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# Analysis of Factors Affecting Travelers' Decisions in Choosing Online Ticket and Flight Purchases

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**Abstract**

This study aims to analyze the factors influencing tourists' decisions to purchase flight tickets and hotel accommodations online, focusing on the role of trust and previous tourist experiences. The research uses a quantitative approach with path analysis to test the direct and indirect effects of trust and tourist experience on purchase decisions. A sample of 200 respondents who have purchased online tickets was selected using purposive sampling. Data were collected through online questionnaires, and the analysis was conducted using various statistical tests, including validity, reliability, and path analysis. The results show that trust has a significant impact on both tourist experience and purchase decisions. Furthermore, tourist experience acts as a moderating variable, strengthening the relationship between trust and purchase decisions. Positive experiences with online ticket platforms enhance trust and increase the likelihood of purchasing, while negative experiences reduce trust and hinder purchase decisions. The study concludes that trust in online platforms significantly influences tourist decisions to purchase tickets and accommodations, and previous experiences play a crucial role in moderating this effect. It is recommended that tourists choose trustworthy platforms with secure transactions and clear information. Travel app managers should focus on improving service quality, transparency, and security to foster trust and enhance user loyalty, ultimately increasing purchase decisions.

**Keywords**: trust, tourist experience, purchase decision

## A. Introduction

The development of digital technology has brought significant changes to the tourism industry, particularly in how travelers book flight tickets and tourist destinations. With the emergence of various online platforms, such as websites and mobile apps, the process of booking flight tickets and tourist destinations has become easier, faster, and more efficient. This certainly provides convenience for travelers who wish to plan their trips. However, despite the availability of this convenience, the decision-making of travelers to choose to purchase tickets online is influenced by a number of factors. Trust in service providers and the previous experiences of travelers are two important elements to consider in this decision-making process.

Traveler trust in online ticket platforms plays a crucial role in the purchasing decision. In a digital world filled with choices, travelers tend to choose service providers they perceive as trustworthy to offer a safe, transparent, and satisfying experience. This study will delve deeper into how this trust is formed and how it influences the ticket purchasing decision. Additionally, previous experiences of travelers also have a significant impact, as positive or negative experiences can shape their perceptions and attitudes toward a service. Therefore, it is essential to understand the extent to which these two factors influence travelers' decisions to purchase tickets online.

The main issue to be discussed in this study revolves around the factors that affect travelers' decisions to choose online ticket and flight purchases. Some of the questions to be addressed include what factors travelers consider when choosing an online ticket service provider, and how trust and previous experiences play a role in their purchasing decisions. While some studies have been conducted on the factors influencing purchasing decisions in e-commerce, few have specifically examined the role of trust and previous experiences of travelers in the context of the tourism industry, particularly in online ticket purchases.

Previous research has not analyzed traveler experience as a moderating variable affecting their trust in purchasing decisions online. Nayaka et al. (2020) found that consumer purchase experience has a greater impact on the intention to buy flight and hotel room tickets online in the Greater Jakarta area compared to price and service quality, as consumers tend to prioritize comfort and satisfaction from prior experiences when making purchasing decisions. Furthermore, Mardiana & Sijabat (2022) showed that online consumer reviews, promotions, and trust had a positive and significant impact on the decision to purchase flight tickets at PT. XYZ during the Covid-19 pandemic, as these factors provided information, incentives, and a sense of security that enhanced consumer confidence in making online purchases.

Additionally, Yoeliastuti et al. (2022) found that brand image and price had a significant influence on the decision to purchase tickets online via Traveloka, with price being the most influential factor, as it played a critical role in attracting consumers amid the high demand for transportation during the Covid-19 pandemic. Meanwhile, Algusri (2019) showed that factors such as

intelligence, design, choice, cost savings, and time savings positively influenced customer satisfaction in the decision to purchase flight tickets online through the AirAsia website, as these factors enhanced comfort and efficiency in the purchasing process.

Subsequently, research by Sitorus et al. (2018) revealed that price, convenience, and comfort significantly influenced customer trust in purchasing flight tickets through online travel agencies, with price and easy access having a positive impact on purchasing decisions, while comfort did not have a significant effect on customer decisions. A study by Oktariani & Zulfickar (2020) analyzed factors influencing the demand for flight tickets online via Traveloka and tiket.com apps and measured the demand elasticity to these factors, with the results showing that price, consumer income, and recommendations affected demand, where price elasticity on Traveloka was elastic and on tiket.com was inelastic.

