

# **Brand Trust, Price, Perceived Value and Brand Image as Mediation toward Purchase Intention of Aircraft Tickets in Traveloka in the era of Pandemic Covid-19**

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## **Abstract**

The effect pandemic Covid-19 is powerful to almost of existing business today, due to that purpose this paper aims to analyze the effect of price, value, brand trust to brand trust, then analyze the impact of variable brand image toward variable purchase intention of flight tickets through the application systems of Traveloka. This study consumes time around four months, from mid of January 2021 to May 2021. Collecting data used by distributing to respondents through on line then analyze by using SPSS and SEM AMOS statistical application. In this study is quantitative approach with the sampling technique used was purposive sampling method. This study consists of 300 users of application Traveloka and they are become respondents which ready to give information during the pandemic Covid-19. From the findings can be concluded that the price has a positive effect on brand image, perceived value has a positive effect on brand image, brand trust has a positive effect on brand image, brand image has a positive effect on purchase intention, price has a positive effect on purchase intention, and brand trust has a positive effect on purchase intention. Those findings become the interesting contributions to the company of Traveloka and the similar companies in running the same business during the time of Pandemic Cov-19.

## **Keywords:**

Price, Perceived Value, Brand Trust, Brand Image, Purchase Intention

## **Introduction**

The aviation industry is one industry that is very much needed and important in this era because many people use planes as their transportation to be able to travel when traveling, business trips, etc (Banuara & Purba, 2018). By using a plane as transportation, of course, it will save more time than using other transportation such as boats or cars. Although it is usually more expensive to travel by plane, many people still choose it because it is fast and convenient. Now, many technologies have been developed that have supported the aviation industry as well, such as booking flight tickets online without having to come, so many people choose this option because it is more practical.

In today's technological era, technological developments greatly affect changes in aspects of human life starting from lifestyle, social life, work, etc (Prahiawan et al., 2021) (Simbolon et al., 2020). The development of technology that most influences human life by using the internet in their day to day activities (J. T. Purba, Budiono, et al., 2020). The internet can be used by all people to be able to search for information, as well as carry out unlimited transactions (Panday & Purba, 2015) (Tan et al., 2019). The information you want to find can be found

quickly and the desired transaction can be done quickly (J. T. Purba & Panday, 2015). Moreover, during the current Covid-19 pandemic, the internet is being used more because humans must do social distancing, so face-to-face transactions are not recommended because they can increase the percentage of infections with each other. Indonesia is one of the 10 countries with the largest internet users in the world, ranking fifth in 2019. From the Statista data study, in March 2019 it was calculated that Indonesia had 143.26 million internet users. Indonesia and Brazil are only slightly different with a difference of 5.8 million internet users in the fourth rank in the world.

Many business transactions can be carried out using the internet, including buying and selling of products and services, bill payment transactions, ticket or hotel purchase transactions, and many others (J. T. Purba et al., 2021) (Budiono, Evanson, et al., n.d.). A well-known platform for conducting business transactions on the internet is e-commerce or electronic commerce. E-commerce is a buying and selling transaction that connects companies with consumers through electronic media such as websites or other applications (Budiono, Purba, & Adirinekso, n.d.). With e-commerce, consumers can make transactions wherever they are, whether at home or at work using only electronic media (J. T. Purba, Budiono, et al., 2020) (Rajagukguk et al., n.d.). This makes it very easy for consumers to buy something (Mardatila, 2020). In the current era, the internet is an important distribution channel in the tourism industry (Lehto et al., 2006). In ancient times, airline ticket bookings were made through travel agents, but now they can be made online without intermediaries (Adirinekso, Purba, Budiono, et al., n.d.). Ordering airline tickets online offers many advantages for consumers such as no need to come to an agent or buy at the airport and only being able to use gadgets and no additional booking fees and sometimes even cutting prices or promos for tickets to be ordered according to consumer goals (" Rows of Advantages of Buying Tickets Online,"2020). Given the convenience and cost and time savings, of course consumers who want to order flight tickets will prefer to order flight tickets online such as on the Traveloka, Tiket.com, Pegipegi website, etc (J. T. Purba, Budiono, et al., 2020) (Adirinekso, Purba, & Budiono, n.d.). Many airlines have recognized this trend and have provided access to a safe and reliable online reservation system.

During the Covid-19 pandemic, of course companies engaged in online travel agencies and the tourism industry are in a downturn and have fallen dramatically because everyone is required to stay at home and must not travel without an important and emergency destination (Budiono, Purba, Adirinekso, et al., n.d.). Many hotels and restaurants have also been affected by the Covid-19 pandemic. The general chairperson of the Indonesia National Air Carriers Association or INACA also said that because of the Covid-19 pandemic, flights in Indonesia have dropped dramatically, resulting in the loss of 60-70 million people who usually travel by plane (Ramadhian, 2020). This will certainly reduce consumers in ordering flight tickets on online ticket sales platforms such as Traveloka, Agoda, Tiket.com. Traveloka is a company engaged in the leading online travel agency (OTA) in Southeast Asia which was founded in 2012. This company provides various travel needs such as plane tickets, hotel bookings, car rental, etc. in one platform. The products offered by Traveloka include flight tickets, hotels, trains, flight + hotel packages, attractions & activities, airport transportation, buses, and car rental (A. Purba & Purba, 2020) (Tampil Purba & Panday, 2015).

Traveloka has established partnerships with more than 100 domestic and international airlines and has served more than 200,000 trips worldwide. Their company also provides the largest direct accommodation, ranging from hotels, apartments, guesthouses, homestays, to villas and resorts ("About Traveloka," 2021). They are one of the companies that are confirmed and recognized as one of the best brands in Indonesia. Traveloka also won the "The Best Brand Experience" award in the Top 50 Most Valuable Indonesian BrandZ 2019 and was also ranked thirteenth in the ranking list of BrandZ Top 50 Most Valuable Indonesian Brands in Indonesia organized by global research institutes, WPP and Millward Brown, which located at The Dharmawangsa, Jakarta. ("Traveloka Confirmed," 2019). As one of the best brands in Indonesia, of course Traveloka has many other competitors. Not only is Traveloka a part of an increasingly advanced online travel agent (OTA) series in Indonesia, Traveloka's two strongest competitors in Indonesia are Tiket.com and PegiPegi also have quite several visitors and are the strongest competitors of Traveloka (Himawan & Faisal, 2019). Both companies provide the same web platform as Traveloka for consumers to be able to consider various flight tickets according to their needs from several airlines and not just one airline, for example, such as airasia.com, garudaindonesia.com, etc. which can only buy one airline according to their needs. with their brand. These competitors from Traveloka are also analyzing competitors who are active and keep abreast of technological developments such as Traveloka. An example is the pay-later program used by Traveloka, Tiket.com has recently introduced their Pay-later program to their customers (Eka, 2020). However, Traveloka is still at the forefront of online travel applications that millennials are interested in. Researchers conducted by Alvara Strategic (2019) show from the results of the survey that Traveloka dominates nearly 80% of

respondents that they use Traveloka more than their competitors such as Tiket.com which only gets 8% and other competitors even less (Winosa, 2019).

