

4th ICITB

Analysis of Consumer Attitude on Online Ticket Using Fishbein Method

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ABSTRACT

The development of internet today reaches almost a half of the population in Indonesia so that business sectors take advantage of this development through online businesses. One of the opportunities that the business sectors take is e-ticketing or online business. The ticket sales services are now transformed into the electronic ticket or e-ticketing known as Online Travel Agent (OTA). The objective of this research was finding out the consumer attitude on Traveloka, PegiPegi.com and Tiket.com. The sampling technique used in this research was the nonprobability and the accidental sampling technique. The data analysis technique used in this research was the fishbein analysis. The result of this research showed that the score of the consumer attitude on the traveloka was ordinary; the score of the consumer attitude on PegiPegi.com was ordinary; and, the value of the consumer attitude on the Tiket.com was good. Thus, Tiket.com had a reasonable attitude for the consumer compared to the other services

Keywords: *Consumer Attitude, Online Ticket, Fishbein Methods*

INTRODUCTION

Consumers are the most important element than producers and distributors. Consumers are people who use goods and services. The developments of communication and technology nowadays connect people around the world with only one gadget. Moreover, it also occurs in Indonesia which can be seen on the increase of internet users from year to year as shown in figure 1.

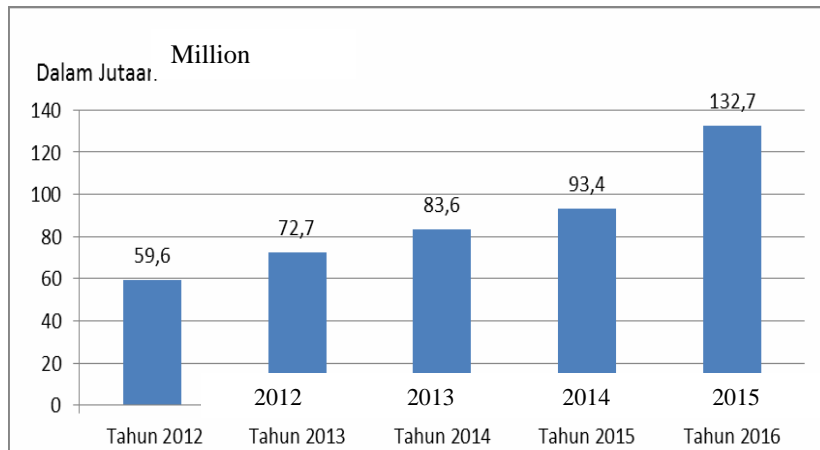
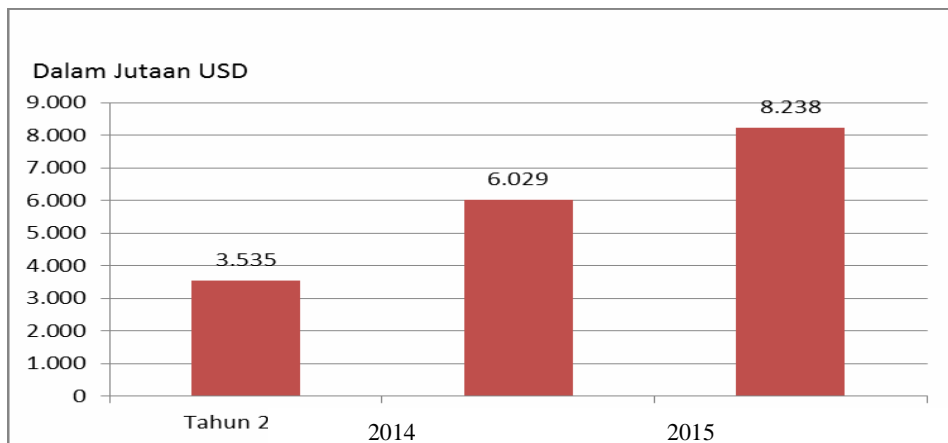


Figure 1. Data of Internet Users in Indonesia in 2012-2016

From these data, it can be seen that the development of internet has reached almost a half of population in Indonesia (256.2 million people). This makes businessmen use this opportunity so that the development of online businesses also increases.



Data of Online Business Growth in 2014-2016

Source: www.statistika.com

The data shows that the online business penetration often increases every year. The result of statistics predicts that the growth of online business in

Indonesia in 2020 reaches USD 16.421 trillion. It includes e-ticket business by which ticket sales or ticketing services are now transforming into electronic ticketing (e-ticket) known as online travel agent (OTA).

