Analyzing Safety Needs and Esteem towards Purchasing Decisions during the COVID-19 Pandemic (Case Study: Traveloka)

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BACHELOR'S DEGREE
in

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Business Administration and Communication

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14 June 2021

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

ANALYZING SAFETY NEEDS AND ESTEEM TOWARDS PURCHASING DECISIONS DURING THE COVID-19 PANDEMIC (CASE STUDY: TRAVELOKA)

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Due to the COVID-19 pandemic, everyone has been advised to stay home, work from home and some terminated from their workplace. Meanwhile working or staying from home seems to be the best choice, most workers and citizens are getting mentally exhausted and experiencing Burnt-out. To escape this, they find inspirations to travel in nature and staying in accommodations where it is hygiene through Traveloka. This study aims to analyze the impacts of Safety needs and Esteem from Maslow's Hierarchy of needs caused by the COVID-19 Pandemic, and how it is impacting their Purchasing Decisions, using 300 Bandung Gen X and Millennial Citizens, whose age ranges from 18-40. This study uses two types of data which is Descriptive and Quantitative using the 25th edition of SPSS. The results of this study found out that COVID-19 Pandemic has harmed the economy of Bandung, and the positive aspect of this pandemic is that Safety Needs and Esteem has a relation with Purchasing Decisions as well as it raises awareness, and respect of the community to help each other creating a social solidarity.

Keywords: Safety Needs, Esteem, Millennials, COVID-19 Pandemic, Purchasing Decisions, Online Travel Agency, Travelling and Hospitality Industry.

DEDICATION

I dedicate this thesis research for my family, advisor, friends who has been very supportive as well as to contribute the literature of Safety Needs and Esteem.

Isaura Flora

ACKNOWLEDGEMENTS

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