

THESIS

CONSUMER BEHAVIOR FACTORS THAT INFLUENCE THE PURCHASE OF TRANSPORTATION TICKETS ON TRAVELOKA

(Case Study on Hasanuddin University Makassar Students)

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**MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS AND BUSINESS
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MAKASSAR**

2023

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as one of the requirements for obtaining

drafted and submitted by

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To

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is my own work and to the best of my knowledge in this thesis manuscript there are no scientific works that have ever been submitted by others to obtain an academic degree at a university, and no work or opinion has ever been written or published by others, except those that are written quoted in this manuscript and mentioned in citation sources and bibliography.

If in the future it turns out that in this thesis manuscript it can be proven that there are elements of plagiarism, I am willing to accept sanctions for these actions and be processed in accordance with applicable laws and regulations (Law No.20 of 2003, article 25 paragraph 2 and article 70).

Makassar, 20 October 2023

Who makes the statement



Wafiq Azizah

PREFACE

Praise the author to Allah SWT who has given His mercy and wisdom so that the author can complete the thesis with the title "**Consumer Behavior Factors that affect the Purchase of Transportation Tickets on Traveloka (Case Study on Hasanuddin University Students)**". This thesis is prepared to meet one of the requirements to obtain a bachelor's degree at the Department of Management, Faculty of Economics and Business, Hasanuddin University. The author hopes that this thesis can add insight and knowledge for readers.

The process of preparing this thesis cannot be separated from the help of various parties. With all due respect and humility, the author expresses his gratitude to Allah SWT who always gives health and blessings to the author. Mrs. Dr. Hj. Nurdjanah Hamid, S.E., M.Agr as the Main Supervisor and author examiner lecturer who has provided direction and advice in the preparation of this thesis. Mr. Dr. Mursalim Nohong, S.E., M.Si as Vice Dean of the Faculty of Economics and Business as well as the second supervisor who has provided advice and direction in the preparation of this thesis. Mr. Prof. Dr. H. Abdul Rahman Kadir, S.E., M.Si., CIPM., CWM, as Dean of the Faculty of Business Economics as well as an examiner who has provided advice and direction in the preparation of this thesis. Mr. Dr. Muhammad Sobarsyah, S.E., M.Si as the examining lecturer who has provided direction and advice in the preparation of this thesis. Not to forget, the author would also like to thank all Mr. and Mrs. Lecturers of the Faculty of Economics and Business who have educated and provided knowledge to the author as well as all Staff and Ranks of the Faculty of Economics and Business who have provided a lot of help and direction in the author's lectures.

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Not to forget, the author also expressed his deep gratitude to all parties who helped both moral and material assistance that the author cannot mention one by one. Thank you very much and hopefully the author can repay your kindness next time.

Thus this thesis was made, the author realized that there are still so many shortcomings contained in this thesis. Therefore, constructive criticism and suggestions are very much expected by the author in order to perfect this thesis. Finally, the author hopes that this thesis can be useful and useful for all parties. Aamiin.

Makassar, 20 October 2023

Researcher,

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

Wafiq Azizah

ABSTRACT

Consumer Behavior Factors that Influence the Purchase of Transportation Tickets on Traveloka (Case Study of Students Hasanuddin University Makassar)

Wafiq Azizah

Nurdjanah Hamid

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The aim of this research is to analyze the influence of cultural factors, social factors, personal factors and psychological factors on the decision to purchase transportation tickets on Traveloka among Hasanuddin University Makassar students. The research samples were students from the Faculty of Economics and Business, Hasanuddin University, Makassar, who were determined to be 88 respondents. To obtain the necessary data, the data collection technique is through distributing questionnaires, with data analysis techniques using linear multiple regression analysis. The results of the research conducted show that cultural factors have a positive and significant influence on the decision to purchase transportation tickets, social factors have a positive and significant influence on the decision to purchase transportation tickets, personal factors have a positive and significant influence on the decision to purchase transportation tickets, and psychological factors have a positive and significant influence on decision to purchase transportation tickets for Hasanuddin University Makassar students.

Keywords: Cultural, Social, Personal, Psychological Factors and Ticket Purchasing Decisions

TABLE OF CONTENTS

	Page
COVER PAGE	i
TITLE PAGE	ii
CONSENT PAGE.....	iii
DECLARATION PAGE	iv
DECLARATION OF AUTHENTICITY PAGE.....	v
PREFACE	vi
<i>ABSTRACT</i>	ix
TABLE OF CONTENT	x
LIST OF TABLES	xiii
LIST OF IMAGES	xiii
CHAPTER I INTRODUCTION	1
1.1. Background.....	1
1.2. Problem Statement.....	5
1.3. Research Objectives	6
1.4. Research Uses	6
1.5. Systematics of Writing	7
CHAPTER II LITERATURE REVIEW	9
2.1. Overview of Theoretical and Concepts	9
2.1.1 Understanding Consumer Behavior	9
2.1.2 Factors Influencing Consumer Behavior	11
2.1.3 Understanding Purchasing Decisions	18
2.1.4 Purchase Decision Process	21
2.1.5 Traveloka	26
2.2. Empirical Review	28
2.3. Conceptual Framework.....	29
2.4. Hypothesis Development.....	30
CHAPTER III RESEARCH METHODS	35
3.1. Type and Design of Research.....	35
3.2. Place and Time of Research	35
3.3. Population and Sample.....	35