The previous studies have highlighted various factors affecting purchase decisions, such as price, convenience, promotions, and brand image. However, there has been no research that integrates previous traveler experience as a factor moderating trust and purchase intentions in the context of online ticket and flight purchases. This study has the potential to fill this gap by exploring the role of traveler experience in influencing online purchasing decisions.

The results of this study are expected to make a significant contribution to tourism industry managers in formulating more effective marketing strategies and creating better customer experiences. This research aims to provide recommendations to online ticket providers and airlines in designing strategies to improve customer satisfaction and strengthen relationships with consumers. It is hoped that the findings of this study can contribute to the understanding of consumer behavior in the digital tourism sector and serve as a reference for future research on similar topics.

## B. Literature Review

### Trust in Online Ticket Purchases

Trust is one of the most important factors in determining consumer purchase decisions on online platforms, in online ticket purchases, trust encompasses consumers' confidence in the credibility, security, and quality of the service providers (Handoyo, 2024). Trust in the e-commerce environment can be divided into two main categories: trust in the platform and trust in the service provider (Hidayat et al., 2021). This trust can be influenced by various factors, such as the reputation of the service provider, user reviews or testimonials, and the presence of transaction security certifications (Jadil et al., 2022). Trust is crucial because consumers must feel confident that their transactions will be secure and their personal information protected, which in turn affects their decision to make a purchase (Maulana et al., 2023).

Trust can increase consumers' intention to buy online, especially when there is uncertainty regarding the quality and reliability of the offered products (Tasin, 2017). Online ticket providers that can build trust with potential

consumers through responsive customer service, transparent information, and clear policies are likely to enhance their purchase conversion rates (Nursani et al., 2023). Building and maintaining trust is key to the decision-making process for tourists when purchasing tickets (Kim et al., 2022).

**Tourist Experience and Purchase Decisions**

Positive consumer experiences can strengthen loyalty and encourage repeat purchases in the future (Nguyen et al., 2022). The tourism industry, previous tourist experiences, whether positive or negative, can shape their attitudes toward service providers and influence their purchase decisions (Cai et al., 2004). The importance of consumer experience in building satisfaction and loyalty is significant, where good experiences lead to higher satisfaction levels and motivate tourists to return to use the same services (Wang et al., 2024).

Tourist experiences with online ticket platforms are often influenced by factors such as website navigation ease, transaction speed, and customer service quality (Toha et al., 2024). A poor experience, such as a complicated booking process or unsatisfactory service, can lead tourists to feel frustrated and hesitant to use the platform again in the future (Huddin et al., 2023). On the other hand, positive experiences, such as ease in finding tickets, fast payment processes, and responsive customer support, can increase tourists' loyalty to a specific online ticket platform (Nusair et al., 2023).

**Factors Influencing Online Ticket Purchase Decisions**

Various external and internal factors influence tourists' decisions when choosing an online ticket platform (Zeini et al., 2024). Key factors influencing purchase decisions include price, convenience, ease of use, and trust in the service provider (Putri et al., 2022). Competitive prices are often a major consideration for tourists when choosing an online ticket service, but it cannot be denied that factors such as convenience and comfort also play an important role (Ahn & Lee, 2011). Easy access and good navigation on online platforms can enhance the user experience and reduce uncertainty in the purchase process (Qumairoh, 2023).

Additionally, promotions and special offers can also be determining factors in online ticket purchase decisions. Price promotions and discounts have a significant influence on online product purchase decisions (Pinto & Castro, 2019). However, even though low prices can attract tourists' attention, trust and experience remain the main determinants in ensuring whether consumers will make a purchase or not (Hefny, 2021).

**Hypotesis**

Tourist trust has a significant influence on their experience when using online applications to purchase flight tickets and book hotels. This trust is related to transaction security, completeness of information, and the application's reputation for delivering satisfying services. The higher the user's trust, the more positive their experience, which in turn increases loyalty.

Research by Fakhrudin & Aminuddin (2022) shows that trust in online travel platforms affects user satisfaction and continued use of the application. Theresia & Wardana (2019) also found that trust in e-commerce apps, including travel apps, enhances user experience and satisfaction.

