with consumers. Meanwhile, according to Alma (2018: 184) promotion strategy is a plan for optimal use of promotional elements such as advertising, public relations, personal selling, and sales promotion.

b. Service quality

Quality is a dynamic condition related to products, services, people, processes and the environment that meet or exceed expectations (Tjiptono, 2020). Another definition of quality is the degree to which the related characteristics meet requirements. Quality is often considered as a relative measure of the goodness of a product or service consisting of design quality and conformity quality. Design quality is a function of product specifications, while conformity quality is a measure of how far the product is able to meet the requirements or quality specifications set (Lupiyoadi, 2013).

Meanwhile, service is often defined as any action or activity that can be offered by one party to another, which is essentially intangible and does not result in the ownership of anything (Kotler, 2009). Service characteristics are included in the four main characteristics of the service sector, namely intangibility (intangibility), inseparability (inseparability), variability (variable) and perishability (easy to disappear).

Service quality refers to the expected level of excellence and control over that level of excellence to meet customer desires (Tjiptono, 2020). There are two main factors that affect the company's service quality, namely customer expectations (expectation) and company performance perceived by consumers (performance). The company's service quality is considered good and satisfactory if the company's services received exceed consumer expectations, if the company's services received are lower than expected, the company's service quality is perceived as bad. In general, a high standard of service will result in high satisfaction and frequent repeat purchases. There are five dimensions of service quality according to Parasuraman et al in Lupiyoadi (2013), namely (1) Tangibles, or physical evidence, (2) Reliability, or reliability, (3) Responsiveness, or responsiveness, (4) Assurance, or assurance and certainty, and (5) Empathy.

c. Buying Interest

Understanding buying interest is the desire that arises in consumers for a product as a result of a process of consumer observation and learning of a product. Consumers who have an interest in buying a product show their attention and pleasure towards the product which is then followed by a realization in the form of buying behavior (Kotler and Armstrong, 2009).

Consumers will pay great attention to attributes that provide the benefits they are looking for. Specific product markets can often be segmented based on attributes that are salient to different consumer groups. Churchill in Suwandari (2008) states that interest is behavior in the future that is anticipated or planned. Interest is one of the psychological aspects that has a considerable influence on behavior and interest is also a source of motivation that will direct someone to do what they do. Purchase intention is part of the behavioral component in consuming attitudes. Indicators of buying interest of a potential consumer are as follows:

1) Attention, namely the attention of potential consumers to the products offered by manufacturers.

- 2) Interest, the interest of potential consumers to the products offered by producers.
- 3) Desire, the desire of potential consumers to have products offered by producers.
- 4) Action, namely prospective consumers make purchases of the products offered..

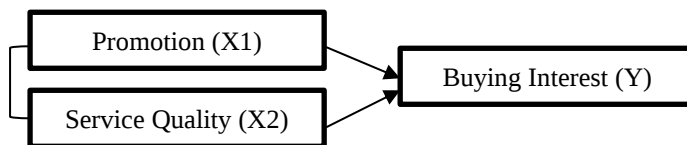
3. RESEARCH METHOD

a. Research Type

This research is a quantitative research conducted to find out the results of an extensive study using sample collection techniques. Researchers get the data obtained from the results of the questionnaire to the respondents. The study uses quantitative data with an ordinal scale because the data is a list of closed statements using a Likert scale (Sugiyono, 2019).

b. Analysis Framework

The analytical framework used to find the effect of the variables X1 (promotion) and X2 (quality of service) on Y (buying interest) is as follows:



c. Hypothesis Test

In this study, the researcher used a significance test for the null hypothesis (Ho1) and the alternative hypothesis (Ha). The null hypothesis (Ho) is a hypothesis which means that there is no significant effect between the independent variable and the dependent variable, while the alternative hypothesis (Ha) is a hypothesis which states that there is a significant effect between the independent variables on the dependent variable. The hypothesis in this study is formulated as follows:

Ho1 : There is no partial effect of promotion (X1) on buying interest (Y) on the Online Travel Ticket Application.

Ha1 : There is a partial effect of promotion (X1) on buying interest (Y) on the Online Travel Ticket Application.