Traveloka is also one of the largest online travel agent companies in Indonesia which has been affected by the Covid-19 pandemic. The CEO and Co-Founder of Traveloka said that the impact of the Covid-19 pandemic has made its business fall drastically, their platform users have dropped considerably, and their business reached its lowest point since the company was founded (Setoyowati, 2020). This happens because the demand from consumers has dropped dramatically and the demand for refunds or refunds is very high because traveling is not allowed, and social distancing regulations are enforced around the world. In fact, there was a lockdown in each country which caused the tourism industry to be hit hard for a moment ("Covid-19 and Indonesian tourism activities," 2020).

Brand image is a determinant that can affect customer subjective perceptions and consequent behaviour, it is also an extrinsic signal when consumers evaluate a good or service before they buy the product or service (Ryu et al., 2008). Price is the view of buyers when they see the price of a product, as high, low, or fair, which will affect consumers' desire to buy the product or service (Ahmad & Vays, 2011). Trust refers to what is on the minds of consumers and their positive beliefs about reliability as well as people's dependence on someone or an object or service (Everard & Galletta, 2006). Value or value is an important concept for understanding customers (Ha & Jang, 2010) (Budiono, Purba, Adirinekso, et al., n.d.). Based on the tendency of consumers to trust higher quality products which can be seen from the company's brand image, it can be said that the relationship between brand image, consumer trust, value, and price cannot be separated. Purchase intention is a possibility that consumers have a plan or want to buy certain products or services in the future (J. T. Purba, Samuel, et al., 2020) (Schiffman & Kanuk, 2007). This can be influenced by various variables such as brand image, brand trust, price seen by consumers so that it affects their intention to buy the product or service.

Based on the description above, the researcher made the research title "Contribution of brand trust, price and perceived value to purchase intention through brand image in purchasing flight tickets through Traveloka during the Covid-19 pandemic". This study was made to investigate the impact of trust, price, and value on brand image, then the influence of that brand image, price, and trust on purchase intention of flight tickets at Traveloka during the Covid-19 pandemic. Researchers chose this study because they saw that during the Covid-19 pandemic, the entire tourism industry was immediately hit hard so that it greatly decreased, and many tourism industry companies had to close their businesses. Also, so far researchers have not seen any new research on this during the Covid-19 pandemic. Because the Covid-19 pandemic is long-term, research needs to be updated. From this study it can also be seen what can be done to continue to improve the Traveloka company during the Covid-19 pandemic, so that consumers can purchase tickets and travel through Traveloka and still follow health protocols. In the following, the researcher will begin to define the constructs of the researcher's interest and develop models and theories between these variables.

The purpose of this study was to find the effect of price, brand trust, perceived value to purchase intention using brand image as mediating variable with the details of research questions as follow:

1. Do Price have a positive impact on Traveloka Brand Image during the Covid-19 pandemic?
2. Do Perceived Value have a positive impact on the Traveloka Brand Image during the Covid-19 pandemic?
3. Do Brand Trust have a positive impact on Traveloka's Brand Image during the Covid-19 pandemic?
4. Do Brand Image have a positive impact on Purchase Intention of flight tickets through Traveloka during the Covid-19 pandemic?
5. Do Price have a positive impact on Purchase Intention of flight tickets through Traveloka during the Covid-19 pandemic?
6. Do Brand trust have a positive impact on Purchase Intention of flight tickets through Traveloka during the Covid-19 pandemic?

## Literature Review

### Brand Image

Brand image is a determinant that can affect customer subjective perceptions and consequent behavior; it is also an extrinsic signal when consumers evaluate a good or service before they buy the product or service (Ryu et al., 2008). According to Theory of Reasoned Action (TRA, Fishbein & Ajzen, 1975), before engaging in alternative behavior consumers will think about the consequences (Bang, Ellinger, Hadjimarcou, & Traichal, 2000). The intention to behave in consumers comes from attitudes towards subjective norms and behavior (Bang et al, 2000). The more preferred a brand image, the more positive the consumer's attitude towards the product or service and its

attributes (Aghekyan-Simonian et al., 2012). According to Woisetschläger and Michaelis (2012) brand image is the consumer perceptions formed in their memories which are reflected in brand associations. Thus, brand image can affect the attitudes and affections of customer towards a brand and how they are perceived by consumers by seeing the quality (Esch et al., 2006), and can also help consumers to recognize their needs and desires about a brand and differentiate the brand from other competitors (Anwar et al., 2011).

### Price

Price is the amount of money that is charged or exchanged by consumers on a product or service to benefit if they have or use a product or service from a brand (Kotler and Armstrong, 2014: 664). According to Ahmad and Vays (2011), price is the view of buyers when they see the price of a product, as high, low or fair, which will affect consumers' desire to buy the product or service.

In online shopping, customers tend to compare two things, namely the objective price (price quote at the vendor) with the reference price (price quote at a competitor's vendor). These two things will then shape their perception of the price of the product or service they need or want (Kim et al., 2012). Price, which is a heuristic sign, is easier to observe than quality (Yoon et al., 2014).

Perceived price is when consumers interpret with their subjective perceptions and classify it as "expensive" or "cheap" in their minds, so that the actual monetary price of a product is not the price that is perceived (Kashyap & Bojanic, 2000). An example is when consumers compare the prices of sports and tourism products online and they find prices that are meaningful and consider these prices to be cheaper than expensive (Li, 2017). Because when buying on online sites, consumers tend to evaluate prices before planning. Pricing allows a company to segment the market, determine products, and send signals to their competitors (Atchariyachanvanich & Hitoshi, 2007).

### Brand Trust

Brand trust is one of the important features of the relationship between sellers and buyers (Wu et al., 2010). Trust refers to what is on the minds of consumers and their positive beliefs about reliability as well as people's dependence on someone or an object or service (Everard & Galletta, 2006). A company can build trust with their reliability and integrity (Kim et al, 2009). Consumer trust in the company allows to maintain a long-term relationship with the reduction of cognitive risk of the company (Gefen, 2000). The trust felt by consumers can also reduce the level of risk in online transactions (Jarvenpaa et al., 2000 & Kim et al., 2010).

The importance of the trust factor can indicate differences according to the customer segment you want to target or according to the job description. In addition, because technological, economic, political, cultural, and legal issues can directly influence customer preferences, it is necessary to do a study of the people who will be targeted. As a company, gaining customer trust is important. The lack of interpersonal exchange and the nature of business transactions via the internet make this type of consumer trust attractive and unique because no interaction takes place over the internet, however, relational trust is usually fostered and built by interaction (Gefen & Detmar, 2004). Moreover, switching to another company platform on online shopping is very easy with just one click on the consumer gadget.

### Perceived Value

The definition of generally accepted value was proposed by Zeithaml (1998). Zeithaml (1988, p.14) defines perceived value as the total value of the customer towards the function of a product or service. This value is based on the experience they have received and given by the company. (i.e., the trade-off between perceived function and perceived price). According to Lee and Overby (2004), they found two types of values in online shopping, namely utilitarian values, and experiential values. Utilitarian value is an assessment of the totality of functional benefits including savings in price and time, the advantages of a product or service, and the dimensions of the selection of merchandise. Meanwhile, the experience value is what consumers have felt when they have purchased the product or service and is represented by the entertainment provided by the service provider, the visual appeal they have, and the interactivity felt when they make transactions online (Lee & Overby, 2004).