3.4. Data Types and Sources	37
3.5. Sampling Technique	37
3.6. Data Collection Techniques.....	38
3.7. Research Variables and Operational Definitions	38
3.8. Research Instruments.....	39
3.9. Test Validity and Reliability.....	40
3.10. Data Analysis Techniques	40
 CHAPTER IV RESEARCH RESULTS AND DISCUSSION.....	 44
4.1. Research Results.....	44
4.1.1. Respondent Overview	44
4.1.2. Description of Research Variables	45
4.1.3. Research Instrument Test	56
4.1.4. Classical Assumption Test	59
4.1.5. Multiple Linear Regression Analysis	61
4.2. Hypothesis Testing	63
4.3. Discussion.....	65
 CHAPTER V CLOSING	 71
5.1. Conclusion	71
5.2. Suggestions	72
 BIBLIOGRAPHY	 73

LIST OF TABLES

Table	Page
2.1. Previous Research.....	28
4.1. Research Sample.....	37
4.2. Variable Operational Definition	38
4.3. Likert scale	40
5.1. Recapitulation of Respondents' Identities.....	45
5.2. Index of Respondents' Answers to Cultural Factors.....	46
5.3. Index of Respondents' Answers to Social Factors	47
5.4. Index of Respondents' Answers to Personal Factors.....	49
5.5. Index of Respondents' Answers to Psychological Factors.....	51
5.6. Index of Respondents' Answers to Ticket Purchase Decisions	55
5.7. Validity Test Results.....	57
5.8. Reliability Test Results	58
5.9. Multicholinerity Test Results	59
5.10. Test Results one sample Kolmogorov smirnov test	60
5.11. Regression Results Summary	61
5.12. F Test Calculation Results	63
5.13. Partial Test Results (t-test).....	64

LIST OF IMAGES

Images	Page
3.1. Conceptual Framework	30
5.1. Scatterplot Chart.....	60

CHAPTER I

INTRODUCTION

1.1 Background

The era of globalization faced today, advances in internet technology from year to year are increasingly modern and much more sophisticated so as to provide smoothness in communicating, shopping, finding information, and other needs. This also affects the condition of competition in the increasingly tight business world. People are required to have innovation and be creative in order to continue to compete to create product advantages that will be marketed with the aim of being able to face fierce competition, and being able to meet the needs and desires of consumers.

To meet the needs and desires of consumers marked by the trend of shopping online. Various kinds of goods and services can be obtained online such as clothing, food, daily necessities and purchasing airline tickets or hotel bookings. The presence of online commerce will make it easier for consumers to make purchases. Consumers do not need to come directly to the store, consumers only need to visit the intended site and determine the goods / services that consumers need. One of the sites that became the focus of this research was the ticket buying site.

Currently, there are several marketplaces that provide online ticket purchases, such as::

1. **Tiket.com:** Tiket.com is one of the leading platforms in Indonesia that offers a wide range of services, including the purchase of airline tickets, train

tickets, event tickets, entertainment tickets, and accommodation bookings. Tiket.com also has a price comparison feature that allows users to choose the best deals.

2. **Traveloka.com:** Traveloka is one of the leading technology companies in Southeast Asia that provides various travel services, such as flight ticket booking, train tickets, hotel reservations, vacation packages, and tourist activities. Traveloka is well known for its intuitive user interface and large number of options.
3. **Pegipegi.com:** Pegipegi is another online platform that focuses on booking airline tickets, train tickets, hotel bookings, car rentals, and various other travel needs. Pegipegi also provides a variety of offers and promotions for customers.
4. **Misteraladin.com:** Mister Aladin is one of the most popular travel platforms in Indonesia. Mister Aladin offers flight ticket bookings, hotel reservations, as well as various travel package deals. In addition, Mister Aladin also has reviews and recommendations from other users.
5. **Tokopedia (Tokopedia Travel):** Tokopedia, yang awalnya dikenal sebagai *platform e-commerce*, juga telah merambah ke industri perjalanan dengan layanan Tokopedia Travel. Tokopedia menyediakan pemesanan tiket pesawat, tiket kereta api, hotel, dan layanan perjalanan lainnya.
6. **Bukalapak (Bukalapak Travel):** Bukalapak is another e-commerce platform that has also developed travel services. Through Bukalapak Travel, users can book flight tickets, train tickets, hotels, and various other transportation services.

7. **Blibli.com (Blibli Travel):** Blibli.com is also an e-commerce platform in Indonesia that has added travel services to its product range. Blibli Travel allows users to book airline tickets, train tickets, and accommodation.
8. **Airy Rooms:** Although more focused on accommodation, Airy Rooms also allows users to book airline tickets. Airy Rooms is famous for its affordable accommodation offers.

All of these platforms have their own features and advantages, including price comparisons, user reviews, payment options, and ease of use. Users can choose a platform that suits their needs and preferences when purchasing tickets online. Of the many companies that provide online ticket booking, the author determines the Traveloka.com. In the Top Brand Award survey, the online booking ticket site that ranks first is Traveloka.

Traveloka cooperates with more than 100 domestic and international airlines. Traveloka serves more than 200,000 flight routes around the world through its website www.traveloka.com. Traveloka provides travel ticket booking services such as flights and trains as well as online hotel reservations. Along with the growing needs of people in Indonesia, Traveloka also provides reservations for entrance tickets to recreation places, car rentals, overseas internet, airport transportation, airport trains, overseas hotels, overseas flights, entertainment and routine needs such as culinary, cinema, spa and beauty, bills and top-ups, credit and internet packages. (<https://www.traveloka.com/id-id/about-us>). There are several benefits that consumers can get by using Traveloka, including: ease of booking, offers and discounts, price comparison, reward points, customer service, wide selection, reviews and ratings, mobile applications, payment options, and vacation packages.

The many service functions provided by traveloka, thus influencing consumers' decisions in purchasing transportation tickets. A decision is the activity of selecting an action from two or more alternative options. That is, the person making the decision must have one choice from several available alternatives. According to Warsito, et.al. (2022:2) purchasing decisions can be interpreted as the results or continuation that a person makes when faced with certain situations and alternatives to behave in meeting his needs.