Ho2 : There is no partial effect of service quality (X2) on buying interest (Y) on the Online Travel Ticket Application.

Ha2 : There is a partial effect of service quality (X2) on buying interest (Y) on the Online Travel Ticket Application.

Ho3 : There is no influence between promotion and service quality (X1 and X2) on buying interest (Y) on the Online Travel Ticket Application.

Ha3 : There is an influence between promotion and service quality (X1 and X2) on buying interest (Y) on the Online Travel Ticket Application.

d. Data Collection Method

The data in this study were obtained through a questionnaire method with a Likert scale. The questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to the respondents to be answered (Sujarweni, 2015:94). In collecting data, researchers used online/online questionnaires to respondents, where the respondents in this study were people who had already made online purchase transactions in the Online Travel Ticket Application, then the data would be separated according to the categories and criteria that had been set.

e. Data Analysis Method

Data analysis is a systematic process of finding and compiling data obtained from interviews, field notes and documentation, by organizing the data into categories, breaking them down into units, synthesizing them, arranging them into patterns, choosing what is important and what is not. will be studied, and make conclusions so that they are easily understood by themselves and others. The data analysis technique itself is related to calculations to answer the problem formulation and hypothesis testing proposed (Sugiyono, 2019). The data obtained by the researchers will then be further analyzed statistically using the help of SPSS ver 20 software, both instrument testing, classical assumptions and hypothesis testing to achieve research objectives. Data collection was carried out by distributing Likert scale questionnaires and using online/online questionnaires to respondents who had already made online ordering transactions in the Online Travel Ticket application.

f. Research Subject and Time

The research subjects were randomly selected respondents who were given a questionnaire, namely all people with an age range from 17 years to > 50 years who had made online purchase transactions on the Tiket Travel Online application with a research focus on using the Tiket.com, Traveloka, and Agoda applications. The time of the study was carried out from March 7, 2022 to June 15, 2022.

4. RESULTS AND ANALYSIS

This study uses primary data obtained from online questionnaires distributed to respondents who make purchases on the Online Travel Ticket application. The sampling technique used is non-probability sampling. The questionnaire which was distributed online via google form got 99 respondents.

a. Research Data Analysis

This study uses a questionnaire or questionnaire method, so it is necessary to test the validity and reliability before carrying out further tests. The validity test serves to determine the validity or suitability of the questionnaire statement items forming a research variable, while the reliability test aims to test the level of consistency of the statement items.

b. Validity test

The results of the item validity test carried out with the SPSS version 20 program, obtained correlation results for each item with the total score obtained by Corrected Item Total Correlation for the variables declared valid because the data was able to measure what should be measured (Ghozali, 2018).

Table 1. Promotional Variable Validity Test Results (X1)

Item	R-table	R-count	Description
X1.1	0.1975	0.801	Valid
X1.2	0.1975	0.848	Valid
X1.3	0.1975	0.822	Valid
X1.4	0.1975	0.921	Valid

All the results of the validity test of the promotional variable statement items are declared valid and can be carried out in the next test stage because they have a calculated r value that is greater than the r-table of 0.1975.

Table 2. Quality Service Variable Validity Test Results (X2)

Item	R-table	R-count	Description
X2.1	0.1975	0.891	Valid
X2.2	0.1975	0.899	Valid
X2.3	0.1975	0.879	Valid
X2.4	0.1975	0.879	Valid

All the results of the validity test of the statement of service quality variable items are declared valid and can be carried out in the next test stage because they have a calculated r value that is greater than the r-table of 0.1975.

Table 3. Buying Interest Variable Validity Test Results (Y)

Item	R-table	R-count	Description
Y1	0.1975	0.892	Valid
Y2	0.1975	0.857	Valid
Y3	0.1975	0.843	Valid

All of the results of the validity test of the item statement of the purchase interest variable are declared valid and can be carried out in the next test stage because they have a calculated r value that is greater than the r-table of 0.1975.

c. Reliability Test

According to Sugiyono (2019:130) the reliability test is used to measure the constancy of a questionnaire which is an indicator of a variable measured by Cronbach's Alpha (α). The test rule is that an instrument is declared reliable if r-count > 0.60.

