

CHAPTER V

CONCLUSION

5.1 Research Conclusion

Based on the results of the hypotheses that have been tested, the following are conclusions per point according to the three hypotheses:

1. The results of the first hypothesis testing show that the utilitarian value offered by Traveloka positively and significantly affects the intention to purchase airplane tickets by users in Padang. This means that the higher the utilitarian value perceived by users, such as ease of use, speed of access, and useful functions, the greater the user's intention to buy airplane tickets through Traveloka. This shows that users are more likely to make a purchase if they feel the practical benefits of using the platform.
2. Based on the result of second hypothesis, it shows that hedonic value, which includes fun, pleasure, and emotional experience when using Traveloka, does not have a significant impact on Padang users' airline ticket purchase intentions. In fact, the effect tends to be negative. This indicates that the emotional experience and pleasure that users feel when using Traveloka is not strong enough to influence their decision to buy airplane tickets. Users may prioritize functional and practical aspects over emotional aspects when purchasing airplane tickets.
3. The findings of the third hypothesis indicate that trust in Traveloka positively and significantly impacts users' intention to purchase airplane tickets in Padang. This means that a higher level of trust in Traveloka, including factors such as transaction security, information reliability, and company reputation,

leads to an increased intention among users to buy airplane tickets through the platform. User trust plays a crucial role in boosting purchase intentions as it provides users with confidence and a sense of security when conducting online transactions on Traveloka.

5.2 Research Implications

5.2.1 Theoretical Implications

The finding that utilitarian value has a positive and significant influence on purchase intention highlights the importance of functional and practical aspects in e-commerce platforms. Academics can take these findings as a basis for developing more detailed theories on how utilitarian elements, such as ease of use and efficiency, can be integrated more effectively in the design and management of online platforms to increase consumer purchase intentions. Further research could explore the role of these utilitarian elements in various other product and service contexts, thus enriching the literature on the influence of utilitarian value in e-commerce.

The findings regarding the significant role of online trust in influencing purchase intentions highlight the importance of trust as a key factor in digital transactions. Academics can deepen their understanding of the specific components of online trust, such as transaction security and company reputation, and how these elements can be enhanced to drive purchase intentions. This research also opens up opportunities to develop more complex and contextualized models of trust, which can be applied to various e-commerce platforms.

5.2.2 Managerial Implications

- a. Traveloka should continue to improve features that make it easier for users to use the platform. This can include optimizing the user interface, increasing transaction processing speed, and adding features that make it easier for users such as quick searches, better filtering of results, and price notifications.
- b. Traveloka must continue to improve and maintain user trust. This can be done by ensuring data and transaction security, providing accurate and transparent information, and maintaining reputation through responsive customer service and quick solutions to user problems.
- c. Traveloka needs to review or adjust marketing strategies that focus too much on the emotional and fun aspects. Instead of prioritizing marketing campaigns that focus on emotional experiences, Traveloka could emphasize communicating the practical benefits and functional advantages of using their platform.

5.3 Research Limitations

- a. This research was only conducted on Traveloka users in Padang, so the results may be partially representative for users in other regions. Consumer preferences and behaviours may differ in different regions, so these findings may not generally apply to all Traveloka users in Indonesia or abroad.
- b. This study only considers three main variables: utilitarian value, hedonic value, and online trust. The analysis did not include other factors that may also influence purchase intention, such as customer service quality, promotions and discounts, or brand perception.
- c. This study used surveys as the data collection method; hence, there are limitations relating to respondent bias and the accuracy of answers. Respondents may not provide completely honest answers or may be influenced by situational factors when

answering the survey. In addition, the number of samples and sampling techniques used can also affect the generalizability of the results of this study.

5.4 Research Suggestions

- a. To increase the generalizability of the findings, future research can expand the study locations to various other cities or regions in Indonesia and internationally. By involving a more geographically and demographically diverse sample, researchers can obtain a more comprehensive picture of the factors influencing the intention to purchase airplane tickets through Traveloka.
- b. Further research should consider additional variables influencing purchase intentions, such as customer service quality, price and promotion, brand perception, user reviews, and previous user experience. By including these variables, researchers can gain insight and understand the various factors contributing to purchase intentions more thoroughly
- c. In addition to using surveys, future research can use diverse methods such as in-depth interviews, case studies, or experiments. In-depth interviews can provide richer and deeper insights into user experiences and perceptions. Meanwhile, experiments can help identify causal relationships between the variables under study.