Chen and Tsai (2007) describe the value perceived by tourists as an evaluation of the money spent on traveling based on benefits (received) and costs (given). In tourism research, Baker and Crompton (2000) look at perceived value as a "measure of costs incurred by providers". In addition, the perceived value has been assessed as a cognitive evaluation at a given time, and the costs invested during the trip are compared with the experiences gained by the travelers.

### Purchase Intentions

According to Shah et al. (2012), buying interest is a form of decision making to find out the reasons for buying a brand by a customer. Another definition of purchase intention provided by Morinez et al. (2007) as a situation where consumers tend to have the desire to buy a product for a specific reason. Purchase intention is related to consumer perceptions, behavior, and attitudes. This is also an important point for consumers when accessing and evaluating the products they want. Purchase intention is a major predictor of actual buying behavior in a brand and this relationship has been proven empirically by the tourism industry and the hotel industry (Bai et al., 2008; Sparks & Browning, 2011).

In this study, purchase intention is defined as a customer's desire to buy or order flight tickets through Traveloka. According to Pavlou (2003), there are two measures of TAM that can be used to measure a person's purchase intention:

1. Intention to use the website to make a purchase
2. Predict that customers will use the site in the future.

Previous research has shown that brand image, price, trust, and value are the drivers of online purchase intentions (Chiang et al., 2007; Chen et al., 2003; Everard & Galleta, 2006).

### Impact of Price on Brand Image

Brand image is an extrinsic signal when consumers evaluate prices before they buy goods or services from a brand (Grewal et al., 1998). Research on the relationship between price and brand image that investigates the effect of price on brand image has not been widely found, but there are several studies in the field related to this research. Tsui-Yii Shih (2010) conducted a study on the effect of price and brand equity (brand loyalty, brand image, and perceived quality). The results of empirical studies found that a high or low-price strategy strengthens brand equity. Brand equity is one element of the brand image. This study is in the same side with Yoo et al. (2000) which discusses the effect of marketing activities (such as prices, slogans, symbols, packaging, corporate image, country of origin, store image, advertising spending, and promotions) which have an important effect on brand equity. Based on the previous findings, in this study it is expected that the same positive relationship between price and brand image is expected.

Previous research conducted by Lien et al. (2015) have proven that price has a positive impact on the brand image of a company. When consumers feel that the price offered is reasonable, consumers will always remember the brand when making a purchase.

H1: The price of Traveloka will have a positive impact on the Brand Image of Traveloka.

### Impact of Perceived Value on Brand Image

The consumption value theory focuses on product value and associated tradeoffs as value, social value, and emotional value to develop a perceived value scale to assess customer perceptions of the value of durable commodities at the brand level. Thus, perceived value is defined as "the overall consumer assessment of the utility of a product based on perceptions of what is received and what is given" (Zeithaml, 1988: 14). Previous research has found that perceived value is the antecedent of various behaviors and behavioral intentions (Turel et al., 2007).

Koo (2006) states that perceived value is based on a customer's evaluation of the relevant attributes and benefits of a product or service, and that evaluation may drive customer buying behavior. With a positive evaluation, consumers can consider purchasing the product or service again. Research has proven that customer perceived value has a positive effect on repurchase intention in online ordering (Pham et al., 2018; Wu et al., 2014). In the tourism literature, Llach, et al. (2013) also make a conclusion that perceived value does affect the purchase intention of airplane ticket. Finally, it has also been proven that perceived value has a significant impact on the brand image for online hotel reservations which was researched by Lien et al. (2015).

H2: Perceived Value from Traveloka will have a positive impact on the Brand Image of Traveloka.

### Impact of Brand Trust on Brand Image

Brand image is a consumer concept, which exists in memory networks, and influences consumer decision making and the potential feelings of a brand (as brand trust). Therefore, consumer brand image and brand trust are related to each other, and the reason is that brand image is considered the effect that consumers feel for tangible and intangible brand associations, and consumer perceptions of brands and brand trust belong to psychological feelings, which means identification of brand value in a psychological sense, thereby believing and accepting the connotation of the brand image. Thus, brand trust will affect the consumer's brand image (Liao et al., 2009).

Brand trust refers to consumers' perceptions of a brand's ability to perform according to its promises (Chaudhuri et

al., 2001). Esch et al. (2006) concludes that brand trust accelerates the level of consumer commitment to the brand. This implies that a brand needs attachment as a reflection of a buyer and seller relationship at a certain point in time (Persson, 2010).

Previous research that has been conducted by Dehesti, et al. (2016) has proven that brand trust has an impact on one another with a brand image. According to Dehesti, et al (2016), brand image is a suitable predictor for brand trust and can influence it. It has been proven that brand trust has a significant impact on brand image (Lien et al., 2015). H3: Brand Trust of Traveloka will have a positive impact on the Brand Image of Traveloka.

### **Impact of Brand Image on Purchase Intention**

A good brand image or a well-known brand will have an influence on consumer perceptions which can lead to their intention to buy a product or service that is sold by a brand (Agustin, 2018). This can happen because a brand that already has a good brand image will make consumers trust the brand and can give rise to several main advantages for the company. One of them is to have an advantage in competing against competing companies.

Previous research that has been done by Chien-Hi (2013) regarding the effect of brand image on purchase intention concluded that it has functionality, symbolism, and experience in brand image as independent variables and the possibility of buying, considering buying products, recommending friends to buy in purchase intentions as dependent variable, casual relationships are explored. Previous research by Yoestini & Eva (2007) proved that brand image has a positive impact on purchase intention. The dimensions of the brand image possessed by consumers have a positive impact on purchase intention and ultimately on purchase intention (Xuemei & Luiz, 2011). Also, it has been proven that price and brand image have a significant impact on consumer purchase intention (Lien et al., 2015). H4: Brand Image of Traveloka will have a positive impact on Purchase Intention from Traveloka.

### **Impact of Price on Purchase Intention**

Price perception can be an important factor to make customer have purchase intentions and the results of study by Chiang & Jang (2007) confirm that the perceived price has an important role in consumer purchasing factors. Price is very important when consumers make online reservation intentions, and customer will evaluate the quality and price offered before deciding to purchase (Chiang & Jang, 2007). This shows that price is an important determinant that may have an impact on this study and has a positive effect to this study.

According to Chiang and Jang (2007), it is stated that the relationship between perceived price and intention to book online hotels is tested and it is found that the perceived price directly affects purchase intention. In a study tested by Mohd Radzi, et al. (2017), concluded that price has a strong and positive relationship with consumer ordering intentions and price is the reason that influences consumers to place online orders rather than direct ordering. Furthermore, previous studies by Lien et al. (2015) examined the relationship between price and hotel reservation intentions and found that price is an important factor that positively influences purchase intention by increasing the price of consumer ordering intentions.

H5: Price of Traveloka will have a positive impact on Purchase Intention from Traveloka.