1) Promotional variable reliability test results (X1)

Table 4. Reliability Statistics

Cronbach's Alpha	N of Items
,864	4

2) The results of the reliability test of the service quality variable (X2)

Table 5. Reliability Statistics

Cronbach's Alpha	N of Items
,908	4

3) The results of the reliability test of the purchase interest variable (Y)

Table 6. Reliability Statistics

Cronbach's Alpha	N of Items
,829	3

The results of the Cronbach's Alpha (α) test of all variables, namely promotion (variable X1), service quality (variable X2), and buying interest (variable Y) have a Cronbach alpha value > 0.60 and the number is between the Alpha value of the reliability scale $0.80-1.00$, thus it can be concluded that all variables have very reliable values.

d. Normality test

The normality test states whether in the regression model, the dependent variable and the independent variable have a contribution or not. A good regression model has data that is normally distributed or close to normal (Ghozali, 2018).

Table 7. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		75
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.75197196
Most Extreme Differences	Absolute	.142
	Positive	.082
	Negative	-.142
Kolmogorov-Smirnov Z		1.234
Asymp. Sig. (2-tailed)		.095

a. Test distribution is Normal.

b. Calculated from data.

The normality results above indicate that the Asymp Sig value is $0.095 > 0.05$, so it can be said that the research data is normally distributed.

e. Linearity Test

The linearity test aims to determine whether the two variables have a significant linear relationship or not (Payadnya, 2018). To detect whether there is a linear relationship between variables, it can be done by looking at the Sig Linearity value in the Anova table.

The results of the linearity test of the Promotion variable (X1) on Purchase Interest (Y)

Table 8. linearity test of the Promotion variable (X1) on Purchase Interest (Y)

			F	Sig.
Minat Beli * Promosi	Between Groups	(Combined)	8.135	.000
		Linearity	49.177	.000
		Deviation from Linearity	3.575	.124
	Within Groups			

	Total		
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From the ANOVA table above, it is known that the sig. linearity of $0.000 < 0.05$, it can be concluded that the variables of promotion and buying interest have a linear relationship.

The results of the linearity test of the service quality variable (X2) on buying interest (Y)

Table 9. linearity test of the service quality variable (X2) on buying interest (Y)

		F	Sig.
Minat Beli *	Between Groups (Combined)	17.094	.000
Kualitas Pelayanan	Linearity	144.296	.000
	Deviation from Linearity	1.194	.312
	Within Groups		
	Total		

From the ANOVA table above, it is known that the sig. linearity of $0.000 < 0.05$, it can be concluded that the variables of service quality and purchase intention have a linear relationship.

f. Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between the independent variables (independent). A good regression model should not have a correlation between the independent variables. If the independent variables are correlated with each other, then these variables are not orthogonal. (Ghozali, 2018:107).

To detect the presence or absence of multicollinearity in the regression model, it can be seen from the tolerance value and the Variance Inflation Factor (VIF) value. The basis for decision making is if the Tolerance value is greater than 0.1, it means that there is no multicollinearity, on the contrary if the Tolerance value is less than 0.1, it can be concluded that there is multicollinearity.

Decision making is strengthened by looking at the VIF (Variance Inflation Factor) value, that is, if the VIF value is < 10 then it means that multicollinearity does not occur and vice versa if the VIF value > 10 multicollinearity occurs. The results of the multicollinearity test in this study are as follows:

Table 10. Multicollinearity Test

Model	95,0% Confidence Interval for B		Collinearity Statistics	
	lower Bound	upper Bound	tolerance	VIF
(Constant)	2.083	.664		
Promosi	.072	.270	.792	1.262
Kualitas Pelayanan	.444	.675	.792	1.262

a. Dependent Variable: Minat Beli

Based on the results of the multicollinearity test above, it can be seen that in the Centered VIF column. The VIF value is not more than 10, and the tolerance value is greater than 0.1, so it can be said that in this study there was no multicollinearity in the two independent variables.

