

**INFLUENCE OF E-SERVICE QUALITY AND CUSTOMER PERCEIVED VALUE ON  
PURCHASE DECISION OF LOW-COST AIRLINES FLIGHT TICKETS ON  
TIKET.COM APPLICATION**

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Revision after Thesis Defense on July 2023

**STATEMENT BY THE AUTHOR**

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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## ABSTRACT

### INFLUENCE OF E-SERVICE QUALITY AND CUSTOMER PERCEIVED VALUE ON PURCHASE DECISION OF LOW-COST AIRLINES FLIGHT TICKETS ON TIKET.COM APPLICATION

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In recent years, the airline and online travel agency industries in Indonesia have seen substantial growth and expansion. Especially Low Cost Carriers Airline and Online Travel Agency (OTA). Tiket.com as a big player in the city sector has many competitors who can provide the same service in terms of E-Service Quality and Customer Perceived Value. Therefore, the aim of this research is to examine whether the dimensions of E-Service Quality and Customer Perceived Value have an impact on the Purchase Decision of low cost airlines flight tickets in Tiket.com. The dimensions of E-Service Quality in this study are Website Design, Fulfilment, Customer Service and Privacy. For Customer Perceived Value, dimension used are Perceived Benefits and Perceived Sacrifices. The data was collected from 164 respondents who are 17 – 40 years old live in Jabodetabek area, using Tiket.com to order low cost airlines in the last one year. The findings indicated that E-Service Quality had the largest influence towards the Purchase Decision and the result shows that E-Service Quality have positive and significant influence towards Purchase Decision, followed with Customer Perceived Value who also have positive and significant influence towards Purchase Decision. Based on the results of this study, author recommends Tiket.com to maintain and increase the ability to deliver customer value, increase the speed of apps, maintain the security of the apps, increase complaint respond times, make free to call feature, make referral program, and improve the return/compensation policies

*Keywords: Online Travel Agency, E-Service Quality, Customer Perceived Value, Purchase Decision*



## **DEDICATION**

I dedicate this works for the future of myself



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## Table of Contents

<b>1</b>	<b>STATEMENT BY THE AUTHOR</b> .....	Error! Bookmark not defined.
<b>2</b>	<b>ABSTRACT</b> .....	<b>3</b>
<b>3</b>	<b>DEDICATION</b> .....	<b>5</b>
<b>4</b>	<b>ACKNOWLEDGEMENTS</b> .....	<b>6</b>
<b>5</b>	<b>LIST OF FIGURES</b> .....	<b>10</b>
<b>6</b>	<b>LIST OF TABLES</b> .....	<b>11</b>
<b>1</b>	<b>CHAPTER 1 - INTRODUCTION</b> .....	<b>13</b>
1.1	<i>Background</i> .....	13
1.1.1	Airlines Industry .....	13
1.1.2	Low-Cost Carrier Airlines .....	13
1.1.3	Online Travel Agency (OTA) .....	15
1.2	<i>Research Problem</i> .....	19
1.3	<i>Research Questions</i> .....	21
1.4	<i>Research Objective</i> .....	21
1.5	<i>Scope and Limitations</i> .....	21
1.6	<i>Significance of Study</i> .....	21
<b>2</b>	<b>CHAPTER 2 – LITERATURE REVIEW</b> .....	<b>23</b>
2.1	<i>Framework of Thinking</i> .....	23
2.1.1	Purchase Decision .....	24
2.1.2	E-Service Quality .....	28
2.1.3	Customer Perceived Value .....	31
2.2	<i>Previous Study</i> .....	33
2.3	<i>Study Differences/Similarities</i> .....	37
2.4	<i>Research Model</i> .....	37
2.5	<i>Hypothesis Development</i> .....	38
<b>3</b>	<b>CHAPTER 3 – RESEARCH METHODS</b> .....	<b>40</b>
3.1	<i>Type of Study</i> .....	40
3.1.1	Descriptive Research .....	40
3.1.2	Causal Research .....	40