Competition in the OTA market in 2017 is much tighter than previous competition. This is due to the rapid business development and the smart consumers who choose, use, and consume goods or services. This is a challenge for companies in Indonesia to understand consumer behavior in the market.

The phenomenon about the high mobility of people who have a high demand on the easiness and the practicality is successfully overcome by internet. This solution makes consumer behavior shift on online activities that offer all conveniences including tourism needs. The result of surveys shows the use of internet facilitates consumers to meet their needs. Moreover, the growth of online travel agents is increasingly promising due to the convenience offered by e-ticketing services compared to conventional ticketing. The tight competition requires companies to innovate and to facilitate consumers to order products online anywhere and anytime. The online ticketing services are regarded as the solution for people who have a high mobility.

Fishbein Multi Attribute Model is used to measure consumer attitudes. Fishbein's model is divided into the attitude and the subjective norm. Attitude is the indicators that are related to internal factors (individuals) that are directly related to the objects of researches and to the attributes that have an important role in the size of behavior so that it is able to determine what the appropriate action is taken and not affected by external factors. Harish and Wardhana (2016) explains that there are attitude determinants i.e., cognitive, affective, and conative. Moreover, the subjective norm is the external factors affecting the individual behavior. The indicators of

subjective norms include: family, friends, community members, and sales. Hermawan (2017) state that the service used to determine the online shopping decision in e-ticketing is the ease, convenience, website design, and security.

The recent problem encountered by OTA is their competition with the other conventional ticket agents seen on the online services presented by OTA that cannot meet the needs and now controlled by the conventional ticket agents. Moreover, the conventional agents are more flexible viewed from services and products. The concept of hospitality (face-to-face services offering advice and instructions about itinerary and refund services) is the way that the conventional ticket agents always do but OTA cannot do it. This makes OTA service users be dominated by individual customers. Furthermore, the conventional ticket agents usually serve a group of customers or corporations. In fact, OTA is able to meet corporate needs. This is more profitable because corporations usually carry out routine travel activities.

RESEARCH METHOD

The method used in this research was the quantitative method. The quantitative method was interpreted as a method of positivism used to examine certain populations or samples. The data collecting technique used in this research was the research instruments and the data analysis technique used in this research was quantitative data analysis (Sugiyono 2014: 13). The objective of this research was analyzing the consumer attitudes on TRAVELOKA, PEGIPEGI.COM, and TIKET.COM

The primary data was the original data collected by the researchers. This data was specifically collected to answer problems in particular research. The type of data used in this research was the data from the answers of distributed questionnaires to consumers. The secondary data was the data that were collected by other parties and not directly obtained from the source.

Sugiyono (2014: 115) defined population as a form of generalization which consisted of subjects or objects that had certain qualities implemented in a research so that the conclusions were acquired. The population of this research was consumers using online ticketing about TRAVELOKA, PEGIPEGI.COM, and TIKET.COM.

According to Rambat Lupioadi (2015: 70), the sample was a portion of the observed population and was considered as the condition or characteristics of the population. In this research, the sample was obtained from the population. The sample was some online ticket users. The sampling technique used in this research was the accidental sampling technique and the sampling unit was obtained arbitrarily or accidentally from the research. Sampel this research is 96 responden.

FINDINGS AND DISCUSSION

The result of answers from questionnaires of consumer attitudes on online tickets (Traveloka, Pegipegi.Com, and Tiket.Com) were measured by the concept of trust (bi) distributed to 100 respondents as the followings below:

Table 1. Result of Respondents' Answers related to Consumer Attitude Measured by Concept of Trust (bi)

No	Statements	Answers									
		VA		A		N		D		VD	
		F	%	F	%	F	%	F	%	F	%
Easiness											
1	Payment System	34	34.0	52	52.0	14	14.0	0	0.0	0	0
2	Easiness of Searching For Promotion System	40	40.0	44	44.0	15	15.0	1	1.0	0	0.0
3	Re-schedule Flexibility	37	37.0	45	45.0	17	17.0	0	0.0	1	1.0

