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The Effect of Trust, Competitive Price, and Application Quality on Repurchase Intention of Online Travel Agent Traveloka

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Abstract

Repurchase intention is included in post-purchase behavior, so it becomes an important topic to be investigated. This study aims to determine the effect of trust, competitive prices, and application quality on repurchase intention in Traveloka online travel agents. This study uses an explanatory research approach using multiple linear regression analysis methods. Data sources come from distributing questionnaires online. The sampling method uses purposive sampling with the criteria of respondents being at least 18 years old and having made a purchase of at least one time on the Traveloka mobile application. The sample used was 150 respondents. The results of this study indicate that the variables of trust, competitive prices, and application quality significantly influence the repurchase intention of Traveloka online travel agents.

Keywords: *post-purchase behavior; repurchase intention; trust; competitive price; application quality.*

1. Introduction

In the current era of globalization, information technology is experiencing rapid development – the development of technology currently happening in the internet network. The existence of the Internet provides various kinds of facilities, especially for business people. For business people, the internet, as a supporter of electronic media, can help in business activities/commerce, commonly called e-commerce. The development of e-commerce is increasingly making companies continue to compete in order to compete and contribute in efforts to meet the needs and desires of the community (Nuraini and Mudiantoro, 2017).

Repurchase interest is included in post-purchase behavior, so it becomes an important topic to be investigated. Interest in repurchasing is very important for the company because with interest in repurchasing, indicates that consumers have a positive experience on previous purchases. According to Julianto (2012), this purchase intention is shown through a positive attitude and a feeling of pleasure towards a product that will be followed by buying. According to Peter and Olson (2005), repurchase is a purchasing activity carried out more than once or several times.

Many factors affect interest in repurchase, one of which is trust. Trust is a person's belief that his partner will provide or fulfill a customer's expectations (Barnes, 2003). A transaction between two or more parties will occur if there is mutual trust. According to Sullivan and J. Kim (2018), trust in online business is very important in influencing repurchase interests.

Consumer repurchase interest in a product is strongly influenced by their assessment of the price feasibility of the product because consumers perceive prices based on previous purchases. With the increasing number of online travel agent companies, each company offers competitive prices to attract consumers. The strategy undertaken by Traveloka to set

competitive prices, according to a study conducted by Narendraputri (2013), revealed that competitive prices affect the repurchase interest.

Application is a software that is used to meet the needs of consumers. Application as the development of a website/web. According to Saidani et al. (2019), web quality has an influence on repurchase interests, because web quality is not only important for marketing products or services but also provides information that consumers need as well as attractive web designs. Based on the background that has been described, the purpose of this study is to determine the effect of trust, competitive prices, and application quality on repurchase interest in Traveloka online travel agents.

2. Literature review

Customer trust is interpreted as customer service provider expectations that can be trusted and can be relied upon to fulfill its promises (Siagian and Cahyono, 2014). According to Bao et al. (2016), trust is divided into two elements, namely the ability of a party to trust reliability and maintain the ability to reduce so as not to lose.

According to Porter (2008), competitive prices are the bargaining value of consumers, both at lower prices by providing more benefits and supporting more expensive pricing, and are expected to be able to compete. According to Dodds et al. (1991) and Sasongko (2013), stated that several indicators to measure competitive prices consist of affordable prices, lower prices, and discounted prices.

Application Quality is one of the important concepts of online business that can lead to customer perception and as a determinant of operational activities. Measuring the quality of the application using the WebQual method. Webqual is arranged based on three dimensions that can shape the quality of web

content design (Barnes and Vidgen, 2002), namely: the quality of use, the quality of information, and service interactions. High-quality sites can attract more customers compared to sites that have a low quality (Parasuraman, et al. 2005). A higher-quality site will increase the number of users accessing the site, as well as the quality of the application.

According to Swastha and Irawan (2001: 26), repurchase interest is a purchase made by a buyer of the same product, and there is an interest to repurchase it for the second or third time. According to Margaretha (2008), repurchase interest is based on customers who are satisfied with the services provided. According to (Shin et al. 2013; Wang et al. 2013; Wu et al. 2014), there are three indicators that can measure repurchase interest, namely the desire to use the product, plans to use the product in the future, the need to use the product.

3. Research Methods

This research population is consumers who have made purchases/used services in the Traveloka mobile application. The sampling technique uses Non-probability Sampling with the Purposive Sampling method with the criteria of respondents having made purchases and used service products in the Traveloka mobile application at least once in the last six months and was at least 18 years old. This study, a sample of 150 respondents. The type of data in this study is from online questionnaire answers with a Likert scale.