To influence consumer decisions in purchasing tickets, many factors influence it, where in this study focused on cultural factors, social factors, personal factors and psychological factors. This is in accordance with the theory put forward by Kotler and Philip (2021: 110) and Steven (2022: 17) that the factors that influence consumer behavior in purchasing transportation tickets on Traveloka are cultural factors, which are fundamental determinants of a person's desires and behavior, then social factors related to such as reference groups, family, roles and social status influence purchase behavior.

Personal factors are related to age and stages in the life cycle, work, economic circumstances, personality and self-concept, as well as lifestyle and values, while psychological factors are related to motivation, perception, learning, and memory which basically influence consumer responses in making purchases. This is reinforced by research Irawati & Pratiwi (2018), Wardhani (2018) which examines consumer behavior factors namely cultural, social, personal and psychological factors that influence purchasing decisions. Research conducted by Utama (2018) shows that cultural, social, personal, and psychological factors have a positive and significant influence on purchasing decisions. Then research conducted by Fathor (2018) found that cultural, social, personal, and psychological factors have a significant influence on purchasing decisions.

This research was conducted on Hasanuddin University Makassar students who often travel using transportation ticket purchases on Traveloka, because the problem that has occurred so far is a decrease in consumers in purchasing transportation tickets on Traveloka.

From the background description above, the author is interested in raising this theme by choosing the title: The Influence of Consumer Behavior Factors That Influence the Purchase of Transportation Tickets on Traveloka (Case Study on Hasanuddin University Makassar Students).

1.2 Problem Statement

From the background of the problems that have been raised, the formulation of the problem in this study is:

1. Do cultural factors influence consumer behavior in purchasing transportation tickets on Traveloka at Hasanuddin University Makassar Students.
2. Do social factors influence consumer behavior in purchasing transportation tickets on Traveloka for Hasanuddin University Makassar Students
3. Do personal factors influence consumer behavior in purchasing transportation tickets on Traveloka at Hasanuddin University Makassar Students.
4. Do psychological factors influence consumer behavior in purchasing transportation tickets on Traveloka at Hasanuddin University Makassar Students

1.3 Research Objectives

In a study, the objectives to be achieved are in accordance with the background and formulation of the problem described above, then this research aims:

1. To know and analyze the influence of cultural factors on consumer behavior in purchasing transportation tickets on Traveloka for Hasanuddin University Makassar Students.
2. To know and analyze the influence of social factors on consumer behavior in purchasing transportation tickets on Traveloka for Hasanuddin University Makassar Students
3. To determine and analyze the influence of personal factors on consumer behavior in purchasing transportation tickets on Traveloka at Hasanuddin University Makassar Students
4. To determine and analyze the influence of psychological factors on consumer behavior in purchasing transportation tickets on Traveloka for Hasanuddin University Makassar Students.

1.4 Research Uses

In this study, the author expects this study to provide several benefits which include:

1.4.1 Theoretical Uses

- a. The results of this study are practically expected to contribute thinking to solving problems related to consumer behavior factors that affect the purchase of transportation tickets
- b. This research is expected to be a reference material for students who take the same research title as the title that the author researched.
- c. This research can be used as one of the requirements to complete studies and obtain a Bachelor's Degree at the Faculty of Economics and Business, Hasanuddin University, Makassar.

1.4.2 Practical Usability

- a. The results of this study can be taken into consideration for Traveloka companies in knowing the factors that influence consumer behavior in

using Traveloka services, especially in purchasing transportation tickets.

- b. The results of this research are expected to be input for Traveloka to make efforts to improve the company in the future

1.5 Systematics of Writing

The systematic plan presented in the discussion of this thesis can be elaborated into five chapters, namely::

Chapter I Introduction containing background, problem formulation, objectives and uses of research, writing systematics.

Chapter II A literature review that includes a theoretical and conceptual review, as well as an empirical review, Conceptual framework and hypothesis development.

Chapter III Research methods consisting of research design, place and time of study, population and sample, types and sources of data, sampling techniques, data collection techniques, research variables and operational definitions, research instruments, validity and reliability tests, and data analysis techniques

Chapter IV Research Results and Discussion containing research results, hypothesis testing and discussion

Chapter V The closing contains conclusions and suggestions as input for the company and research limitations

CHPATER II

LITERATURE REVIEW

2.1 Overview of Theoretical and Concepts

2.1.1 Understanding Consumer Behavior

The formation of purchases is the main purpose of marketing, purchases can occur from a series of consumer behavior processes, the process of forming consumer behavior is something that is currently widely studied by marketers, this is because consumers have various views, perceptions and references that differ on a product and consumer behavior is what will influence the occurrence of the purchase decision.

The study of consumer behavior centers on the way individuals make decisions to utilize the resources they have (time, money, effort) to fulfill the desire to buy or obtain goods or services for consumption purposes. This is certainly closely related to what they will buy, why they buy, when they will buy, where they will buy, how often they want to buy and how often they will use it, so consumer behavior is an individual action related to their decisions in obtaining and using the products and services they get (Purboyo et al., 2021:2).

In essence, behavior is a person's real actions that can be observed directly. While a consumer is someone who is involved in a product purchase or use activity. Consumer behavior is the decision-making process and activities of each individual carried out in order to evaluate, obtain, use, or regulate goods and services (Sinulingga & Sihotang, 2021:1).

According to Sitanggang & Agustinus (2021:4) Consumer behavior is the activities of individuals who are directly involved in obtaining and spending the

use value of the product including the decision-making process in the preparation and determination of these activities. In other words, that consumer behavior is a science that studies the decision-making process by individuals and organizations that shows an action, activity, or behavior that includes: activities of searching, buying, using, evaluating, and spending the use value of products, as well as factors that influence individual actions related to the decision and efforts of the individual to obtain products (goods and services), to meet individual needs and desires.

