



**The Influence of Electronic Word of Mouth and Social Media Ads on Purchasing
Decisions Tickets Travel on Traveloka E-Commerce**

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Abstract

One of the factors that can provide stimulus to decision purchase ticket journey is with existence of electronic word of mouth social media ads with hope that will help candidate customer in make decision in buy ticket travel on Traveloka e-commerce. Research this try analyze influencing things _ decision buyer . The factors assessed namely electronic word of mouth and ads social media. Deep study this researcher used type study quantitative with sample as many as 100 people who emphasized on data analysis in the form of results processed questionnaire with method statistics. As for the results from study this that is there is influence significant and positive between electronic word of mouth and social media ads to decision purchase ticket trip. The better electronic word of mouth given customer so will increase decision purchase ticket travel on Traveloka. Likewise with the more many social media ads are used company so will increase decision purchase ticket .

Keywords : *electronic word of mouth, decisions purchase , quality website service*

A. Introduction / Introduction

A product within a brand is not enough to only be concerned with operational/technical matters. Marketers need to pay attention to non-operational/technical matters. The non-technical thing that needs to be considered by marketers in selling their products is promotion. Two of the promotion strategies which, according to researchers, have a large influence on brand awareness are advertising and word of mouth, in contrast to Keke (2015) and Milanti (2012), respectively, stating that advertising and word of mouth do not have a significant effect on brand awareness. Different results were found by Permana (2015) stating that advertising and word of mouth have a significant influence on brand awareness. Therefore, researchers feel that the advertising and word of mouth variables need further investigation.

The most interesting eWOM phenomenon to study is the eWOM phenomenon that occurs in social media, because the social media character strongly supports the development of eWOM to be faster, as if it can be assumed that social media is the best collaborative partner that eWOM currently has. In addition to having characteristics as a network, information dissemination, a place for interaction, social simulation, content creation by users, and

dissemination of content built by users. The internet makes the spread of eWOM more efficient, and of course it is able to produce more effective and powerful effects.

Social media users, especially Instagram, must already know a lot, Instagram is one of the most popular social media platforms in the world, especially among young adults. As of the first quarter of 2021, the number of active Instagram users worldwide has reached 1.07 billion and 354 million users are aged 25 to 34 years. Until July 2021, in Indonesia, the number of Instagram users as of July 2021 was 91.77 million users. The biggest users are in the age group 18-24 years, namely 36.4%. Instagram is in third place as the most used social media platform, after YouTube and WhatsApp.

Since Instagram issued an advertising service commonly known as Instagram ads, the use of Instagram ads has begun to be in great demand by business people or an organization. This service can help business people to market their products through Instagram. Many Instagram users are interested in making purchases after seeing Instagram ads. Of course, this can help improve the development of a business or organization.

According to (Daulay & Putri, 2018) "a consumer decision is an action taken by a consumer to buy a product. Every producer must carry out various strategies so that consumers decide to buy their products. Before making a purchase decision, consumers first go through several stages to a buying decision, namely the step by step process used by consumers when buying goods or services. Furthermore, purchasing decisions according to (Fahmi, 2016) are "consumer actions in deciding on a product that is considered to be a solution to the needs and desires of these consumers".

The most interesting thing about the emergence of social media is the presence of someone who has interest and expertise in cyberspace who utilizes this social media platform to share their interests and is often referred to as an influencer/ celebgram, the presence of this celebgram is not only due to the presence of social media. which has offered convenience in sharing photos, videos, writing, bookmarking, to live streaming in one application, but due to certain circumstances.

According to (Arianty, 2016) "purchasing decisions are actions taken to overcome problems that occur and must be faced or are steps taken to be able to achieve goals as quickly as possible with the most efficient costs possible".

From the research results of the Adstensity Version of the 10 Most Brand Advertisers, Traveloka is in the top 10. Traveloka is a relatively new type of industry that has grown in Indonesia, namely e-commerce/digital business. Traveloka was able to shift the position of Lazada and Olx which dominated last year. The Traveloka company is one of the most well-known travel service platforms in Southeast Asia. This service provides various services ranging from accommodation tickets to hotel rentals. The history of Traveloka and its development can never escape the influence of technological developments. Especially with the support from Indonesia, which is one of the countries with the most internet usage in Asia. In fact, in 2011 internet users in Indonesia increased quite rapidly from 40 million users to more than 50 million users. With this basis, Ferry Unardi ventured to build a tech startup company in Indonesia. Because according to the research he studied, tech startups in the travel sector are considered quite profitable in Indonesia.

Based on the description of the background of the problems that occur above, a study can be proposed with the title "The Effect of Electronic Word of Mouth and Social Media Ads on the Decision to Purchase Travel Tickets on Traveloka E-Commerce".

B. Questions / Questions

1. is there is influence significant and positive electronic word of mouth to decision purchase ticket travel on Traveloka ecommerce?
2. is there is influence significant and positive social media ads to decision purchase ticket travel on Traveloka ecommerce?

C. Method / Methods

a. Type and Design Study

This research is a type of analytical research by testing the hypothesis of all the variables studied. This research method is classified as quantitative research. Quantitative research is carried out by analyzing data in the form of questionnaire results which are processed to produce statistical data which will then be compared with previous theories.

b. Location and Time of Research

Research location this is in the city of Makassar and as for time study this around one month for collection questionnaire research .

c. Data Types and Sources

The types and sources of data used in this study can be classified as follows:

1. Primary data is data obtained directly from the object of research without any interpretation in it. In this study, primary data was obtained by distributing questionnaires to a number of respondents using the Googleform provided by Google and distributing the questionnaires online. In addition to using the Googleform, the research could also distribute questionnaires directly to several Traveloka application users in Makassar city.
2. Secondary data is data that is already available or collected by certain parties who have an interest or have a specific purpose and there is interpretation in it. This data is mainly used to support the theoretical foundations that will be used in research. Secondary data was obtained from literature studies in the form of articles, journals, books, and data from the internet related to the research topic.

d. Population and Sample

• Population

The population used in the study this that is inhabitant Makassar city with criteria user Traveloka *e-commerce* , population this known as *unknownpopulation*.