H1: Trust influences tourist experience

Tourist trust plays an important role in the decision to purchase tickets and hotels through online applications. This trust includes perceptions of competitive pricing, accurate information, and transaction security. When users feel confident, they are more likely to make a purchase. Research by Aspeyani & Komalawati (2021) and Pahlevi et al. (2022) shows that high trust in digital platforms encourages consumers to make more frequent travel-related purchases.

H2: Trust influences purchase decision

Tourist experience also plays a significant role in their decision to choose online applications for booking flight tickets and hotels. Positive experiences—such as ease of use, quality of information, and a smooth booking process—encourage users to return to the app. Conversely, negative experiences can decrease their interest. Theresia & Wardana (2019) found that a positive user experience directly impacts the decision to continue using the app. Nayaka et al. (2020) also showed that a good experience enhances purchase intentions and loyalty toward digital travel apps.

H3: Tourist experience influences purchase decision

Tourist trust in online applications encourages purchase decisions, especially when it involves data security, clear information, and quality service. User experience acts as a moderating factor that can strengthen or weaken the effect of trust. A positive experience enhances trust and purchase decisions, while a negative experience can diminish both.

H4: Trust influences purchase decision through tourist experience

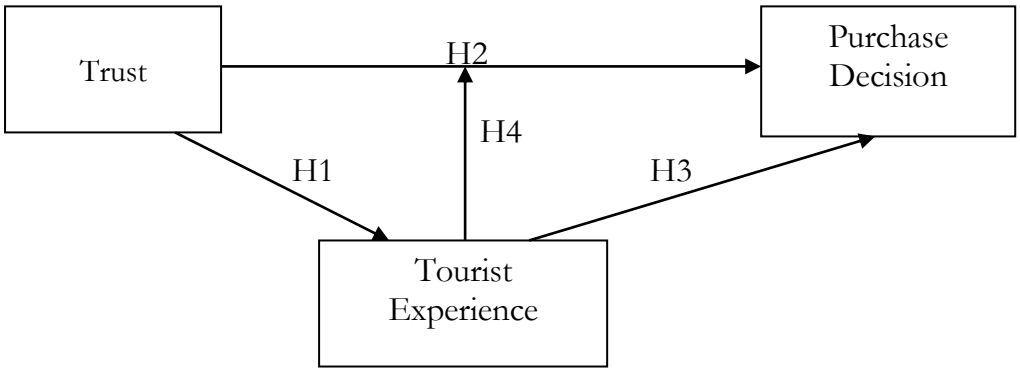



Figure 1. Framework Research

## C. Research Methods

### Research Type

This research is a quantitative study aimed at analyzing the factors that influence tourists' decisions in choosing online ticket and flight purchases. This study uses path analysis to test the relationships between the variables in the research model. By using path analysis, this research can identify both direct and indirect effects of trust and tourist experience on online ticket and flight purchase decisions.

### Research Method

The method used in this study is path analysis. Path analysis is used to examine the causal relationships between the research variables. In this study, path analysis aims to test the effect of trust (as an independent variable) on online ticket and flight purchase decisions, as well as the role of tourist experience (as a moderating variable) in strengthening or weakening this effect. By using a path analysis model, the researcher can obtain information about the direct and indirect effects of the variables under study.

### Research Variables

In this study, there are three variables being analyzed: (1) Trust, which is the independent variable measuring the extent to which tourists trust online ticket service providers and booking platforms, including aspects such as transaction security, platform reputation, and information transparency; (2) Tourist Experience, which is the moderating variable used to test whether previous tourist experiences strengthen or weaken the effect of trust on purchase decisions, including positive or negative experiences tourists have had with online ticket platforms previously; (3) Purchase Decision, which is the dependent variable measuring tourists' decisions to buy flight tickets or tourism destination tickets online, influenced by factors such as platform ease of use, price, and trust in service providers.

### Population and Sample

The population in this study is tourists who have purchased flight tickets or tickets for tourism destinations online, either through mobile applications or websites. These tourists can come from various age groups, professions, and geographical locations, as long as they have experience purchasing tickets online. The sample for this research will be taken from tourists who have made online ticket purchases. Based on Sugiyono's theory (2017), the appropriate number of respondents in quantitative research ranges from 30 to 500 respondents. Therefore, this study will use a sample of 200 respondents, which is considered representative for this research. The selected respondents must meet certain criteria, namely having made online ticket purchases and being willing to participate in the study.