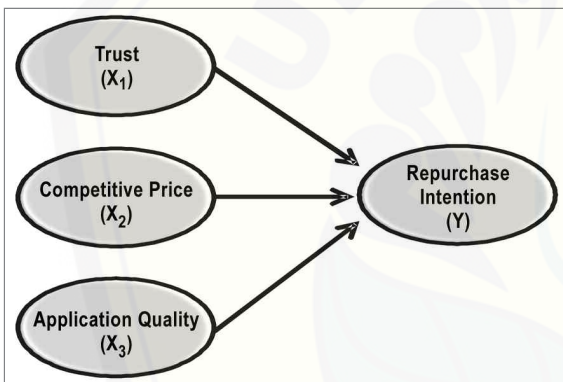


Figure 1. Conceptual Framework

4. Results

Multiple linear regression analysis is an analysis tool used to determine the effect of independent variables on the dependent variable. The results of the multiple linear regression analysis in Table 1 below.

Model	Coefficients				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients	Beta		
	B	Std. Error	Beta			
Constant	1.396	.818			1.706	.090
Trust (X ₁)	.182	.044	.224		4.089	.000
Competitive Prices (X ₂)	.189	.053	.243		3.553	.001
Application Quality (X ₃)	.164	.022	.519		7.516	.000

Table 1. Results of multiple linear regression analysis
Source: Result of data processing

Based on the test results of multiple linear regression analysis in the table above, it can be obtained the equation $Y = 1.396 + 0.182X_1 + 0.189X_2 + 0.164X_3 + e$. In this equation, a constant value of 1.396 is obtained, which means that if the value of the trust-free variable (X₁), competitive price (X₂), and application quality (X₃) equal zero, the value of repurchase interest (Y) is 1.396. The coefficient value of the confidence variable (X₁) is 0.182 and has a positive value, which means

that if every increase in one unit of the variable increases interest in repurchase (Y) by 0.182. The coefficient value of the competitive price variable (X₂) is 0.189 and has a positive value, which means that if every increase in one unit of the variable increases interest in repurchase (Y) by 0.189. The coefficient value of the application quality variable (X₃) is 0.164 and has a positive value, which means that if every increase in one unit of the variable increases interest in repurchase (Y) by 0.164.

Hypothesis testing with the t test is used to test the effect of the independent variables individually in explaining the dependent variable. Hypothesis test results are in Table 2 below.

Variables	T _{arithm}	t _{tabel}	Sig.	Hypothesis
Trust (X ₁)	4.089	1.976	0.000	H ₀ rejected
Competitive Prices (X ₂)	3.553	1.976	0.001	H ₀ rejected
Application Quality (X ₃)	7.516	1.976	0.000	H ₀ rejected

Table 2. Hypothesis test results (t-test)
Source: Result of data processing

Based on the results of the t-test on the confidence variable (X₁) shows the value of t arithmetic of 4.089, the competitive price variable (X₂) shows the arithmetic of 3.553 and the application quality variable (X₃) shows the arithmetic of 7.516. All variables have significance values ≤ 0.05 and t arithmetic $\geq t$ tables. So H₀ is denied the meaning of trust, competitive prices, and application quality has a significant effect on repurchase interest.

5. Discussion

The results showed that trust had a significant effect on repurchase interests. In line with research conducted by Bao et al. (2016), that trust has a positive and significant effect on repurchase interests. Trust is seen as a factor that can influence customer intentions and behavior in the online market because in the business environment, there is a high risk of uncertainty in a transaction. (Gefen, et al. 2003). Consumer trust arises when getting certainty, such as a sense of security that provides benefits in line with expectations. A person has gained a trust, usually can be a reference for making a purchase, so the higher the trust of a consumer, the higher the interest in making a repeat purchase.

The results showed that competitive prices had a significant effect on repurchase interests. Competitive prices, a product or service will get more value then it will be an important point in influencing repurchase interest. According to Chen and Dubinsky (2003), online shoppers tend to see prices as an important cost component by comparing prices with similar competitors. The results of the two hypotheses of this study stated that competitive prices significantly influence the repurchase interest received and proven. In line with previous research from Narendraputri (2013).

The results showed the quality of the application had a significant effect on repurchase interest. According to Parasuraman et al. (2005), states that high-quality sites can attract more customers compared to sites that have low quality, so they can attract consumers to make repeat purchases. According to Nilashi et al. (2016), the better the quality of usage, the better the quality of web. Hypothesis 3 results state that the quality of the application has a significant effect on the repurchase intention of being proven or accepted in line with previous research from Usman (2016).

6. Conclusion

Consumers have a good trust in Traveloka, will increase trust in Traveloka, and can influence repurchase interests in the Traveloka mobile application. Traveloka offers competitive

prices by providing affordable prices and promos and discounts, which will affect the interest in repurchasing on the Traveloka mobile application. The quality of the Traveloka application has

a high quality that will facilitate the use of information and service interactions that will affect the interest in repurchasing on the Traveloka mobile application.

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