### **Impact of Brand Trust on Purchase Intention**

Brand trust refers to consumers' perceptions of a brand's ability to perform according to its promises (Chaudhuri et al., 2001). According to Esch et al. (2006), brand trust accelerates the level of consumer commitment to the brand. This implies attachment as a reflection of a buyer-seller relationship at a certain point in time (Persson, 2010). So, such relational associations appear to have a very important role in the consumers' brand image to buy brands they trust, indicating how much they are attached to a particular brand (Esch et al., 2006). Once a brand has succeeded in gaining brand trust from consumers, consumers will tend to stick with their company or buy other products from the same company (Mabkhot et al., 2017), and brand trust, thus, encourages loyalty attitudes and positive behaviors against a brand (Chaudhuri et al., 2001) and influencing purchasing decisions (Gefen et al., 2004).

Corbit, et al. (2003), also found that trust as a factor in e-commerce is influenced by the reputation of their stores in general and e-commerce sites. Customer trust in the company is an important attribute in developing a company. A company will be credible if it provides benefits to its customers, good behavior from its employees, and is competent in making or selling its products (Pramudya, Sudiro, & Sunaryo, 2018). Therefore, brand trust is an important factor that affects the purchase intention of a product or service. If many consumers trust a website, the lower the consumer's fear or transaction risk that will be felt, causing greater purchase intention on the site (Mansour et al, 2014). Research conducted by Lien et al. (2015) have proven that brand trust has a positive impact on consumer purchase intention.

H6: Brand Trust of Traveloka will have a positive impact on Purchase Intention from Traveloka.

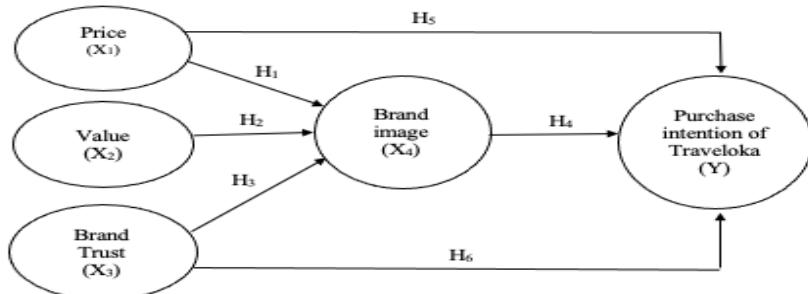


Fig 1. Research Framework

## 1. Methods

### 1.1. Research Design

Research design is a method or strategy used to collect data so that the research objectives (in chapter 1) can be achieved. The research design will be used as a guideline basis for this research process. The research design has three classifications, namely: (Sekaran & Bougie, 2016)

1. Exploratory Research: Research that does not use a hypothesis but wants to find something as it is using research methods such as interviews or case studies. The benefit of this research is to get ideas about the main problem.
2. Descriptive Research: This study uses and distributes a questionnaire and collects as many people as possible to fill out the questionnaire.
3. Causal Research: Research that aims to determine one or more factors that relate variables to each other.

In this study, the design used includes two descriptive research and causal research. Descriptive research is used to prove if there is a relationship between the selected variables, causal research is used quantitatively using Survey Research to show a causal relationship between variables.

This study also used a cross-sectional survey method. Cross-sectional surveys collect data to make inferences about the population of interest at one point in time. This survey can be repeated periodically. (Lavrakas, 2008). This research is expected to show whether there is an impact between brand image, brand trust, price, perceived value, and purchase intention variables.

### 3.2. Population and samples

#### 3.2.1 Population

Population is the aggregate of individuals or units from which the sample will be taken, and whose analysis results will be used in the study. (Momoh, 2021). The population for this study were people who had transacted using Traveloka to buy plane tickets during the Covid-19 pandemic.

#### 3.2.2 Samples

The sample is a group of respondents (people) who are selected from a larger population to be able to conduct a survey (Fridah, 2002).

The sample in this study were people who had transacted using Traveloka to buy plane tickets during the Covid-19 pandemic. The requirements regarding the sample in this study that can be used are:

1. Using the Traveloka application for flight ticket purchase transactions.
2. Have made flight ticket purchases through Traveloka during the Covid-19 pandemic.
3. Spending time wholeheartedly in filling out the questionnaire that the researchers will distribute carefully.

The number of samples required was determined by 300 respondents for this study.

### 3.3. Variables measurement

Independent variables are variables that are manipulated or changed by the experimenter and are assumed to have a direct effect on the dependent variable. (McLeod, 2019). In this study, the independent variables are price (X1), perceived value (X2), and brand trust (X3). Brand image (X4) is a mediating variable between price, brand trust, and

perceived value.

The dependent variable is the variable that is being tested and measured in the experiment, and the 'dependent' variable is the independent variable. (McLeod, 2019). The dependent variable in this study is Purchase Intention (Y).

### 3.4. Analyzing Methods

#### 3.4.1 Validity test

According to Hair et al. (2014), validity is the level of measurement used to accurately measure the things that should be measured. In this study, the validity test was conducted using a one-sided test, namely the corrected item total correlation technique. The value accepted or valid in this test is a significant correlation  $<0.05$ .

#### 3.4.2 Reliability Test

When the validity test has been carried out and the value is valid, the reliability test must be carried out. According to Hair et al. (2014), the reliability test is how far the variable to be studied measures the correct value and there are no errors, this indicates that there is no measurement error. The method used in the reliability test is Cronbach Alpha. Accepted or valid values are  $> 0.70$ .

Furthermore, the r value is obtained through the corrected item - total correlation, where the value of r is valid if it is greater than the value in the r table, and invalid if it is smaller than the value in the r table. If all data is valid, then the data is said to be reliable.

#### 3.4.3 Classical Assumption Test

After carrying out the reliability test, the classical assumption test stages will be carried out. This test must be done to be able to find out the multiple linear regression test (Ghozali, 2014). The test stages carried out were the normality test, linearity test, heteroscedasticity test and multicollinearity test.

##### 1. Normality Test

Furthermore, the normality test will be carried out after the reliability test. The normality test is a test that aims to assess the distribution of data on a variable or group of data and determine whether the distribution of the data is normally distributed or not. The method used is the P-Plot (Probability Plot). If the data distribution proves to be normally distributed, the line drawn from the original data will follow the diagonal line. (Purnomo, 2017)

##### 2. Multicollinearity Test

Multicollinearity test is the relationship between the independent variables in the regression model if it has a perfect or nearly perfect linear relationship. If there is correlation or almost perfect, then the model is not good. In this study, what is seen is the VIF value in the regression model. If the VIF value is less than 10, it means that there are no multicollinearities. So, what is accepted is a value greater than 10, which means that there is multicollinearity. (Purnomo, 2017)

##### 3. Heteroscedasticity Test

Heteroscedasticity test is when the residual variants differ in all observations in the regression model. The technique used in this test is Glejser. (Purnomo, 2017)

##### 4. Autocorrelation Test

The autocorrelation test is a statistical analysis that is used to identify if there is a correlation between the variables in the prediction model and changes in time. The method used is the Durbin Watson test method. Acceptable values range from 1.5 to 2.5. (Purnomo, 2017)

#### 3.4.4. Analysis of Structural Equation Model (SEM)

Then to measure the actual test, the analysis must be carried out using quantitative techniques with the multivariate method of the Structural Equation Model (SEM) technique using the AMOS program. The structural equation model or SEM is a second generation (Second Generation) multivariate analysis technique that combines factor analysis and path analysis to allow researchers to simultaneously test and estimate the relationship between multiple latent independent variables and multiple latent variables. dependent variable with determined indicators and testing models with mediator and moderator effects, models in non-linear form and measurement errors (Kline, 2016).