**Sampling Technique**

The sampling technique used in this study is non-probability sampling, specifically purposive sampling. The selection of respondents is based on specific considerations, namely those who have experience purchasing online tickets and are willing to complete the questionnaire. This technique is chosen to ensure that the sample aligns with the research objectives and the criteria that have been set.

**Data Collection Technique**

The data collection technique used in this study is a questionnaire. The questionnaire will be designed based on the variables that have been determined, namely trust, tourist experience, and purchase decision. This questionnaire will contain questions that measure each dimension of the variables, using a Likert scale of 1-5 (strongly disagree to strongly agree). Data will be collected online through an online questionnaire form distributed to respondents who meet the criteria.

**Data Analysis**

The data obtained from the questionnaire will be analyzed using several statistical techniques, including: (1) Validity Test, which aims to ensure that the research instrument, specifically the items in the questionnaire, accurately represents the intended constructs using a loading factor > 0.70; (2) Reliability Test, which aims to test the internal consistency of the research instrument using Cronbach's alpha and composite reliability, with Cronbach's alpha > 0.7 and composite reliability > 0.7; (3) Coefficient of Determination Test, which is used to measure how much variation in the dependent variable can be explained by the independent variables, with a high $R^2$ value indicating a good model in explaining the dependent variable; (4) Direct Effect, this test is used to measure the direct effect between the independent variable and the dependent variable without involving the moderating variable; (5) Indirect Effect, this test is used to measure the indirect effect that occurs through the moderating variable, showing the extent to which tourist experience moderates the relationship between trust and purchase decision.

## D. Result and Discussion

Table 1. Respondent Characteristics

| Characteristic | Category | Frequency | Percentage (%) |
|---|---|---|---|
| Gender | Male | 120 | 60% |
| | Female | 80 | 40% |
| Age | 18-35 years | 150 | 75% |
| | 36-50 years | 40 | 20% |
| | Above 50 years | 10 | 5% |

| Characteristic | Category | Frequency | Percentage (%) |
|---|---|---|---|
| Education | High School/Vocational | 50 | 25% |
| | D3/Bachelor's Degree | 130 | 65% |
| | Master's/Doctorate | 20 | 10% |
| Frequency of Online Ticket Purchases | 1-2 times | 20 | 10% |
| | 3-5 times | 80 | 40% |
| | More than 5 times | 100 | 50% |

Source: Data processed (2025)

Table 1 shows the characteristics of the respondents in the study, including gender, age, education, and frequency of online ticket purchases. Regarding gender, the majority of respondents are male (60%), while females account for 40%. This is likely due to the trend or habit of ticket purchasing being more common among men. In terms of age, the majority of respondents fall within the 18-35 age group (75%), followed by the 36-50 age group (20%) and those over 50 years old (5%). This is related to younger respondents being more likely to use online services, along with a higher level of education typically associated with a better understanding of technology.

In terms of education, respondents with a D3/Bachelor's degree dominate, making up 65%, while those with a high school/vocational education represent 25%, and only 10% have a Master's/Doctorate degree. This is because individuals in the 18-35 age group generally have better access to and understanding of digital platforms compared to those with lower education levels, such as high school or vocational school graduates. Regarding the frequency of online ticket purchases, most respondents purchase tickets 3-5 times (50%), followed by 40% purchasing 1-2 times, and 10% purchasing more than 5 times. This reflects the convenience and ease provided by online platforms for purchasing tickets.