4	Easiness to Determine Tourist Destinations	41	41.0	41	41.0	17	17.0	1	1.0	0	0
5	Fast Access in Transaction	17	17.0	49	49.0	30	30.0	4	4.0	0	0.0
Convenience											
6	Hospitality of Customer Service	34	34.0	46	46.0	18	18.0	2	2.0	0	0
7	Complaint Handling	20	20.0	47	47.0	29	29.0	3	3.0	1	1.0
8	Good System	31	31.0	36	36.0	26	26.0	5	5.0	2	2.0
Design of Website and Application											
9	Design and Display	20	20.0	41	41.0	31	31.0	8	8.0	0	0
10	Navigation System	21	21.0	42	42.0	31	31.0	6	6.0	0	0.0
11	Easiness of Using System	6	6.0	48	48.0	36	36.0	9	9.0	1	1.0
12	Website/Application Compatibility with other Systems	10	10.0	49	49.0	37	37.0	4	4.0	0	0
13	. Loading Time	13	13.0	53	53.0	28	28.0	6	6.0	0	0
Security											
14	Private Data Security for Consumers	9	9.0	42	42.0	35	35.0	13	13.0	1	1.0
15	Financial Transaction Security	12	12.0	42	42.0	36	36.0	8	8.0	2	2.0
16	Assurance	35	35.0	43	43.0	21	21.0	0	0.0	1	1.0

Source: Data was analysed in 2018

From table 4.4, "The easiness to determine the tourist destination" on statement no.4 received the highest response with "Very Agree" answers. A number of respondents answered this option was 41 respondents or 41.0% and the "Easiness of Using System" obtained the lowest response with "Very

Agree” answers. A number of respondents answered this option was 6 respondents or 6.0%.

Table 2. Result of Respondents’ Answers related to Concept of Evaluation of Traveloka (ei)

No	Statements	Answers									
		VA		A		N		D		VD	
		F	%	F	%	F	%	F	%	F	%
Easiness											
1	Payment System	17	17.0	51	51.0	26	26.0	3	3.0	3	3.0
2	Easiness of Searching for Promotion System	35	35.0	40	40.0	23	23.0	2	2.0	0	0
3	Re-schedule Flexibility	18	18.0	37	37.0	35	35.0	9	9.0	1	1.0
4	Easiness to Determine Tourist Destinations	13	13.0	35	35.0	34	34.0	15	15.0	3	3.0
5	Fast Access in Transaction	19	19.0	33	33.0	38	38.0	9	9.0	1	1.0
Convenience											
6	Hospitality of Customer Service	34	34.0	30	30.0	29	29.0	6	6.0	1	1.0
7	Complaint Handling	23	23.0	33	33.0	34	34.0	9	9.0	1	1.0
8	Good System	11	11.0	39	39.0	37	37.0	11	11.0	2	2.0
Design of Website/Application											
9	Design and Display	13	13.0	39	39.0	37	37.0	10	10.0	1	1.0
10	Navigation System	5	5.0	50	50.0	34	34.0	11	11.0	0	0
11	Easiness of Using System	5	5.0	39	39.0	40	40.0	14	14.0	2	2.0

12	Website/ Application Compatibility with other Systems	8	8.0	32	32.0	48	48.0	10	10.0	2	2.0
13	Loading Time	14	14.0	35	35.0	38	38.0	13	13.0	0	0
Security											
14	Private Data Security for Consumers	10	10.0	56	56.0	32	32.0	2	2.0	0	0
15	Financial Transaction Security	29	29.0	42	42.0	24	24.0	5	5.0	0	0
16	Assurance	15	15.0	49	49.0	28	28.0	6	6.0	2	2.0

Source: Data was analysed in 2018

From table 4.5, "The easiness of searching for tourist promotion system" on statement no.2 received the highest response with "Very Agree" answers. A number of respondents answered this option was 35 respondents or 35.0% and the "navigation system and easiness of using the system" obtained the lowest response with "Very Agree" answers. A number of respondents answered this option was 5 respondents or 5.0%.

Table 3. Result of Respondents' Answers related to Concept of Evaluation of Pegi-Pegi.com (ei)

No	Statements	Answers									
		VA		A		N		D		VD	
		F	%	F	%	F	%	F	%	F	%
Easiness											
1	Payment System	31	31.0	43	43.0	25	25.0	1	1.0	0	0
2	Easiness of Searching for Promotion System	20	20.0	40	40.0	25	25.0	13	13.0	2	2.0
3	Re-schedule Flexibility	32	32.0	41	41.0	26	26.0	0	0	1	1.0