Consumer behavior is an activity carried out by individuals, groups or organizations related to the decision-making process in obtaining and using goods, services, and ideas that can be influenced by the environment. Consumers in buying products in the form of goods and services have a goal to meet their wants and needs. This desire is caused by several factors such as social, economic, psychological, physical development, religious, and so on (Abubakar, 2018:82).

Consumer behavior varies greatly depending on the user or user. There are two groups of beneficiaries, namely: the research group (research) and the implementation-oriented group (Syafarudin, 2018:28).

1. The role of consumer behavior for marketers or producers
 - a. Persuade consumers to buy marketed products.
 - b. Understand consumers in behaving, acting and thinking so that marketers or producers are able to market their products well.
 - c. Understand why and how consumers make decisions, so that marketers or producers can design marketing strategies well.
2. The role of consumer behavior for educational institutions and consumer protection

- a. To know and influence consumers; namely to shape consumers in choosing commodities correctly, avoiding fraud and becoming wise consumers.
3. The role of consumer behavior for government and public organizations
 - a. In this case, the government is obliged to influence consumer choices through prohibitions on business products that harm consumers.
 - b. As a basis for the formulation of public policies and legislation to protect consumers.

Today, consumer behavior in purchasing goods has changed very rapidly, including consumers ordering products via the internet. They can search for information about products through online sources so that it is faster and gets today's consumers wanting faster and more efficient purchases i.e. through online (Giantari, 2021:2).

2.1.2 Factors Influencing Consumer Behavior

Understanding consumer behavior is very important. Both for business actors (entrepreneurs, marketers, and advertising agencies) in an effort to win business competition. Understanding how and why consumers make their purchasing decisions will certainly greatly help business people to make the right decisions in determining their marketing strategies. Of course, this is done in order to win the competition in business competition. Many marketers argue that it turns out that consumers do not always rely on economic action or reaction according to economic forecasts. This is because, there are many choices and also because in general consumers are selective about the selection of a product that is marketed. This situation means that not all products marketed by manufacturers will be accepted or cause a response to potential buyers to want

to buy them. Consumer behavior is caused by several factors that influence a person in making his purchase.

Each of these factors has a different impact on each consumer. Therefore, the foresight of marketers here is required to be able to identify purchasing factors for products marketed. The ability of marketers in this case will greatly help the company to be able to increase sales of its products (Irwansyah *et al.*, 2021:9).

According to Kotler & Keller (2021:110) Describe factors that influence consumer behavior, including::

1. Cultural Factors

Culture, cultural branches, and social class are generally very important factors in influencing consumer buying behavior. Culture is a fundamental determinant of a person's desires and behavior. Each culture consists of smaller subcultures that provide identification and socialization to their more specific members. Subcultures include nationalities, religions, racial groups, and geographic regions. Other roles are social class, social class is relatively homogeneous and is an eternal division in society, arranged hierarchically, with members who have the same values, interests, and behaviors.

2. Social Factors

In addition to Cultural Factors, Social Factors such as reference groups, family, roles and social status influence purchasing behavior. A person's reference group is all groups that have a direct (face-to-face) or indirect influence on his behavioral attitudes. Reference groups influence members by exposing new behaviors and new lifestyles, influencing attitudes or self-concepts, and creating pressure for fit that can influence product and brand choices. The family is the most important consumer buying organization and family members are the

most influential primary reference. Roles consist of those activities that a person is expected to perform. Each role contains the meaning of status. A senior vice president of marketing may have more status than a sales manager and a sales manager may have more status than an office clerk. People choose products that reflect or convey their true role and status or desired status in society. Marketers must be aware of the potential of product and brand status symbols.

3. Personal Factors

Personal characteristics that influence buyer decisions include age and stage in the life cycle, occupation, economic circumstances, personality and self-concept, and lifestyle and values. Our tastes for food, clothing, furniture, and recreation are often related to our age. Consumption is also shaped by the family life cycle as well as the number of families, age, and gender of people in the household. Jobs influence consumption patterns, marketers try to identify occupational groups that have above-average interest in their products and services. Personality is a set of human psychological traits that lead to relatively consistent and long-lasting responses to environmental stimuli including purchasing behavior. Lifestyle is a person's lifestyle in this world expressed through activities, interests, and opinions. Consumer decisions are also influenced by core values, the belief systems underlying attitudes and behaviors. The marketers who target consumers based on value, they believe that by attracting one's inner self, it is likely to influence one's self-buying behavior.

4. Psychological Factors

There are four main psychological processes – motivation, perception, learning, and memory – that essentially influence consumer responses. A need becomes a motive when it increases to an intensity sufficient to prompt us to act. Motivation has a direction to prefer one goal over another and the intensity with

which we pursue that goal with more or less force. A motivated person is ready to act—how it happens, influenced by his perception of the situation. Perception is the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world. Learning includes changes in our behavior that arise from experience. Learning theory teaches marketers that they can build demand for a product by associating it with strong impulses, using motivating cues, and providing positive reinforcement. Cognitive psychology distinguishes between short-term memory i.e. limited and temporary storage of information and long-term memory i.e. essentially unlimited and more permanent storage. Any kind of information can be stored in memory networks, including verbal, visual, abstract, and contextual.

The following factors influence consumer behavior in Purchasing Decision according to Steven (2022:17) are as follows:

1. Cultural Factors

a. Culture

Culture is the most fundamental cause of a person's desires and behavior because Culture grows in a society since childhood. Culture itself is a collection of basic values, perceptions, desires, and behaviors learned by a member of society from family and other important institutions. Every society has a culture and the influence of culture on purchasing behavior varies greatly, therefore marketers always try to find a culture shift in order to find out new products that may be desired.

b. Sub Culture

Subculture is a group of people who have a similar value system based on life experiences and situations, including religion, racial groups, and geographical areas. Many subcultures form important market segments,

and marketers often design products and marketing programs tailored to their needs.

c. Social Class

A social class is a relatively permanent and orderly division of society with members who share similar values, interests, and behaviors. Social class determines the selection of certain products and brands in areas such as clothing, home appliances and so on.