Table 2. Validity Test Results

| Variable | Item Question | Loading Factor |
|---|---|---|
| Trust | I trust that this app is safe for transactions. | 0.750 |
| | The information provided by this app is clear and easy to understand. | 0.821 |
| | This app is trustworthy in managing my personal data. | 0.789 |
| | This app is consistent in providing good service. | 0.802 |
| | I feel this app always meets my expectations. | 0.708 |

| Variable | Item Question | Loading Factor |
|---|---|---|
| Tourist Experience | This app makes it easier for me to find tourist destinations. | 0.723 |
| | This app offers a variety of tourist destinations. | 0.767 |
| | My experience using this app is very pleasant. | 0.804 |
| | The search feature in this app is very helpful. | 0.746 |
| | This app helps me plan my trip well. | 0.795 |
| Purchase Decision | This app influences my decision to purchase tickets. | 0.836 |
| | This app helps me choose the best travel products. | 0.777 |
| | The prices offered by this app meet my expectations. | 0.790 |
| | This app is very helpful in my decision to book a trip. | 0.852 |
| | The payment process in this app is very satisfying. | 0.804 |

Source: Data processed (2025)

Table 2 shows the results of the validity test for several variables, with item questions having loading factors above 0.70. All item questions within the variables of Trust, Tourist Experience, and Purchase Decision show significant loading factor values, ranging from 0.708 to 0.852. The loading factor values greater than 0.70 indicate that all these item questions have a strong and valid contribution in representing each tested variable. Thus, it can be concluded that the items used in this study meet the criteria for good validity.

Table 3. Reliability Test Results

| Variable | Cronbach's Alpha | Composite Reliability |
|---|---|---|
| Trust | 0.85 | 0.88 |
| Tourist Experience | 0.82 | 0.85 |
| Purchase Decision | 0.86 | 0.89 |

Source: Data processed (2025)

Table 3 shows the reliability test results for the three variables tested: Trust, Tourist Experience, and Purchase Decision, with both Cronbach's alpha and composite reliability values all above 0.70. Cronbach's alpha values range from 0.82 to 0.86, while composite reliability values range from 0.85 to 0.89. These values indicate a very high level of reliability, suggesting that the

instruments used in this study have high internal consistency and can be trusted to measure the intended variables.

Table 4. R-Square

| Variable | R-Square |
|---|---|
| Tourist Experience | 0.512 |
| Purchase Decision | 0.636 |

Source: Data processed (2025)

Based on Table 4, the Adjusted R-Square value for Tourist Experience is 0.512. This result indicates that 51.2% of the variance in Tourist Experience is explained by Trust. The Adjusted R-Square value for Purchase Decision is 0.636, meaning that 63.6% of the variance in Purchase Decision is influenced by Trust and Tourist Experience.

Table 5: Direct Effect

| Variable | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | t-Statistic (O/STDEV) | P-Value |
|---|---|---|---|---|---|
| Trust → Tourist Experience | 0.453 | 0.387 | 0.100 | 4.530 | 0.000 |
| Trust → Purchase Decision | 0.347 | 0.262 | 0.095 | 3.650 | 0.000 |
| Tourist Experience → Purchase Decision | 0.608 | 0.501 | 0.111 | 5.476 | 0.000 |

Source: Data processed (2025)

Table 5 shows the direct effect test results between the variables in this study, including Trust, Tourist Experience, and Purchase Decision. All relationships between variables have significant t-statistic values greater than 1.96 and p-values less than 0.05, indicating that the direct effects between these variables are significant. Specifically, the t-statistics for the relationships between Trust and Tourist Experience (4.530), Trust and Purchase Decision (3.650), and Tourist Experience and Purchase Decision (5.476) all show significant contributions to the dependent variables.

Table 6: Indirect Effect

| Variable | Original Sample (O) | Standard Deviation (STDEV) | t-Statistic (O/STDEV) | P-Value |
|---|---|---|---|---|
| Trust → Tourist Experience → Purchase Decision | 0.453 | 0.100 | 4.530 | 0.000 |

Source: Data processed (2025)

Table 6 shows the results of the indirect effect test between the variables in this study, namely trust, tourist experience, and purchase decisions. The results indicate that the indirect effect between tourist experience and purchase decisions through trust has a t-statistic value of 4.530 and a p-value of 0.000. The t-statistic value greater than 1.96 and the p-value less than 0.05 indicate that this indirect effect is significant. This suggests that trust acts as a significant mediator in the relationship between tourist experience and purchase decisions.

Tourist trust has a significant impact on their experience when choosing applications like Traveloka to purchase flight tickets and hotel bookings. Trust is a fundamental element that influences how consumers feel secure and confident about the apps or platforms they use. In the context of Traveloka, this trust is related to users' confidence in transaction security, the completeness of information provided, and the app's reputation for delivering a satisfying experience. When tourists feel that the app can be relied upon to protect their personal data and provide services that meet their expectations, they are more likely to have a positive experience. This good experience, in turn, enhances their perception of the app and strengthens user loyalty.

