Motive Uses and Gratification Platform E-Traveling Traveloka: Analysis of Uses and Gratifications

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Abstract: The study aims to identify and analyze the factors that influence consumer satisfaction in shopping online. This study focuses on consumer attitudes towards shopping online traveling, one of which is the Traveloka site, making it easy for consumers to process hotel, plane, and train ticket reservations. This research applies the uses and gratification theory and advertising theory. Through quantitative research methods, this study is to understand how promotion and service quality affects customer satisfaction. The number of respondents in this study was 50. The hypothesis was tested using multiple linear regression analysis SPSS 17 software assistance. The results showed an influence between promotion on customer satisfaction and service quality affects customer satisfaction. Based on the research, it is also known that the overall promotion and service quality significantly affect customer satisfaction. As the number of consumers who shop online continues to grow, information and communication technology must be developed to encourage further development online.

INTRODUCTION

In line with the current millennial era, social media is one type of new media that various companies widely use, agencies, institutions, and also individuals as a means to promote something related to the wider community who use the internet network for a specific purpose, one of which is used for increasing customer engagement of a company, agency, institution or individual. Social media is defined as a digital tool or place that allows individuals to socialize on the web. It is a social network where the social structures of individuals and organizations are tied together in some way (Clow & Baack, 2016). Social media can be used as a means of publicity in supporting the running of a program or campaign (Peng, 2019).

Publication via the Internet is one of the information and communication technologies developing very rapidly and will make it easier for humans to carry out activities. Therefore, many marketers use the internet to communicate information from companies to the public to attract customers (Alamanda, Ramdhani, Kania, Susilawati, & Hadi, 2019). The debate about defining the use of media in contemporary society has a sociological dimension. This paper discusses the applicative application according to the theory of use and gratifications. This theory discusses the reasons for the use of media by audiences. The analysis of audience use and needs and satisfaction 2 provides a sociological perspective on why we follow/use certain media.

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discusses the applicative application according to the thought of the uses and gratifications theory. This theory discusses the reasons for the use of media by audiences. The analysis of audience use and needs and satisfaction 2 provides a sociological perspective on why we follow/use certain media. The uses and gratifications theory is a sociological theory regarding the use of mass media by audiences which is text or images, both sounding and moving in the form of written or audio-visual broadcasts (current term: posted, shared, or forwarded) and those who do so get gain a certain amount of satisfaction.

Researchers who use this theory focuses on how audiences use media more than how the media affect audiences. In the phenomenal development, media is no longer only defined as conventional mass media (print and electronic media); media is more dominated as digital media owned and can be operated by millions of people individually, known as social media.

Uses and gratifications are used to measure satisfaction, where the concept of satisfaction is called Gratification Sought (GS) and Gratifications Obtained (GO). GS is a motive that drives a person to consume media. Meanwhile, GO is specific about what has been obtained after using the media by specifically mentioning certain events or rubrics (Kriyantono, 2012).

Many factors influence uses and gratifications. People's beliefs in using the media are influenced by several factors, namely a person's culture and institution, social conditions such as media availability, certain psychological variables such as introvert-extrovert, and dogmatism. These values are influenced by cultural and social factors, needs, and psychological variables. The uses and gratifications theory holds that the main problem is not how the media changes the attitudes and behavior of the audience, but how the media meets the personal and social needs of the audience. (Effendy, 2009).

According to Arifin, based on data compiled by the World Bank, internet users in Indonesia in 2010 amounted to 9.9% of every 100 people. The Ministry of Communication and Information Technology reports that the number of access to the world wide web in Indonesia is estimated at 45 million people. According to Perse and Dunn (1998), the benefit and gratification approach, in particular, will be useful in helping understand how people use the World Wide Web, email, and other aspects of cyberspace.

The types of media themselves vary. According to Romli and Ismail (2014), the types of websites can be classified into six (6) types, namely News Organization Website: sites of press or broadcasting institutions, for example, online editions of newspapers, television, news agencies, and radio, Commercial Organizations. Website: websites of business institutions or companies, such as manufacturers, retailers, and financial services, including online stores and online business travel services such as Traveloka.

Currently, Traveloka is in a period of quite rapid development, therefore to maintain this situation, it is necessary to touch a special strategy that involves marketing public relations activities, one of which is in the form of sponsorship activities. In order to increase customer engagement, that can be done using Social media, one of which is Instagram. According to the results of the WeAreSocial.net and Hootsuite surveys, social media is usually focused on creating content that grabs attention and encourages people to share with their social networks. Social media is a platform that is easily accessible to anyone, hence the opportunity for companies to increase their awareness and facilitate conversations with customers. Social media has competed with various other communication media; even Social media has created very important benefits for companies in publishing products, services, activities, or campaigns.