2. Social Factors

a. Small Groups

A person's behavior is influenced by a small group. Groups that have direct influence and who are members of them are called membership groups. Some are primary that have regular but informal interactions, such as family, friends, neighbors, and co-workers. Some are secondary, have more formal and less regular interactions, including religious groups, professional associations, and trade unions. Reference groups function as points of comparison or reference directly (face-to-face) or indirectly in shaping one's attitudes and behavior.

b. Family

In addition to groups, families also greatly influence the behavior of buyers. The family is the most important consumer purchasing organization in society, one of the most dominant examples is the involvement of the husband and wife in the purchasing process.

c. Roles and Status

The role and status of a person when he is a member of a group, club of organizations, his position is determined by many roles and the status of a person himself in the organization, each role carries a status that reflects

the appreciation given by the community for example the role of community manager has a higher status in society than other community roles in general.

3. Personal Factors

a. Age

People change the goods and services they buy during their lifetime. Tastes for food, clothing, furniture and recreation are often related to age. Buying is also shaped by the stages of the family life cycle, the stages that the family may go through according to its maturity.

b. Work

A person's work affects the goods and services he buys. Manual workers tend to buy a lot of clothes for work, while office workers buy more suits and ties. Marketers try to identify job groups that have above-average interest in their products and services.

c. Economic Situation

A person's situation will affect behavior in buying products. Marketers of income-sensitive products observe trends in personal income, savings, and interest levels. When indicators indicate a recession, marketers can take steps to redesign, reposition, and change the prices of their products.

d. Personality and concept of value

A person's personality clearly influences his buying behavior. Personality refers to a unique psychological characteristic that causes a relatively consistent and long-lasting response to one's own environment. It is usually reflected as self-confidence, dominance, sociability, conformity, and

aggressiveness. This can be useful for analyzing consumer behavior for the selection of certain products or brands.

e. Lifestyle and values

Life-style is a pattern of a person's life that is manifested in his activities, interests, and opinions. Lifestyle includes something more than just a person's social class or personality, it displays a person's overall pattern of action and interaction in the world.

4. Psychological Factors

a. Motivation

Motivation is a need sufficient to drive a person to action.

b. Perception

The process of selecting, organizing and interpreting information inputs to create a meaningful overall picture.

c. Knowledge

Knowledge i.e. changes in an individual's behavior come from experience

d. Kepercayaan dan kemandirian

Perilaku deskriptif yang dianut seseorang mengenai suatu hal.

2.1.3 Understanding Purchasing Decision

Purchasing Decisions made by consumers will include consideration of various aspects. In general, the concentration of marketing is more directed at decisions about choosing alternatives to a particular product brand. This is because marketing strategies are often developed to achieve targets for certain product brands. However, this does not mean that purchasing decisions will be determined by decisions about individual brands alone. It should also be remembered that consumers make purchasing decisions based on a hierarchy of processes.

According to Astuti & Amanda (2020) In the process of determining decision alternatives in each hierarchy, a consumer will also determine the source of information that will be used as a basis for decision making. Some sources of information that can be used by consumers include: dealers; family, friends, forums or communities, and mass media both offline and online. In fact, understanding the source of information alone is not enough, for marketing managers the main focus of all is on the implications of marketing strategies that will be used for the benefit of the company. Example:

1. Decisions about product categories

Providing a broad framework in understanding the scope of product competition, observation of industry demand trends allows companies to identify their impact on company products.

2. Decisions about product brands

Provide a basis for management in comparing the strengths and weaknesses of the company's products and competitors' products. Brainstorming the thought of launching a new product to serve an unmet need.

3. Decisions about sources of information

Provide a basis for management about the form of information needed to influence in the purchase of products.

A decision is the activity of selecting an action from two or more alternative options. That is, the person making the decision must have one choice from several available alternatives. If an elder is faced with two choices and he chooses one of them, then it can be said that the person has made a decision. With regard to purchases, consumer decisions about what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it. Thus, Purchasing Decision can be interpreted as the result or continuation that a person does when

faced with certain situations and alternatives to behave in meeting his needs (Warsito *et al.*, 2022:2).

Irwansyah *et al.*, (2021:13) Purchasing Decision is a process of making consumer decisions about purchases that combine knowledge to choose two or more alternative products available influenced by several factors, including quality, price, location, promotion, convenience, service and others. Decision making by consumers to purchase products or services begins with awareness of the fulfillment of needs or desires and realizing the next problem, then consumers will carry out several stages which ultimately arrive at the post-purchase evaluation stage.

Decision Making to buy a product or service, consumers can evaluate to make a selection of products or services. The evaluation and selection used will result in a decision. Decision making can be thought of as an outcome or output of a mental or cognitive process that leads to the selection of a path of action among several available alternatives. Every decision-making process always results in one final choice. The output can be an action (action) or an opinion on the choice (Firmansyah, 2018:25).

2.1.4 Purchasing Decision Process

Consumers make many purchasing decisions every day. Most large companies examine consumer purchasing decisions in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy and why they buy. Marketers can study actual consumer purchases to discover what they are buying, where, and for how much.

The following Rizal (2020:88) The following explains that consumers go through five stages in the purchase erasure process, which are as follows::

1. Introduction to the following needs (problems)

The buying process begins when the buyer recognizes a problem or need. The buyer perceives the difference between his actual state and his desired state. Needs can be influenced by internal stimuli and external stimuli.