Research by Fakhrudin & Aminuddin (2022) reveals that trust in online travel platforms affects the user's experience in selecting tickets and other services. Consumers with high trust in an app are more likely to feel satisfied with their experience and continue using the app. Theresia & Wardana (2019) identified that user trust in e-commerce apps, including travel apps, can improve their shopping and trip-planning experience, and trust also plays an important role in increasing user satisfaction with online platforms.

Tourist trust also has a significant influence on their decision to purchase flight tickets and hotel bookings through apps like Traveloka. This trust encompasses the perception that the app offers competitive prices, provides accurate information about flights and hotels, and ensures secure online transactions. When consumers trust the app, they are more likely to make a purchase decision. Trust plays an important role in reducing anxiety about the possibility of fraud or issues with transactions. Therefore, apps like Traveloka that successfully build trust with their users are more likely to influence their purchase decisions.

Research by Aspeyani & Komalawati (2021) shows that trust in e-commerce platforms significantly affects consumers' decisions to purchase products or services, including travel products such as flight tickets and hotel bookings. They found that consumers who feel confident in the platform are more likely to make purchases. Pahlevi et al. (2022) researched how trust in travel apps affects consumers' decisions to buy flight tickets and make hotel reservations, showing that high trust in digital travel apps can encourage consumers to make more frequent purchases.

Tourist experience also plays a significant role in their decision to choose the Traveloka app for booking flight tickets and hotels. A positive experience, whether related to ease of use, the quality of information provided, or the

comfort of the booking process, encourages users to choose the app for future purchases. When users' experiences with the Traveloka app meet or exceed their expectations, they are more likely to feel satisfied and return to the app for future transactions. Conversely, negative experiences may reduce their intention to use the app.

Theresia & Wardana (2019) identified that a positive user experience with e-commerce apps has a direct impact on their decision to continue using the app for purchasing products and services. They found that apps with a pleasant user experience are preferred and used more frequently for transactions. Nayaka et al. (2020) showed that a positive user experience with digital apps, such as travel apps, enhances the decision to purchase the products or services offered, strengthens purchase intentions, and increases loyalty to the app.

Tourist trust plays an essential role in the decision to purchase flight tickets and hotels through Traveloka, especially in terms of data security, information transparency, and service quality. High trust encourages users to transact because they feel comfortable and confident about the service provided. However, the tourist experience acts as a moderating variable that can strengthen or weaken the relationship between trust and purchase decisions. A positive experience enhances trust and influences purchase decisions, while a negative experience can reduce trust and negatively affect those decisions.

## D. Conclusion

Based on the results of this study, it can be concluded that tourists' trust in online platform applications like Traveloka has a significant impact on user experience and the decision to purchase flight tickets and hotel accommodations. This trust encompasses aspects such as transaction security, information transparency, and the platform's reputation for providing satisfactory services. Additionally, tourist experience plays an important role as a moderating variable that strengthens or weakens the impact of trust on purchase decisions. Positive experiences gained by tourists while using the application will enhance their trust and encourage purchase decisions, while negative experiences can reduce trust and negatively affect future purchase decisions.

For tourists, it is recommended to choose travel platform applications with a good reputation that provide clear and secure information during the transaction process. Tourists should also take advantage of the features and customer services offered by the app to ensure comfort and security in every transaction. For travel app managers, it is essential to build and maintain user trust by providing a transparent, secure, and easily accessible experience. App managers should also continue to improve service quality and user experience, including focusing on ease of navigation, quick response times, and secure and efficient payment processes, in order to enhance user loyalty and support higher purchase decisions.

**E. Conflict of Interest**

The authors have identified no competing interests arising from financial relationships, commercial activities, or personal connections relevant to the research and publication of this article.

**F. Declaration of AI Use**

ChatGPT by OpenAI supported the preparation of preliminary drafts of selected portions of this manuscript. The authors examined and revised the AI-assisted text, checked factual statements and references against original sources, and ensured that the content accurately represented the research procedures and findings. All final content reflects the authors' judgment, and the authors accept full responsibility for its accuracy, originality, and academic integrity.

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