3.2	<i>Unit of Analysis/Observation</i> .....	40
3.3	<i>Population &amp; Sample Planning</i> .....	40
3.3.1	Population Target .....	41
3.3.2	Sampling Method.....	41
3.3.3	Sampling Size .....	42
3.4	<i>Time Frame of Study</i> .....	42
3.5	<i>Data Sources and Collection</i> .....	42
3.5.1	Type of Data.....	42
3.5.2	Questionnaire Development .....	43
3.5.3	Data Collection Method.....	44
3.6	<i>Operational Definitions of Variables</i> .....	44
3.7	<i>Data Processing Procedure</i> .....	48
3.7.1	Pre-test Sample.....	48
3.7.2	Post Sample .....	48
3.7.3	Validity Test .....	48
3.7.4	Reliability Test.....	49
3.8	<i>Data Analysis Technique</i> .....	49
3.8.1	Descriptive Data Analysis.....	49
3.9	<i>Classical Assumption Test</i> .....	50
3.9.1	Normality Test .....	50
3.9.2	Heteroscedasticity Test.....	50
3.9.3	Multicollinearity Test .....	50
3.10	<i>Multiple Linear Regression</i> .....	51
3.10.1	F-Test.....	51
3.10.2	T-Test .....	51
3.10.3	Model Summary (R2 Coefficient Determination) .....	52
<b>4</b>	<b>CHAPTER 4 – RESULTS AND DISCUSSIONS.....</b>	<b>53</b>
4.1	<i>Brief Company Background</i> .....	53
4.2	<i>Pre-Test</i> .....	53
4.2.1	Validity Pre-Test Result .....	53
4.2.2	Reliability Pre-Test Result .....	55
4.3	<i>Post Test</i> .....	56
4.3.1	Respondents Profile .....	57
4.3.2	Validity Post Test Result.....	59
4.3.3	Reliability Post Test Result.....	60
4.3.4	Descriptive Data Analysis.....	62
4.4	<i>Classical Assumption Test</i> .....	65
4.4.1	Normality Test .....	65
4.4.2	Heteroscedasticity Test.....	67
4.4.3	Multicollinearity Test .....	67
4.5	<i>Multiple Linear Regression Test</i> .....	68
4.5.1	F-Test .....	68
4.5.2	T-Test .....	69
4.5.3	Model Summary .....	69



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4.6	<i>Hypothesis Result and Discussion</i> .....	71
4.6.1	First Hypothesis .....	71
4.6.2	Second Hypothesis.....	72
<b>5</b>	<b>CHAPTER 5 – CONCLUSIONS AND RECCOMENDATIONS</b> .....	<b>73</b>
5.1	<i>Conclusion</i> .....	73
5.2	<i>Managerial Implications</i> .....	73
5.3	<i>Recommendation for Future Research</i> .....	76
<b>6</b>	<b>REFERENCES</b> .....	<b>77</b>
<b>7</b>	<b>CURRICULUM VITAE</b> .....	<b>85</b>



## LIST OF FIGURES

Figures	Page
Tiket.com Review report. Source: indonesiareview.co.id .....	20
Traveloka Review report. Source: indonesiareview.co.id .....	20
Framework of Thinking .....	23
Research Model .....	37



## LIST OF TABLES

Table	Page
Airlines Number of Passenger, Sources: INACA, 2021 .....	15
OTA in Indonesia, Source: Similarweb 2022 .....	16
Purchase Decision Dimension, Source: Author's own table .....	24
E-Service Quality Dimension, source: Author's own table .....	28
Perceived Benefits Subdimension, source: Author's own table.....	31
Perceived Sacrifices subdimensions, source: Author's own table .....	33
Previous Study, source: Author's own Table .....	33
Time frame of study, source: Author's own table .....	42
Likert Scale, source: Author's own table .....	44
Operational Definitions of Variables, source: Author's own table .....	45
E-Service Quality Validity Pre-Test Result, Source: SPSS Output.....	54
Customer Perceived Value Validity Pre-Test Result, Source: SPSS Output.....	54
Purchase Decision Validity Pre-Test Result, Source: SPSS Output.....	55
All Variables Reliability Pre-Test Result, Source: SPSS Output .....	55
E-Service Quality Reliability Pre-Test Result, Source: SPSS Output.....	56
Customer Perceived Value Reliability Pre-Test Result, Source: SPSS Output.....	56
Purchase Decision Reliability Pre-Test Result, Source: SPSS Output.....	56
Respondents Demographic - Gender Source: SPSS Output .....	57
Respondents Demographic - Age Source: SPSS Output .....	57
Respondents Demographic - Domicile Source: SPSS Output .....	57
Respondents Demographic - Occupation Source: SPSS Output .....	58
Respondents Demographic - Income Source: SPSS Output.....	58
E-Service Quality Validity Post Test Result, Source: SPSS Output .....	59
Customer Perceived Value Validity Post Test Result, Source: SPSS Output .....	59

---

Purchase Decision Validity Post Test Result, Source: SPSS Output.....	60
All Variables Reliability Post Test Result, Source: SPSS Output .....	60
E-Service Quality Reliability Post Test Result, Source: SPSS Output.....	61
Customer Perceived Value Reliability Post Test Result, Source: SPSS Output .....	61
Purchase Decision Reliability Post Test Result, Source: SPSS Output.....	61
E-Service Quality Descriptive Data Analysis, Source: SPSS Output.....	62
Customer Perceived Value Descriptive Data Analysis, Source: SPSS Output .....	63
Purchase Decision Descriptive Data Analysis, Source: SPSS Output.....	64
Kolmogorov Smirnov Test, Source: SPSS Output .....	65
P-Plot Test, Source: SPSS Output .....	66
Histogram Graph Test, Source: SPSS Output.....	66
Heteroscedasticity Result, Source: SPSS Output.....	67
Multicollinearity Result, Source: SPSS Output .....	67
F-Test Result, Source: SPSS Output.....	68
T-Test Result, Source: SPSS Output .....	69
Model Summary All Variables, Source: SPSS Output.....	69
E-Service Quality Model Summary, Source: SPSS Output.....	70
Customer Perceived Value Model Summary, Source: SPSS Output .....	70
Hypothesis Result Analysis, Source: SPSS Output .....	71