## 2. Results And Discussion

### Correspondent profile

**Table 1. Respondent Profile**

Criteria		Total	%
Gender	Male	127	42,3%
	Female	173	57,7%
Age	<20	42	14%
	20-24	201	67%
	25-29	39	13%
	30-35	17	5,7%
	>35	1	0,3%
Profession	College student	178	59,3%
	Highschool Student	24	8%
	Employees	37	12,4%
	Entrepreneur	54	18%
	State officials	3	1%
	Others	4	1,3%
Level of education	Highschool	68	22,7%
	Diploma	7	2,3%
	Bachelor	215	71,7%
	Master/ Doctor	10	3,3%
Income	<Rp5.000.000	89	29,7%
	Rp 5.000.000-Rp10.000.000	142	47,3%
	>Rp 10.000.000	69	23%

Based on table 1, it is obtained the profile data of respondent with female gender 57,7% and male gender 43,3%. Age of less than 20 years 14%, ages between 20-24 years 67%, ages between 25-29 13%, ages between 30-35 5,7% and ages bigger than 35 years 0,3%. Profession as college student 59,3%, profession as high school student 8%, profession as employees 12,4%, profession as entrepreneur 18%, profession as state officials 1% and other profession 1,3%. Level of education for high school 22,7%, for diploma 2,3%, for bachelor 71,7%, for master/doctor 3,3%. Income of less than Rp 5.000.000 29,7%, income of between Rp5.000.000-Rp 10.000.000 47,3%, and bigger than Rp 10.000.000 23%.

### Actual Results of Validity and Reliability Tests

According to Hair et al. (2014), validity is the level of measurement used to accurately measure the things that should be measured. In this study, the validity test was conducted using a one-sided test, namely the corrected item total correlation technique. The value accepted or valid in this test is a significant correlation  $<0.05$ .

When the validity test has been carried out and the value is valid, the reliability test must be carried out. According to Hair et al. (2014), the reliability test is how far the variable to be studied measures the correct value and there are no errors, this indicates that there is no measurement error. The method used in the reliability test is the Cronbach Alpha. Accepted or valid values are  $> 0.70$ .

Furthermore, the r value is obtained through the corrected item - total correlation, where the value of r is valid if it is greater than the value in the r table, and invalid if it is smaller than the value in the r table. If all data is valid, then the data is said to be reliable.

Table 2. Loadings, Cronbach Alpha

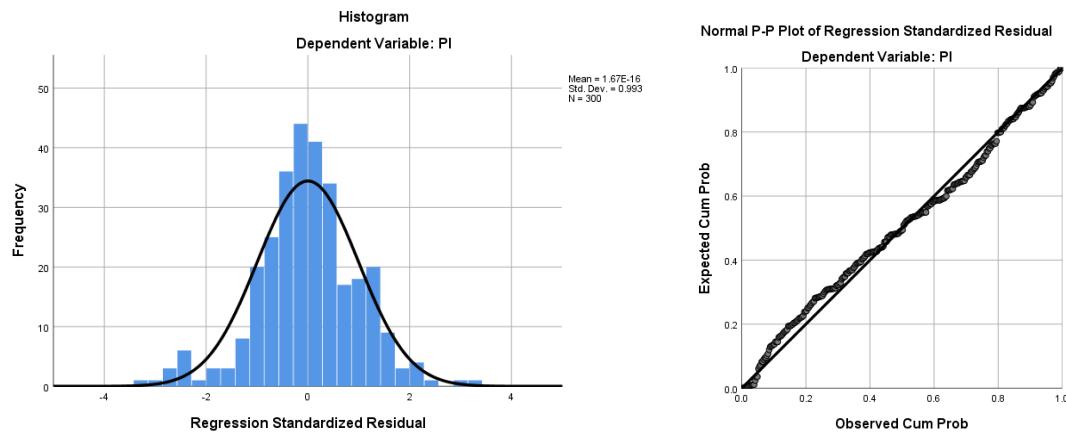
Variables	Items	Loadings	Cronbach Alpha
Price (X1)	P1	0,720	0,899
	P2	0,719	
	P3	0,773	
	P4	0,775	
	P5	0,770	
Perceived Value (X2)	PV1	0,615	0,856
	PV2	0,635	
	PV3	0,741	
	PV4	0,671	
	PV5	0,696	
Brand Trust (X3)	BT1	0,851	0,919
	BT2	0,861	
	BT3	0,511	
	BT4	0,896	
	BT5	0,857	
Brand Image (X4)	BI1	0,677	0,837
	BI2	0,716	
	BI3	0,713	
	BI4	0,474	
	BI5	0,627	
Purchase Intention (X5)	PI1	0,838	0,919
	PI2	0,833	
	PI3	0,784	
	PI4	0,796	

The  $r^{\text{table}}$  value for this research is 0,113 which is from 300 respondents. So, the value of loadings should be bigger than the  $r^{\text{table}}$ . As seen on table 2, all of the loadings value are bigger than 0,113, thus all items are valid.

Based on the results of the data in table 2 above, it appears that all shows the value of Cronbach's Alpha  $> 0.70$  so that it can be stated that the questionnaire used in this study is reliable.

### Normality Test

The normality test is a test carried out to see data distribution on a variable or group data. This test will produce P-plot and histogram that can be seen if the data is normally distributed or not. In this test can be seen from the graph of the normality below:



**Fig 2. Normality Test Results**

If the residual comes from a normal distribution, the data distribution values will be located around the straight line. The distribution of data on the chart above can be said to be spread around the straight line (not scattered far from a straight line). Thus, it can be said that the data in this study is normally distributed.

#### Multicollinearity test

The multicollinearity test is the relationship between the independent variables in the regression model. In the multicollinearity test or correlation between fellow independent variables. In this test can be seen in the coefficients table and viewed from the column to be known if there is no multicollinearity can be seen from the VIF (Variance Inflation Factor) value. Collinearity Statistics in the model that shows VIF values <10, in general the occurrence of multicollinearity if VIF value> 10. The following is a table that shows the results of multicollinearity in this study:

Table 3. Multicollinearity Test Result

Model		Coefficients <sup>a</sup>	
		Tolerance	VIF
1	(Constant)		
	Price	,757	1,322
	Perceived Value	,693	1,444
	Brand Trust	,584	1,714
	Brand Image	,475	2,104

a. Dependent Variable: PI

Seen from table 3 that the VIF value in the price variable is 1,322, the VIF value for the perceived value variable is 1.444, the VIF value for the brand trust variable is 1,714, and the VIF value for the brand image variable is 2,104. The four variables have the results of VIF values that are <10 on the results of research data, so that in this study there was no multicollinearity.