2. Information search

The stage at which consumers seek more information, namely through the following situations:

- a. A milder search situation is called heightened attention.
- b. The search for information is more active. Consumer information sources are classified into four groups, namely:
 - 1) Personal sources (family, friends, neighbors)
 - 2) Commercial sources (advertising, salespeople, agents, packaging)
 - 3) Public sources (mass media)
 - 4) Source of experience (inspection, using the product)

3. Evaluate alternatives

The stage in which consumers use information to evaluate alternative brands in the trap of choice. Some basic concepts understand the stage of consumer evaluation, namely:

- a. In the first stage, consumers see the product as a collection of product attributes.
- b. In the second stage, consumers will give different levels of importance to different attributes according to their unique needs and desires.
- c. In the third stage, consumers may develop a set of brand beliefs about where each brand stands on each attribute.
- d. The fourth stage, consumers' total product satisfaction expectations will vary at different attribute levels.

e. In the fifth stage, consumers arrive at attitudes towards different brands through several evaluation procedures.

4. Buying decision

In the evaluation phase, consumers form preferences over brands in a selection pool. Consumers also form the intention to buy the products they like best. However, two factors can be felt between purchase intention and purchasing decision. The extent to which someone else's stance diminishes one's preferred alternative will depend on two things::

- a. The intensity of others' negative stance towards the consumer's preferred alternative.
- b. Consumer motivation to obey the wishes of others.

In carrying out purchase intent, consumers can make five sub purchasing decisions, namely brand decisions, supplier decisions, quantity decisions, time decisions, and payment method decisions.

5. Post-purchase behavior

When consumers take further action after purchasing based on satisfaction or dissatisfaction. Marketers should monitor post-purchase satisfaction, post-purchase actions and post-purchase wear and disposal.

a. Post-purchase

After purchasing a product, a consumer may detect a deficiency. Some buyers do not want a defective product, some ignore the flaws and some even consider adding value to the product. Buyer satisfaction is a function of how close the buyer's expectations of a product are to the performance that buyers feel about the product.

- 1) If the performance of the product is lower than the buyer's expectations, the buyer will be disappointed.

- 2) If it meets expectations, buyers will be satisfied.
- 3) If the product performance is higher than expected, the buyer will be very satisfied.

b. Post-purchase actions

Consumer satisfaction and dissatisfaction with a product will affect subsequent behavior. If the consumer is satisfied, he will show a higher probability of buying back the product. Disgruntled customers react the opposite. They may dispose of or return the product.

c. Post-purchase discharging and disposal

Marketers must also monitor how shoppers wear and dispose of products. If consumers keep products in their cabinets, they may not be very satisfactory and word of mouth will not be voluminous. If they sell or exchange the product, sales of the new product will decrease. If consumers find new uses for the product, marketers should advertise these uses.

A decision is defined as the selection of an action from two or more alternatives. When consumers buy a product, consumers generally follow a process or stage in decision making. According to Rossanty *et al.*, (2018:17) there are five stages in Purchasing Decision, namely::

1. Needs recognition

The purchase process by consumers begins when the buyer recognizes a need or problem. Such needs can be generated by internal or external stimuli. Internal stimuli, occurring in one of a person's general needs (such as hunger and thirst) have reached a certain threshold and multi become the impetus. While external stimuli, one of them occurs because someone watches an advertisement or sees a new product belonging to a neighbor.

2. Information search

After consumers are aroused by their needs, consumers will be encouraged to seek more information. People are more sensitive to product information. Subsequently, people began to actively search for information: ask friends, go to stores to find out or browse the internet to compare specifications and prices of goods.

3. Evaluation of alternatives

Evaluations generally reflect beliefs and attitudes that influence their buying behavior. Belief is a picture of a person's thoughts about the image of something. A person's beliefs about a product or brand influence their purchasing decisions. Equally important to belief is attitude. Attitude is the evaluation, emotional feelings, and tendencies of favorable or unfavorable and long-lasting actions in a person on a particular object or gagasa.

4. Purchasing Decision

In a purchase case, consumers can make several sub-decisions, including brand, supplier, quantity, execution time and payment method. For complex products will require long consideration before deciding on a purchase, while for simple products such as daily necessities consumers tend to be easier to decide on a purchase.

5. Post-Purchase Behavior

After a purchase is made, the consumer will always be alert to information that supports his decision. The consumer will compare the product he has purchased with other products. This is because consumers experience mismatches with certain facilities in the goods they have purchased, or hear advantages about other brands. In this phase, consumers will provide a response or feedback on the products that have been purchased, whether

consumers are satisfied or dissatisfied. Many responses occur such as consumers can give recommendations to relatives or family, or even if consumers are very satisfied with the product of choice then consumers will become loyal to the product or product brand.

2.1.5 Traveloka

Traveloka was first founded in 2012 by Ferry Unardi, Derianto Kusuma and Albert Zhang. At the beginning of its concept, Traveloka functioned as a search engine to compare flight ticket prices from various other sites. In 2013 Traveloka turned into a reservation site that concentrates on booking flight tickets. Then in March 2014 Traveloka entered the hotel room reservation business and in July 2014 hotel booking sites through Traveloka became available. Meanwhile, in 2017, Traveloka has provided train ticket reservations, travel tickets, tour packages, art performance tickets, postpaid credit and internet in collaboration with vendors to continue to provide the best service for consumers.

The launch of Traveloka application on July 31, 2014, was made to facilitate and save time in making reservations. The advantage offered on the Traveloka application that is given to the public is "my ticket". So, tickets that have been booked through the application can be directly displayed on the Traveloka application without having to print and open the email first, making it easier for consumers and saving time in check-in. Traveloka App can be downloaded for free via App Store and Google Play. The ease of using Traveloka application is no doubt. Because by writing the keywords flight tickets and hotel reservations in the google column, flight tickets and hotel reservations will appear on the Traveloka site (Traveloka.com). Purchasing reservation tickets and flights

on Traveloka is already available on smartphones and can choose a schedule, as well as choose the appropriate budget.