g. Heteroscedasticity Test

The results of the heteroscedasticity test of this regression model aim to test whether in the regression model there is an inequality of variance (variation) from the residual value of one observation to another observation. To detect whether or not heteroscedasticity occurs, it can be done using the standardized residual scatterplot regression graph method. If it forms a certain pattern clearly and the points do not spread randomly both above and below the number 0 on the Y axis, it can be concluded that there is heteroscedasticity in the regression model. Conversely, if it does not form a pattern and the dots spread randomly both above and below the number 0 on the Y axis, it can be concluded that there is no heteroscedasticity (Ghozali, 2018: 192)

h. Multiple Linear Regression Analysis

According to Sujarweni (2015: 160), multiple linear regression analysis is used to determine the overall effect of variable X on Variable Y. In addition, regression analysis is used to test the truth of the hypothesis proposed in this study. In this study, multiple linear regression analysis was used to prove the extent of the influence of promotion and service quality on buying interest. According to Sugiyono (2019: 275) the multiple linear regression equation can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + \dots + e$$

Information:

Y = Buying Interest

a = Constant

b₁ = Promotion regression coefficient

b₂ = Service quality regression coefficient

X₁ = Promotion

X₂ = Quality of service

e = Confounding variable

From the results of data analysis, the results of the linear regression test are as follows:

Table 11. results of data analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.310	.944		1.636	.235
Promosi	.171	.050	.237	3.431	.001
Kualitas Pelayanan	.559	.058	.663	9.616	.000

Based on the table above, the regression equation can be made:

$$Y = 2.310 + 0.171X_1 + 0.559X_2 + e$$

From the multiple linear regression equation above, it can be explained that when promotion (X₁) and service quality (X₂) are constant, it will create buying interest (Y) of 2,310 units.

Promotion regression coefficient value (X₁) of 0.171 indicates that when there is an increase in one unit of respondent's assessment of promotion (X₁) while X₂ is constant, buying interest (Y) will increase by 0.171 with a positive relationship direction.

The regression coefficient value of service quality (X₂) of 0.559 indicates that when there is an increase in one unit of respondent's assessment of service quality (X₂) while X₁ is constant, buying interest (Y) will increase by 0.559 with a positive relationship direction.

From the above equation, it can also be seen that the regression coefficient value of X₂ is 0.559, which is greater than the value of the regression coefficient of X₁ is 0.171, which means that X₂ is more dominant in influencing variable Y than variable X₁.

Hypothesis testing

Hypothesis Testing is a question that shows allegations about the relationship between two or more variables. In testing the hypothesis, it is carried out with the t statistical test, the F statistical test and the coefficient of determination test (Sugiyono, 2019)

1) T Test (Partial)

The t-test aims to determine whether or not there is a significant effect of the independent variable and partially on the dependent variable (Priyatno, 2013). The t-statistical test was conducted to determine the effect of each independent variable on the dependent variable (Ghozali, 2018:98). The test criteria are as follows:

If < , then H₀ is accepted and H_a is rejected (there is no effect).

If > , then H₀ is rejected and H_a is accepted (there is an effect).

The results of the t-test of price (X₁) and promotion (X₂) variables on purchasing decisions (Y)

Table 12. results of the t-test of price (X₁) and promotion (X₂) variables on purchasing decisions (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		

1 (Constant)	2.310	.944		1.636	.235
Promosi	.171	.050	.237	3.431	.001
Kualitas Pelayanan	.559	.058	.663	9.616	.000

The t-table value is 1.636, so from the table above, it can be concluded that there is a significant positive effect between the X1 variables on Y, because the t-count > t-table (3.431 > 1.636) and sig (0.01) < 0.05. Likewise, the X2 variable has an effect on Y, because the t-count > t-table (9.616 > 1.636) and sig (0.00) < 0.05.

2) F Test (Simultaneous)

The F statistical test was carried out with the aim of showing that all independent variables were included in the model that had a joint influence on the dependent variable (Ghozali, 2018: 98). According to Gani and Amalia (2015:143) that, the F Test or Goodnes of Fit Test is a model feasibility test. The model is said to be feasible if the model can be used to estimate the population. The regression model is said to be feasible if the F value of a model meets the predetermined criteria.