#### Heteroscedasticity test

The heteroscedasticity test is a test when the residual variant is different in all its observations on the regression model. The method used is to use Glejser. Acceptable significance value for this test is greater than 0.05. The following is a table of heteroscedasticity test results in this study:

Table 4. Heteroscedastic Test Result

Model		t	Coefficients <sup>a</sup>
			Sig.
1	(Constant)	5,009	,000
	Price	-1,021	,308
	Perceived Value	-1,842	,067
	Brand Trust	-1,366	,173
	Brand Image	1,881	,063

a. Dependent Variable: Abs\_Res

Based on Table 4, in the dependent variable which is Price, Perceived Value, Brand Trust, and Brand Image has a significance value greater than 0.05. If the significance value is greater than 0.05 then there is no heteroscedasticity. The price variable has a significance value of 0.308, the Perceived Value variable has a significance value of 0.067, the brand trust variable has a significance value of 0.173, and the brand image variable has a significance value of 0.063. So, it was concluded that in this study, there was no heteroscedasticity.

#### Autocorrelation test

After the heteroscedasticity test is done, then the autocorrelation test is carried out. The method used in the autocorrelation test for this study is the Durbin-Watson test method. Acceptable value is among 1.5 to 2.5, which means that there is no autocorrelation in this study. In this test an autocorrelation test, can be seen from the value of Durbin - Watson:

Table 5 Autocorrelation test results

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,650*	,422	,414	2,873	1,572

a. Predictors: (Constant), BI, P, PV, BT

b. Dependent Variable: PI

Based on the table 5 above, the Durbin-Watson value is 1,572. So, in this study, there was no autocorrelation.

#### F-test

The F test, which is also known as the simultaneous test or ANOVA test, is a test to see how the impact and relationship of all the free variables simultaneously with the dependent variable. This test can also test whether the regression model of the results of data is good or significant or vice versa.

Table 6 F-Test Results

#### ANOVA

Model		Sum of Squares	dF	Mean Square	F	Sig.
1	Regression	1778,028	4	444,507	53,865	,000 <sup>b</sup>
	Residual	2434,408	295	8,252		
	Total	4212,437	299			

- a. Dependent Variable: PI
- b. Predictors: (Constant), BI, P, PV, BT

Based on table 6 above it is known that the value is sig. F = 0.000 <0.05 it can be said that the Fit model, the independent variable can be used to predict the dependent variable.

### SEM Amos Test Results

The method that is used in this study is Structural Equation Modelling (SEM). Previously, the path diagram had described the theoretical model that was used to analyse data that had been taken from the instrument. The method of analysis that was used in SEM was a matrix of the covariance and the estimated method of Maximum Likelihood. The covariance matrix is a method that is used because it can compare the relationship between different populations or sample valid, conversely for the correlation matrix cannot.

Testing used to use the size of the Goodness of Fit from CFI, NFI, RMR, RMSEA, IFI, RFI, CMIN/DF, TLI. It is expected that the analysis results using SEM Amos can be in accordance with the specified criteria or sizes. Here are the results of the Goodness of Fit measurement of the model:

Table 7. Goodness of Fit Model

Goodness of Fit Model	Compatibility size		Measurement results
	Good Fit	Marginal Fit	
Root Mean Residual (RMR)	$\leq 0,05$		0,067 Marginal Fit
Root Mean Square Error (RMSEA)	$\leq 0,08$		0,064 Good Fit
Relative Chi-Square ( $\chi^2/df$ )	$> 1 - 3$		2,216 Good Fit
Comparative Fit Index (CFI)	$\geq 0,95$	$0,80 - < 0,90$	0,941 Good Fit
Incremental Fit Index (IFI)	$\geq 0,95$	$0,80 - < 0,90$	0,941 Good Fit
Normal Fit Index (NFI)	$\geq 0,95$	$0,80 - < 0,90$	0,897 Marginal fit
Tucker-Lewis Index (TLI)	$\geq 0,95$	$0,80 - < 0,90$	0,932 Good Fit
Relative Fit Index (RFI)	$\geq 0,95$	$0,80 - < 0,90$	0,883 Marginal Fit

Seen from table 7 that the value of RMR  $0.067 \leq 0.05$  (marginal fit) and RMSEA value  $0.064 \leq 0.08$  (good fit), which means shows that this model meets the requirements of absolute fit measure, which means this model has compliance with data.

Furthermore, in the incremental fit measure requirements of CFI value  $0.941 \geq 0.90$  (good fit), IFI value  $0.941 \geq 0.90$  (good fit), NFI  $0.897$  (marginal fit), TLI  $0.932 \geq 0.90$  (good fit) and value RFI  $0.883$  (marginal fit), indicates that this model meets the incremental fit measure requirements. Then for the requirements of the Parsimonious Fit Measure Relative Chi-Square Value of  $2.216 > 1 - 3$  (Good Fit) shows that the structural equation model meets the parsimonious fit measure requirements which means overall the structural equation model in this study has a comparative suitability with baseline model (null model).

### SEM AMOS Testing

At this stage, judging by the results of the parameter test if the model is right or not. To obtain the data processing analysis at the Full SEM model stage, the conformity test and statistical test will be made. Structural or SEM participation model allow researchers to test and estimate simultaneously the relationship between multiple latent independent variables and latent multiple Dependent variables with indicators determined and test models with mediator and moderator effects, models in non-linear form and measurement errors (Latan & Temalagi, 2013).

Here are the results of research that can be concluded:

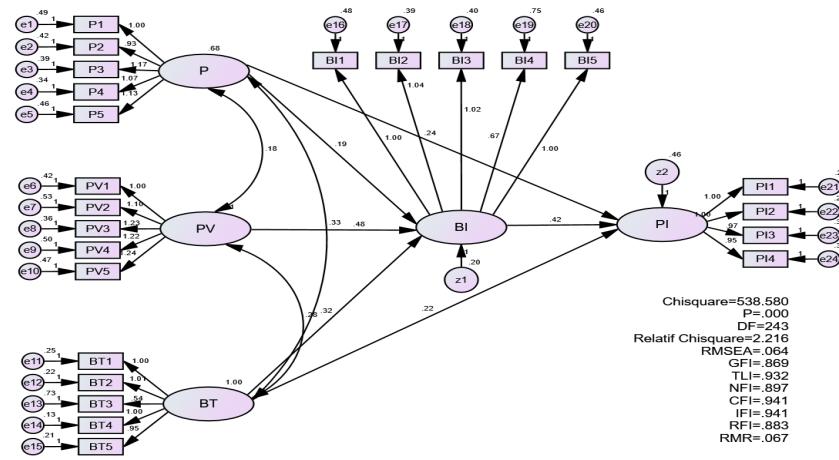


Fig 3. AMOS Framework

## Hypothesis Testing

Table 8. Hypothesis Test (Regression Weights: (Group number 1 - Default model))

Hypothesis	Variable Relationship	Estimate	C.R.	P-value	Conclusion
H <sub>1</sub>	Price has a positive impact on the brand image	0,188	3,788	0,000	Supported
H <sub>2</sub>	Perceived Value has a positive impact on the brand image	0,482	6,464	0,000	Supported
H <sub>3</sub>	Brand Trust has a positive impact on the brand image	0,321	7,287	0,000	Supported
H <sub>4</sub>	Brand Image has a positive impact on Purchase Intention	0,424	4,307	0,000	Supported
H <sub>5</sub>	Price has a positive impact on Purchase Intention	0,238	3,515	0,000	Supported
H <sub>6</sub>	Brand Trust has a positive impact on Purchase Intention	0,219	3,399	0,000	Supported

## Findings and Discussion

### Price has a positive impact on the brand image (H1)

In the first hypothesis, it was said that the price had a positive impact on the brand image. Judging from the Critical Ratio value that is used to discuss and prove the hypothesis and probability value to see the smallest opportunity value of a hypothesis test. The C.R value obtained from data processing for the impact between the price on the brand image is worth 3,788 with the acquisition of P values of 0,000. Both of these values have qualified, where the limit for the C.R value is  $\geq 1.96$  and the p-value limit is  $\leq 0.05$ . So, the first hypothesis meets the first terms and hypotheses proved to have a positive and acceptable impact. The Critical Ratio value of 3.788 means that the better price will affect the brand image of 4.307. So, if the price variable increases by 1 unit, it will increase the brand image of 3.788. In line with this, Grewal et al. (1998) said that brand image is an extrinsic cue for consumers evaluating the price of products or services and better brand image results at the appropriate price. The price offered by a brand can be expensive or cheap, and of course it will affect the brand image of a brand. For example, if the price is high, the brand image of the brand can be said to be high-class or high-end.