The development of the internet, which is increasingly advanced, is one of the factors driving the development of e-commerce. The development of e-commerce is regulated in Law No. 11 of 2008 concerning Information and Electronic Transactions, abbreviated as UU ITE. As consumers, we must be observant in buying an item. Usually, in an e-commerce transaction, there is an agreement between business actors and consumers.

Online ticket sales are another elegant e-commerce business model. One of the largest online ticket sales companies in Indonesia is the Traveloka.com site. In recent years, ComScore, a company that provides market data and analysis from the United States, has confirmed that Traveloka is ranked first for flight search and booking services outside of each airline's official website. Online travel agencies in Indonesia are still relatively small. However, growth continues because 10 percent of total flight ticket sales in 2013 were made online.

Traveloka has released a special application to make it easier for travelers to visit their favorite tourist destinations. They can easily book flight tickets and hotel rooms via smartphones that already have the Traveloka application (Traveloka App). Traveloka App can search for domestic and international flight routes such as Garuda Indonesia, Citilink, Air Asia, and others, as well as thousands of hotels right from the palm in just seconds. Traveloka App is

also environmentally friendly because consumers do not need to print e-tickets or hotel vouchers. Simply show it via smartphone to the officer when checking in at the airport or hotel.

Traveloka targets all elements, from business people, leisure travelers to students aiming for certain discounts for traveling. Students are chosen as research subjects because students are among the audience with a high desire to travel. The majority of students have a young soul and an adventurous spirit, so they are happy to travel to interesting places they have never visited before. Students who have a hobby of traveling are helped by the online media Traveloka.com, which makes it easy to purchase flight tickets and hotels according to their desired destinations.

This study uses the Uses and Gratifications approach, which assumes that the audience actively chooses and uses media based on their needs. Uses and Gratifications have begun developing in television, radio, newspapers, and various new media related to technological communication. As a result, a new category of motives and satisfaction has emerged that explains why people use social media (Sheldon & Bryant, 2016).

Information will have a significant meaning if it can be conveyed quickly and precisely because it can increase the online business's rapid progress. It raises a thought among business people to make an innovation to create a start-up company to be accessed or enjoyed by the wider community. In addition, various payment methods can still be chosen by consumers. The Traveloka site is the fastest, cheapest, and most comprehensive airline price search site. Through this site, customers can choose the desired airfare price and adjust their budget.

In terms of fulfilling information needs, each consumer has a different level of satisfaction with the existing media and people's consumptive behavior by using online media services from Traveloka. Kotler, Armstrong, Saunders, and Wong (2008) argues that "satisfaction is using the level of a person's feelings after comparing the performance or results he feels compared to his expectations." Meanwhile, according to Supranto (2000), consumer satisfaction is a label used by consumers to summarize a set of actions or actions. Seen, related to a product or service. Setiaji (1995) states that consumptive behavior tends to behave excessively in buying something or buying unplanned. As a result, they then spend their money blindly and irrationally to get things they think can symbolize privilege.

Because the traveloka website is effective or not as a source of information needed by consumers regarding the information on consumer behavior and consumer behavior, it will be investigated using the uses and gratifications theory because the level of satisfaction and consumptive behavior among consumers, namely the community itself, is certainly different.

This is in line with the views of Pace and Faules (2001) about organizational communication systems, where: "The system in organizational communication involves the performance and interpretation of messages among dozens or even hundreds of individuals at the same time, who have different levels of satisfaction with different levels of information adequacy; who prefer and use different types, forms and methods of communication in different networks."

From the results of the description of the phenomena and symptoms above, the Traveloka website is a company that is classified as starting to rely on this community trying to provide its services to inform flight promotion ticket prices to consumers so that researchers are interested in seeing the effect of the effectiveness of the Traveloka website on the satisfaction of the information needs for promotional ticket prices to consumers.

From the results of these studies, researchers hope to see whether the Traveloka website is effective or not on the satisfaction of the needs for flight and hotel promotional ticket prices in meeting expectations or providing the desired satisfaction of the audience, namely the community. From the above background, the formulation of the problem raised in this study is: "Analysis of uses and gratification: The Effect of Promotion and Service Quality in Online Shopping on Customer Satisfaction." Researchers hope to see whether the Traveloka website is useful or not on the satisfaction of flight and hotel promotional ticket prices in meeting expectations or providing the audience's desired satisfaction, namely the community. From the background above, the formulation of the problem raised in this study is The Effect of Promotion and Service Quality in Online Shopping on Customer Satisfaction.