Traveloka provides various conveniences to consumers with a fast flight ticket marketing system, travel and hotel reservations, easy and safe payments, thus providing a wide selection of ticket, travel and hotel prices according to the consumer's budget. In addition, Traveloka provides information about locations or recommended places, hotels, and tourist attractions. Various services provided by Traveloka are intended to provide the best quality service to consumers so that they are expected to provide satisfaction for consumers (Ghifary, 2018).

The number of services offered through the Traveloka application is due to people's need for something instant and fast increasing, especially when they want to travel. This community need is answered by Traveloka, where through its application people are facilitated to get travel tickets, hotels, and so on. Through the Traveloka application, people can also save time to fulfill their travel needs. Many services are provided in the Traveloka application to help and facilitate community activities, especially when going on a trip. The use of the Traveloka application is considered easier for the public because of its use through smartphones where people can use this application anywhere and anytime which also utilizes technological sophistication. Traveloka application is an illustration of the form of new media technology applied in business (Latuheru & Irwansyah, 2017).

2.2 Empirical Review

Previous research that has been done by several previous researchers can be used as reference material in this study. Here are some previous studies that the author summarizes can be seen through the following Table:

Table 2.1 Previous Research

No	Researcher Name	Research Title	Research Results
1.	Irawati & Pratiwi (2018)	Analysis of Factors Considered by Consumers in Lion Air Flight Purchasing Decisions	The results showed that from 22 indicators analyzed, 6 new factors could be formed, namely Social Factors, comfort, culture, personal, environmental and psychological. While the most dominant factor considered by consumers in the Purchasing Decision of Lion Air flight tickets is Social Factors with a variance of 33.216%.
2.	Isnan (2020)	Analysis of Factors Influencing Consumer Behavior on Vans Shoe Purchasing Decision Process (Consumer Study at Kota Kasablanka Mall Outlet)	The results of the study obtained that partially Cultural Factors and Social Factors did not have a significant influence on the Vans shoe Purchasing Decision process, while Personal Factors and Psychological Factors had a significant influence on the Vans shoe Purchasing Decision process. But simultaneously Cultural Factors, Social Factors, Personal Factors, and Psychological Factors have a significant influence on the purchasing decision process of Vans shoes.
3.	Putri (2022)	The Influence of Cultural Factors, Social Factors, Personal Factors and Psychological Factors on Purchasing Decisions	The results of this study show that Cultural Factors have a positive and significant influence on Purchasing Decisions. Social Factors have no significant effect on Purchasing Decisions. Personal Factors do not have a significant influence on Purchasing Decisions. Psychological Factors do not have a significant effect on Purchasing Decisions
4.	Nasution & Prana (2020)	Factors Influencing Consumer Behavior towards Purchasing Decisions	From the results of this study shows that consumer behavior and Purchasing Decision have a significant

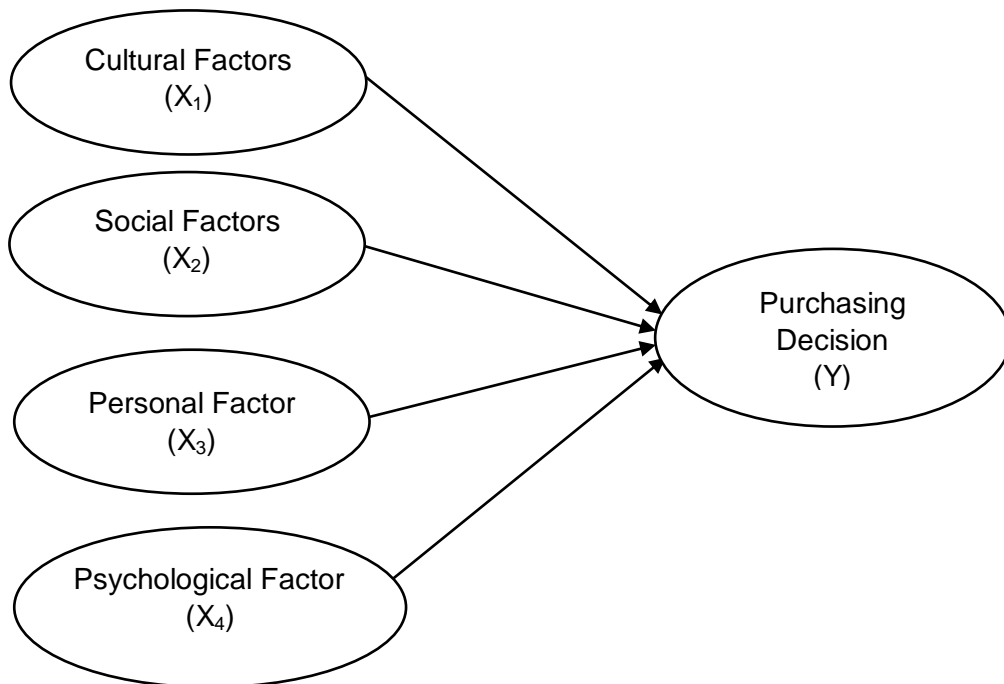
No	Researcher Name	Research Title	Research Results
			influence and have a positive influence on the variable of dependent, namely Purchasing Decision at STIM Sukma Medan, there are also factors that influence, among others, external factors where there are cultural, social, economic and family factors, and while internal factors where there are factors of moti-vasi, perception, Learning, Trust and Personality.
5.	Astuti <i>et al.</i> , (2019)	Analysis of Factors Influencing Consumer Behavior in the Purchasing Decision of Kapal Api Coffee Products in Yogyakarta City	The results of the regression test show that the variables of cultural, social, personal and psychological together have a positive and significant influence on consumer behavior in purchasing decisions. Cultural and social factors individually have no significant influence on purchasing decisions. Personal Factors and individual psychology have a significant influence on Purchasing Decisions.