If $>F_{table}$ (a, k-1, n-k), then rejected

If $<F_{table}$ (a, k-1, n-k), then accepted

F test results of promotion variables (X1) and service quality (X2) on buying interest (Y)

Table 13. results of promotion variables (X1) and service quality (X2) on buying interest (Y)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	283.053	2	141.526	84.789	.000 ^a
Residual	160.240	96	1.669		
Total	443.293	98			

a. Predictors: (Constant), Kualitas Pelayanan, Promosi

b. Dependent Variable: Minat Beli

Based on the results of the F test in the ANOVA table above, it can be seen that the significance value is $0.000 < 0.05$ and the F table value is 3.09, so $F_{count}(84,789) > F_{table}(3.09)$. So it can be said that H_0 is rejected and H_a is accepted. This explains that there is a simultaneous significant effect between the promotion variable (X1) and the service quality variable (X2) on the buying interest variable (Y).

3) Coefficient of Determination (R^2)

According to Sujarweni (2015:164), the Coefficient of Determination (R^2) is used to determine the percentage change in the dependent variable (Y) caused by the independent variable (X). This test is used to measure the closeness of the relationship of the model used. The coefficient of determination (adjusted R^2) is a number that indicates the magnitude of the variance or dispersion of the independent variables that explain the dependent variable or a number that indicates how much the dependent variable is influenced by the independent variable. The magnitude of the coefficient of determination is between 0 to 1 ($0 < \text{adjusted } R^2 < 1$), where the coefficient value is close to 1, then the model is said to be good because the closer the relationship between the independent variable and the dependent variable is.

The influence of the promotion variable (X1) and service quality (X2) on buying interest (Y)

Table 14. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799 ^a	.639	.631	1.29196

Based on the table above, it can be seen that the value of the coefficient of determination shown by the adjusted R square value is 0.631, which means that the promotion variable (X1) and service quality (X2) have an effect of 63.1% on the buying interest variable (Y), while the remaining 35.9% is influenced by by other variables not examined in this study.

d. Pearson Product Moment Correlation

Pearson product moment correlation is a correlation technique used to prove the hypothesis of a relationship between two variables if the data for both variables is in the form of an interval and from the same data source (Sugiyono, 2019).

Table 15. The results of the correlation between the promotion variable (X1) and service quality (X2) on the buying interest variable (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799 ^a	.639	.631	1.29196

From the table above, it can be seen that the value of the correlation coefficient between the promotion and service quality variables with the purchase interest variable is indicated by the Pearson Correlation value of 0.799, which means that the relationship between the two variables is strong, according to the guideline table for interpreting the correlation coefficient.

5. CONCLUSION

Based on the results of the partial test (t test), the calculated t value at $\alpha = 0.05$ is 3,431 with a t table value of 1,636. This shows that $t\text{-count} > t\text{-table}$ ($3.431 > 1.636$) and $\text{sig} (0.01) < 0.05$, so it can be concluded that the promotion variable has a partially significant effect on the buying interest variable. Based on the results of the partial test (t test) the value of t count at $\alpha = 0.05$ is 9,616 with a t table of 1,636. This shows that $t\text{-count} > t\text{-table}$ ($9.616 > 1.636$) and $\text{sig} (0.00) < 0.05$, so it can be concluded that the service quality variable also has a partial significant effect on the buying interest variable. Based on the results of the simultaneous test (F test), the calculated F value (84.789) $>$ F table (3.09) then H_0 is rejected. This shows that there is a simultaneous (together) significant effect between the promotion and service quality variables on the buying interest variable.

The Online Travel Ticket application is currently growing rapidly, and in order to maintain its existence and expand market reach, it is advisable for the Online Travel Ticket service provider to continue to innovate, including maintaining promotional stability through various promotional events, especially digital promotions such as via tik-tok, instagram, facebook, , Twitter, advertising on Google Adsense and so on that can attract new customers to buy and retain old customers and be able to compete with their competitors. In addition to promotional factors, the quality of service in this study also affects buying interest in the Online Travel Ticket application, even the effect is more dominant than promotions, so service providers must be very attentive and able to provide the best service for customers with programs such as customer care and after sales service.

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