Previous research conducted by Lien et al. (2015) has proven that prices have a positive effect on the brand image with a probability value of 0,000, the same as this research. When consumers feel the price offered is reasonable, consumers will always remember the brand when making a purchase. If Traveloka continues to provide promos - price or discount promos, of course their brand image will affect the consumer's eyes better and consumers will use Traveloka because of their cheap prices to buy airplane tickets online, especially during the Pandemic Covid-19 period, economics in the world is crisis and more people are poor.

#### **Perceived Value has a positive impact on the brand image (H2)**

In the second hypothesis, it was said that perceived value had a positive impact on the brand image. Judging from the Critical Ratio value that is used to discuss and prove the hypothesis and probability value to see the smallest opportunity value of a hypothesis test. The C.R value obtained from data processing for the impact between the price on the brand image is worth 6.464 and the acquisition of P value of 0,000. Both values have qualified, where the limit for the C.R value is  $\geq 1.96$  and the p-value limit is  $\leq 0.05$ . So, the second hypothesis meets the two terms and hypotheses has been proven to have a positive and acceptable impact. The Critical Ratio value of 6.464 means that the better perceived value will affect the brand image of 4.307. So, if the Perceived Value variable increases by 1 unit, it will increase the brand image of 6.464.

Previous research conducted by Lien et al. (2015) has proven that the value felt by the customer has a positive effect on the intention of buying with a value of p-value of 0,000. In tourism literature, Llach, et al. (2013) also concluded that perceived value had a positive effect on the intention in the purchase of airplane tickets. If the value received by Traveloka consumers is satisfying during Pandemic Covid-19, of course the image of the Traveloka brand will continue to be better in the eyes of consumers.

#### **Brand Trust has a positive impact on the brand image (H3)**

In the second hypothesis, it was said that the brand trust had a positive impact on the brand image. Judging from the Critical Ratio value that is used to discuss and prove the hypothesis and probability value to see the smallest opportunity value of a hypothesis test. The C.R value obtained from data processing for the impact between brand trust and brand image is worth 7,287 and the acquisition of P values of 0,000. Both values have qualified, where the limit for the C.R value is  $\geq 1.96$  and the p-value limit is  $\leq 0.05$ . So, the third hypothesis has qualified, and the second hypothesis proved positive and acceptable impact.

The Critical Ratio value of 7.287 means that the better brand trust will affect the brand image of 4.307. So, if the brand trust variable increases by 1 unit, it will increase the brand image of 7.287. Previous research conducted by Lien et al. (2015) prove that the brand trust affects the brand image with a value of p-value of 0,000, the same as this research. The brand image is a predictor that is suitable for brand trust and can influence it. Through an increase in brand image, Traveloka can win customer trust in their products, namely airplane ticket sales online.

#### **Brand Image has a positive impact on Purchase Intention (H4)**

In the fourth hypothesis, it is said that the brand image has a positive impact on Purchase Intention. Judging from the Critical Ratio value that is used to discuss and prove the hypothesis and probability value to see the smallest opportunity value of a hypothesis test. The C.R value obtained from data processing for the impact between the brand image with Purchase Intention is 4.307 and the acquisition of P values of 0,000. Both values have qualified, where the limit for the C.R value is  $> 1.96$  and the p-value limit is  $< 0.05$ . So, the fourth hypothesis has qualified, and the second hypothesis is proven to have a positive and acceptable impact.

The value of critical ratio of 4.307 means that the better brand image will affect Purchase Intention of 4.307. So, if the brand image variable increases by 1 unit, it will increase the purchase intention of 4.307. In line with this, Agustin (2018) said that a good brand image will influence consumer perceptions that can cause their intention to buy a product or service offered by a company. This can happen because the brand that already has a good brand image will make consumers believe in the brand. A company that has a good brand image can lead to several major advantages for a company. One of them is to have a competitive advantage against the Competitor company.

In research conducted by Yoestini and Eva (2007) it was proven that the brand image had a positive effect on Purchase Intention with a value of C.R 2,514 and P-value of 0.012. However, the current research has a larger C.R value of 4.307 and P Value which is very significant at 0.000. If Traveloka has a good brand image, of course consumers will always use Traveloka and buy airplane tickets online through Traveloka during the Covid-19 pandemic period.

### **Price has a positive impact on Purchase Intention (H5)**

In the fifth hypothesis, it was said that the price had a positive impact on Purchase Intention. Judging from the Critical Ratio value that is used to discuss and prove the hypothesis and probability value to see the smallest opportunity value of a hypothesis test. The C.R value obtained from data processing for the impact between Price and Purchase Intention is 3,515 and the acquisition of P values of 0,000. Both values have qualified, where the limit for the C.R value is  $\geq 1.96$  and the p-value limit is  $\leq 0.05$ . So, the fifth hypothesis has qualified, and the second hypothesis proved to have a positive and acceptable impact.

The Critical Ratio value of 3,515 means that the better price will affect Purchase Intention of 3.515. So, if the price variable increases by 1 unit, it will increase Purchase Intention of 3.515. In line with this, Chiad and Jang (2007) said that price perceptions can be an important determinant when consumers conduct buying intentions and the results of the study confirm that the perceived price has an important role in the purchasing factor of consumer prices is very important when consumers make reservation intentions Online and they will evaluate the quality and price offered before deciding. This shows that prices are a factor that might affect this research and have a significant relationship to this research. Previous research conducted by Lien et al. (2015) previously mentioned that the price perpetuated had a significant effect on buying intentions and this had a positive effect on buying intentions and resulted in a positive influence on the intention of buying consumers. The P-Value value obtained by research Lien et al. (2015) is 0,000, the same as this research. If Traveloka continues to provide cheap prices and many promos - certain promos, of course consumers will continue to use Traveloka to order airplane tickets online.

### **Brand Trust has a positive impact on Purchase Intention (H6)**

In the sixth hypothesis, it was said that brand trust had a positive impact on Purchase Intention. Judging from the Critical Ratio value that is used to discuss and prove the hypothesis and probability value to see the smallest opportunity value of a hypothesis test. The C.R value obtained from data processing for the impact between the variable brand trust and Purchase Intention is worth 3,399 and the acquisition of P values of 0,000. Both values have qualified, where the limit for the C.R value is  $> 1.96$  and the p-value limit is  $< 0.05$ . So, the sixth hypothesis has qualified, and the second hypothesis proved to have a positive and acceptable impact.