• Sample

Study this using 100 samples taken _ from technique taking non-probability samples with purposive sampling with criteria respondent as following :

1. Minimum age 18 years
2. Once use Traveloka *e-commerce* for purchase ticket journey

e. Measurement Variables and Indicators Study

• Variable independent

In study this , variable independent or variable free namely electronic word of mouth and social media ads

• Variable dependent

Variable dependent that is decision buyer

Likert scale is used to measure attitudes, opinions and customer perceptions about the influence of electronic word of mouth and social media ads in conducting research on the variables to be tested, each answer is given a score. The Likert scale uses five levels of answers that are scored, that is:

A score of 1 is given for answer **very not agree**

A score of 2 is given for answer **no agree**

A score of 3 is given for answer **neutral**

A score of 4 is given for answer **agree**

A score of 5 is given for answer **totally agree**

f. Analysis Techniques Data

The analysis technique used in this study is the validity test, reliability test, descriptive analysis, and path analysis (*path analysis*) . *Data processing* uses the Statistical program Product and Service Solutions (SPSS) v25 with primary and secondary data that has been collected .

D. Discussion / Discussion

a. Influence significant and positive electronic word of mouth to decision purchase ticket travel on Traveloka e-commerce

Based on the table above, it can be seen that the electronic word of mouth variable has a t count that is greater than t table ($6.130 > 1.9849$) and a significant level of $0.000 < 0.05$. So it can be concluded that electronic word of mouth has a positive and significant effect on purchasing decisions.

Santosa's research (2019) supports this research with the results of data processing stating that e-WOM has an effect on the product purchasing decision process. It was further explained that this could be due to e-WOM being one of the most accessible information centers through social media and also providing honest and neutral reviews from various social media users who have experienced it. Another research result that supports this research is research conducted by Gevi Tonida Resky with the title "Analysis of the Influence of Electronic Word of Mouth (e-WOM) on Consumer Purchase Interest in Bag Products at Instagram Rgfashion Store" that electronic word of mouth has a significant effect on buying interest.

This is supported by the respondents' answers in the respondent's description analysis table regarding the statement "To make sure I buy the right product or brand, I often read online product reviews from other consumers". Shows that 67 respondents stated that they strongly agreed, 23 respondents stated that they agreed, 3 respondents stated that they were neutral, 3 respondents disagreed, 4 respondents strongly disagreed. With this it can be said that before buying the right product people make sure in advance from the comments of customers who have already bought.

Likewise with indicators on purchasing decision variables related to the statement "Information spread by my friends on Social Media makes it easier for me to make purchasing decisions". Shows 41 respondents (41%) stated that they strongly agreed, 35 respondents stated that they agreed, 13 respondents stated that they were neutral, 9 respondents disagreed, 2 respondents strongly disagreed. With this it can be said that information disseminated by people on social media makes it easier for customers to make purchasing decisions.

According to the researcher's analysis, this is because customer reviews about a product can be used as information for other customers before making a purchase. To further increase buying interest at Traveloka, it is hoped that the online shop at Traveloka will pay more attention to customer reviews and improve the quality of products and services from the store. So that Shopee customers are interested in buying the products it sells.

b. Influence significant and positive social media ads to decision purchase ticket travel on Traveloka e-commerce

Based on the table above, it can be seen that the social media ads variable has a t count that is greater than t table ($2.014 > 1.9849$) and a significant level of $0.047 < 0.05$. So it can be concluded that social media ads have a positive and significant effect on purchasing decisions.

Previous research from Razak et al (2021) concluded that video advertising on social media has a significant effect on consumer buying interest. Video advertising here is included in the category of social media ads so that previous research is in line with this research. Another study was conducted by Hafidza (2022) where social media ads had a significant and positive effect on the purchase intention of herbal medicine consumers in Lampung province. This means that the more often companies use social media ad promotion services, the higher the interest in buying the product.

This is supported by the respondents' answers in the respondent's description analysis table regarding the statement "With social media it makes it easier for me to see promotions given by Traveloka at a certain time". Shows 45 respondents stated that they strongly agreed, 38 respondents stated that they agreed, 10 respondents stated that they were neutral, 5 respondents stated that they did not agree, 2 respondents stated that they strongly disagreed. It can be said that the existence of social media makes it easier for customers to see promotions given by Traveloka at a certain time.

Likewise with indicators on purchasing decision variables related to the statement "After considering the information about the product shared by my friends on social media, I will recommend this product to my friends". Shows that 30 respondents stated that they strongly agreed, 42 respondents stated that they agreed, 20 respondents stated that they were neutral, 7 respondents disagreed, 1 respondent strongly disagreed. With this it can be concluded that there are as many as agree, this reflects that after considering the information about the product shared by people on social media, potential customers will recommend the product to their friends.

According to Thoyibie (2010), social media is content containing information, created by people who utilize publishing technology, very easily accessible and intended to facilitate communication, influence and interaction with others and with the general public. Today, the practice of marketing through social media is starting to develop and be used as a product marketing tool to promote a company's brand and brand. Social media that is growing very rapidly in Indonesia is Facebook, Instagram, WhatsApp and other social media.

E. Conclusion/Conclusion

1. There is influence significant and positive electronic word of mouth to decision purchase ticket travel on Traveloka e-commerce
2. There is influence significant and positive social media ads to decision purchase ticket travel on Traveloka e-commerce

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