4	Easiness to Determine Tourist Destinations	30	30.0	35	35.0	27	27.0	8	8.0	0	0
5	Fast Access in Transaction	14	14.0	37	37.0	34	34.0	10	10.0	5	5.0
Convenience											
6	Hospitality of Customer Service	23	23.0	50	50.0	25	25.0	2	2.0	0	0
7	Complaint Handling	9	9.0	40	40.0	41	41.0	9	9.0	1	1.0
8	Good System	21	21.0	39	39.0	29	29.0	10	10.0	1	1.0
Design of Website/Application											
9	Design and Display	18	18.0	35	35.0	38	38.0	9	9.0	0	0
10	Navigation System	11	11.0	40	40.0	37	37.0	10	10.0	2	2.0
11	Easiness of Using System	7	7.0	29	29.0	46	46.0	15	15.0	3	3.0
12	Website/Application Compatibility with other Systems	13	13.0	30	30.0	44	44.0	11	11.0	2	2.0
13	Loading Time	17	17.0	35	35.0	36	36.0	12	12.0	0	0
Security											
14	Private Data Security for Consumers	10	10.0	43	43.0	33	33.0	10	10.0	4	4.0
15	Financial Transaction Security	23	23.0	37	37.0	31	31.0	7	7.0	2	2.0
16	Assurance	33	33.0	43	43.0	18	18.0	4	4.0	2	2.0

Source: Data was analysed in 2018

From table 4.6, "assurance" on statement no.16 received the highest response with "Very Agree" answers. A number of respondents answered this option was 33 respondents or 33.0% and the "complaint handling" obtained the lowest response with "Very Agree" answers. A number of respondents

answered this option was 7 respondents or 7.0%.

Table 4. Result of Respondents' Answers related to Concept of Evaluation of Tiket.com (ei)

No	Statements	Answers									
		VA		A		N		D		VD	
		F	%	F	%	F	%	F	%	F	%
Easiness											
1	Payment System	32	32.0	52	52.0	16	16.0	0	0.0	0	0.0
2	Easiness of Searching for Promotion System	40	40.0	44	44.0	15	15.0	1	1.0	0	0.0
3	Re-schedule Flexibility	35	35.0	46	46.0	18	18.0		0	1	1.0
4	Easiness to Determine Tourist Destinations	42	42.0	39	39.0	18	18.0	1	1.0	0	0.0
5	Fast Access in Transaction	13	13.0	54	54.0	29	29.0	3	3.0	1	1.0
Convenience											
6	Hospitality of Customer Service	31	31.0	50	50.0	17	17.0	2	2.0	0	0.0
7	Complaint Handling	22	22.0	42	42.0	32	32.0	3	3.0	1	1.0
8	Good System	28	28.0	40	40.0	25	25.0	5	5.0	2	2.0
Design of Website/Application											
9	Design and Display	17	17.0	47	47.0	28	28.0	8	8.0	0	0
10	Navigation System	20	20.0	47	47.0	27	27.0	6	6.0	0	0.0
11	Easiness of Using System	7	7.0	51	51.0	32	32.0	9	9.0	1	1.0
12	Website/ Application Compatibility with other Systems	9	9.0	50	50.0	36	36.0	5	5.0	0	0
13	Loading Time	11	11.0	57	57.0	26	26.0	6	6.0	0	0
Security											

14	Private Data Security for Consumers	9	9.0	42	42.0	35	35.0	13	13.0	1	1.0
15	Financial Transaction Security	12	12.0	43	43.0	35	35.0	8	8.0	2	2.0
16	Assurance	30	30.0	40	40.0	24	24.0	6	6.0	0	0.0

Source: Data was analysed in 2018

From table 4.7, "The easiness to determine the tourist destinations" on statement no.4 received the highest response with "Very Agree" answers. A number of respondents answered this option was 42 respondents or 42.0% and the "easiness of using the system" obtained the lowest response with "Very Agree" answers. A number of respondents answered this option was 7 respondents or 7.0%.

CONCLUTIONS

The conclusion of this research regarding the consumer attitudes on the online ticket business models with the fishbein method were as follows: 1) The attribute showing the good consumer attitudes on the online ticket was on the statement no. 4 (easiness of searching for the tourist destinations) with 41 respondents or 41.0%, 2) The attribute showing the good consumer attitude on the online ticket (Traveloka, Pegi-Pegi.Com,dan Tiket.Com) was on the statement no. 4 (easiness of searching for tourism destination) with 42 respondents or 42.0%, 3) The result of Fishbein model showed that the consumer attitudes on the online ticket for Traveloka was 215.89 (Ordinary); the consumer attitudes on the online ticket for Pegi-Pegi.Com was 220.32 (Ordinary); and, the consumer attitudes on the online ticket for Tiket.Com was 248.93 (Good). Therefore, it was concluded that the consumers chose Tiket.Com, 4) The result of this research was suitable with Kotler's statement (in Etta and Sopiah, 2013: 197) which explained that the attitude was evaluation, feeling, and tendency of a person who consistently liked or disliked an object or idea.

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