The Critical Ratio value of 3,399 means that the better brand trust will affect Purchase Intention of 3.399. So, if the brand trust variable increases by 1 unit, it will increase Purchase Intention of 3.399.

The research conducted by Lien et al. (2015) prove that brand trust has a positive effect on Purchase Intention with a value of p-value 0,000. If Traveloka can get the trust of their customers, then the intention of buying airplane tickets online through Traveloka will increase during Pandemic Covid-19.

## **3. Conclusion**

Based on the analysis obtained from data in the previous chapter, it can be concluded based on the hypothesis of the research as follows:

1. Hypothesis 1 is price has a positive impact on the brand image for purchasing flight tickets through Traveloka during the Pandemic Covid-19 period. The C.R value obtained from data processing using SEM for the influence of the price on the brand image is 3.788 with a p-value of 0.000. This proves that the C.R value obtained is positive, so it can be concluded that the price has a positive impact on the brand image. If the company sets high or low prices, it will affect the brand image of the company. Also, during the Pandemic Covid-19 period, the price will be very influential for the brand image.

2. Hypothesis 2 is perceived value has a positive impact on the brand image for the purchase of flight tickets through Traveloka during the Pandemic Covid-19 period. The C.R value obtained from data processing using SEM for this hypothesis is 6,464 with a p-value of 0,000. This proves that the C.R value obtained is positive, so it can be concluded that perceived value has a positive impact on the brand image. The more felt value felt by consumers, the better the company's brand image.

3. Hypothesis 3 is brand trust positive impact on the brand image for the purchase of flight tickets through Traveloka during the Pandemic Covid-19 period. The C.R value obtained from this hypothesis is 7,287 with a p-value of 0.000. This proves that the C.R value obtained is positive, so it can be concluded that brand trust has a positive impact on the brand image. The higher the brand trust, the better the brand image of the brand.

4. Hypothesis 4 is brand image positive impact on Purchase Intention to purchase airplane tickets through Traveloka during the Pandemic Covid-19 period. The C.R value obtained from this hypothesis is 4.307 with a p-value of 0.000.

This proves that the C.R value obtained is positive, so it can be concluded that the brand image has a positive impact on Purchase Intention. The better the brand image of the company, the higher the interest of buying consumers.

5. Hypothesis 5 is price has a positive impact on Purchase Intention for the purchase of flight tickets through Traveloka during the Pandemic Covid-19 period. The C.R value obtained from data processing for this hypothesis is 3.515 with a p-value of 0,000. This proves that the C.R value obtained is positive, so it can be concluded that the price has a positive impact on Purchase Intention. The better the company sets their prices in accordance with the customer buying ability, then the interest of buying consumers will also be higher.

6. Hypothesis 6 is brand trust has a positive impact on Purchase Intention for the purchase of flight tickets during the Pandemic Covid-19 period. The C.R value obtained from data processing for this hypothesis is 3,399 with a p-value of 0.000. This proves that the C.R value obtained is positive, so it can be concluded that the brand trust has a positive impact on Purchase Intention. The higher the trust of the consumer brand of a brand, the higher interest in their buying.

## **Managerial Implications**

The following managerial implication is a contribution in the form of practical advice for the Traveloka company based on the research findings for the future so that it can be used as a basis for making decisions. The following are the managerial implications of each hypothesis:

The price from Traveloka will have a positive impact on the Brand Image of Traveloka. Setting the right price for Traveloka will affect their company's brand image. Moreover, during the Covid-19 pandemic, Traveloka must be able to set prices according to the purchasing power of consumers so that the tourism industry in Indonesia does not decline and can rise again during the Covid-19 pandemic. Setting prices that are not too high will certainly make their brand image even better, and consumers will choose to use Traveloka over other companies.

Perceived Value from Traveloka will have a positive impact on the Brand Image of Traveloka. The value felt by consumers when using Traveloka must be even better during the Covid-19 pandemic. Traveloka must be able to provide good values when consumers use their website to buy flight tickets online. For example, ease of transactions can provide positive value to consumers, also during this pandemic, they can increase consumer awareness and awareness about the Covid-19 virus that is spreading. One of the most common (and effective) ways to increase perceived value is advertising. They can try to achieve some degree of control and influence over public perceptions of Traveloka. This of course will provide positive values to consumers when using Traveloka.

The Brand Trust from Traveloka will have a positive impact on the Brand Image of Traveloka. Consumer trust in Traveloka will provide a good brand image for Traveloka. Traveloka must be able to gain consumer trust in them by improving the quality of transactions. They must be able to communicate well with consumers as well so that consumers have confidence in Traveloka. Brand trust is an important thing in doing online transactions. The higher their brand trust, the better the Traveloka brand image.

The Brand Image from Traveloka will have a positive impact on Purchase Intention from Traveloka. The brand image from Traveloka will have an impact on the interest in buying flight tickets through Traveloka during the Covid-19 pandemic. By improving their brand image, consumer buying interest will be higher. Traveloka can improve their brand image by carrying out campaigns such as awareness of Covid-19 or education about Covid-19. They can use social media, create communities, events, etc. to enhance their brand image.

The price from Traveloka will have a positive impact on Purchase Intention from Traveloka. Price is a very important element that influences consumer buying interest. Especially with the current Covid-19 pandemic, Traveloka must be wiser in setting their flight ticket prices. Providing promos or discounts to consumers will certainly increase consumer buying interest. The wiser their pricing is to adapt to this pandemic, the higher consumer buying interest will be.

Brand Trust from Traveloka will have a positive impact on Purchase Intention from Traveloka. Brand trust plays an important role in consumer buying interest, if they have positive trust in Traveloka, then of course the buying interest will be higher. This will allow the company to gain greater profits and market share. Brand trust is important for online travel agency companies. Traveloka must offer a consistent customer experience when making flight ticket purchases through their website during the Covid-19 pandemic.

## Limitations and Suggestions

### Research Limitations

The research that has been done still has shortcomings and limitations. The following are some of the limitations and drawbacks of this study:

1. This research only examines flight ticket sales at Traveloka, while Traveloka offers many other things such as hotel bookings, car rental, etc. on their website.
2. The following research can be developed further by looking at the limitations of supporting journals that exist in previous research so that this research can be used as a revision for future research.

### Suggestions

Based on the research results that still have limitations and shortcomings, the researchers suggest several things in the form of guidelines that can be used for further research by other researchers so that it can be even better, namely:

1. It is recommended for researchers who want to carry out further research to be able to deepen the assessment and also develop variables.
2. Can research about other objects offered by related companies such as hotel bookings, car rental, etc.
3. Can research other similar companies such as Tiket.com, Peggipeg, Agoda, etc.
4. Future research should examine and add other variables that can also have an impact on the intention to buy flight tickets at Traveloka during the Covid-19 pandemic.
5. Future research is expected to increase the number of respondents.
6. In the future, the researcher hopes that the shortcomings and limitations of this study can be better addressed and studied, so that these shortcomings and limitations can be avoided.

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