2.3 Conceptual Framework

Consumer behavior is the study of how individuals, groups, or organizations select, buy, use, and dispose of services, ideas, or experiences to satisfy their needs or desires. Marketers must fully understand the theory and reality of consumer behavior.

This study discusses the influence of Cultural Factors, Social Factors, Personal Factors and Psychological Factors on consumer decisions in purchasing Traveloka transportation tickets for Hasanuddin University Makassar students. For more details, the relationship between the variable of freedom

(consumer behavior) to Purchasing Decision can be visualized in the form of the following image:



Picture 3.1 Conceptual Framework

2.4 Hypothesis Development

Based on the background of the problem and the Literature Review that has been stated above, the development of hypotheses in this study is as follows:

2.4.1 The Relationship of Cultural Factors to Purchasing Decisions

Culture, subcultures, and social class are generally very important factors in influencing consumer purchasing behavior. Culture is a fundamental determinant of a person's desires and behavior. Each culture consists of smaller subcultures that provide identification and socialization to their more specific members. Subcultures include nationalities, religions, racial groups, and geographic regions. Other roles are social class, social class is relatively homogeneous and is an eternal division in society, arranged hierarchically, with members who have the same values, interests, and behaviors (Kotler & Keller, 2021:110).

Culture, sub-culture and social class are very important to purchasing behavior. Culture is the most basic determinant of a person's desires and behavior. In other words, it is the most important factor in decision-making behavior and purchasing behavior. Cultural factors exert the broadest and most profound influence on consumer behavior (Fatimah & Hidayati, 2022). Based on research conducted by Amandin & Marina (2021), The results showed that Cultural Factors have a significant influence on Purchasing Decisions. While in research conducted by (Ataini et al., 2021) states that Cultural Factors have no significant effect on Purchasing Decisions.

H1 : Cultural Factors have a positive and significant influence on purchasing transportation tickets on Traveloka

2.4.2 The Relationship of Social Factors to Purchasing Decisions

Social factors also influence consumers in making decisions in purchasing. Social Factors consist of reference groups, families, roles and statuses. A reference group that serves as a point of comparison or reference directly or indirectly in shaping a person's attitude or behavior. Family, is the primary reference group that is most influential in Purchasing Decisions. Role and status is someone who participates in many groups throughout his life whether in a family, club or organization. A person's position in each group can be defined as a role and status (Rizal, 2020:79).

Social factors are groups of people who jointly consider closely the equality of community status or appreciation formally and informally. Social Factors can be seen from relationships with friends, family and parents in influencing Purchasing Decisions. The higher the relationship with friends, family and parents, the higher the consumer's decision to make a purchase (Hudani,

2020). Based on the results of research by (Fatimah & Hidayati, 2022) shows that Social Factors have a positive and significant influence on Purchasing Decisions. This is not in line with the results of research by (Suawa et al., 2019) which shows that Social Factors do not have a significant influence on Purchasing Decisions.

H2 : Social Factors have a positive and significant influence on purchasing transportation tickets on Traveloka

2.4.3 The Relationship of Personal Factors to Purchasing Decisions

According to Setiadi (2019:10) Personal Factors consist of age and life cycle stages, where a person's consumption is also shaped by the stages of the family life cycle, people usually undergo certain changes or transformations as they go through their lives. Jobs, where marketers try to identify work groups that have above-average interest in certain products and services. The state of the economy, which is meant by a person's economy, which consists of disposable income, his savings and possessions, the ability to borrow and the attitude towards issuing saving responsibilities. Lifestyle, is a pattern of life in the world that is expressed by one's activities, interests, and opinions. As well as personality and self-concept, that is, different psychological characteristics and each person who perceives his response to the environment is relatively consistent.

Personal Factors have an important role in determining Purchasing Decisions, in this case consumer decisions in choosing a product. In addition, Personal Factors have characteristics that describe someone who is different from others and the decisions taken are relatively more consistent and able to last a long time. Purchasing decisions are influenced by a person's personal

characteristics such as age and stage of the life cycle, occupation, economic situation, lifestyle, and personality and self-concept (Handayani, 2021). Based on research (Hudani, 2020) states that Personal Factors have a significant influence on Purchasing Decisions. This is not in line with research (Putri, 2022) where the results show that Personal Factors do not affect Purchasing Decisions.

H3 : Personal Factors have a positive and significant influence on purchasing transportation tickets on Traveloka

2.4.4 The Relationship of Psychological Factors to Purchasing Decisions

According to Poluan & Karuntu (2021) Psychological Factors consisting of motivations, perceptions, attitudes and beliefs. A person's motivation has several needs at a time. Perception is defined as the process by which a person selects, organizes, interprets input information to create a meaningful picture of the world. Learning describes changes in a person's behavior that arise from experience. Beliefs are the thoughts that a person holds about a thing and attitudes are emotional feelings and tendencies of favorable or not and lasting actions of a person towards some object or idea.

Reza & Suastrini (2021) states that Psychological Factors are factors that cannot be conditioned by a marketer but these factors are factors that originate from within (internal) and consumer characteristics and are inherent in each individual. So that each individual will be different in taking Purchasing Decisions. Based on research (Maroah & Ulfa, 2021), The results showed that psychological factors had a positive and significant effect on Purchasing Decision. This is contrary to the results of the study (Putri, 2022) which states that psychological factors have no effect on Purchasing Decisions.

H4 : Psychological factors have a positive and significant influence on purchasing transportation tickets on Traveloka