Problem Identification

1. How much influence does Traveloka website promotion have in fulfilling online shopping services for consumers?

2. How significant is the influence of service quality in shopping online traveling on customer satisfaction?

3. How is the influence of promotion and service quality in shopping online traveling on customer satisfaction?

Research Objectives

1. To find out how much influence online traveling shopping promotion has on consumer satisfaction

2. To find out how much influence consumer satisfaction in shopping online traveling has on customer satisfaction

3. To find out how much influence promotion and service quality in shopping online traveling on consumer satisfaction

Theoretical Uses

The results of this research study are expected to be input and can contribute to customer service for the Traveloka company. Also, be able to explain the level of customer satisfaction with the Traveloka application. The results of this study can also be a reference for similar research using the same research method, and knowledge generated from this study will provide an empirical understanding of usage structure and Indonesian consumer satisfaction on shopping online.

Practical Uses

The results of this research study are expected to be input and explanation of the level of customer satisfaction from Traveloka users who use the Traveloka application. By knowing the level of customer satisfaction, the company can get a complete picture of the program from social media so that it can be implemented more optimally and on target to achieve the expected goals.

LITERATURE REVIEW

Theories of Uses and Gratification

Furthermore, Gratifications were first described by Katz (1959) in an article as a reaction to Berelson (1959) statement that communication research seems to be dying. Katz emphasized that the dying field of study is the study of mass communication as persuasion. He points out that much of the communication research up to that time was directed at investigating the effects of persuasion campaigns on audiences. In her research, Katz said that what do the media do for the audience (What do the media do to people?). The uses and Gratifications model shows that the main problem is not the media to fulfill the audience's personal and social needs (Effendy, 2009).

This model is described as a dramatic break from the past (Swanson, 1979), a dramatic leap from the hypodermic needle model. This model is not interested in what the media does to its audiences but is more interested in what audiences do to the media. Audience members are considered to be actively using the media to fulfill their needs. From here, the term arises Uses and Gratifications, the use and fulfillment of needs. This assumption implies that mass communication is useful (utility); that media communication is directed by motives (intentionality); that media behavior reflects interests and preferences (selectivity); and that the audience was stubborn. Since media use is only one way of fulfilling psychological needs, media effects are seen as situations when those needs are met. The basic concept of this model was summed up by its founders Katz, Blumler, and Gurevitch (1974). With this model studied are (1) social and psychological sources of (2) needs, which give birth to (3) expectations from (4) mass media or other sources, which cause (5) differences in media exposure patterns (or involvement in other media), and results in (6) fulfillment of needs and (7) other consequences, often even unwanted consequences.

Uses and gratification theory focuses on the audience as consumers of mass media and not on the message conveyed. This theory considers that the audience in using media that is goal-oriented is active and at the same time discriminatory. Audiences standby, alarm, and alarm and are responsible for the choice of media that can meet their needs.

Uses and gratification theory emphasizes a human approach in seeing the mass media. This means that humans have autonomy, have the authority to treat the media. From the theory of Usefulness and Gratification, this person has needs and desires that can be fulfilled by using the mass media.

The uses and gratification theory is the opposite of the Hypodermic Bullet or Needle theory. The media is very active in the Hypodermic Needle theory, while the audience is on the passive side. Meanwhile, in uses and gratification theory, the audience plays an active role in choosing which media the audience will choose to satisfy their needs in seeking information.

The basic assumptions of the uses and gratification proposal by Katz et al. (1974), namely:

1. The audience is active and goal-oriented when using media. In the uses and gratification theory perspective, the audience is seen as an active participant in the communication process, but the level of activity of each states the same. Audience communication behavior refers to the targets and goals to be achieved and based on motivation: the audience makes choices about media content based on their motivation, goals, and needs.

2. Initiatives to gain media satisfaction are determined by the audience. This second assumption relates to the need for service satisfaction with certain media choices determined by the auditors. Due to its active nature, then the audience takes the initiative.

3. The media compete with other sources of satisfaction. The media and the audience are not in a vacuum that does not receive any influence. Both become part of society more than society, and the relationship between the media and the broadest audience of society. The media compete with other forms of communication regarding choice, attention, and satisfaction in satisfying one's needs and wants.

4. Audiences are aware of embodying media interests, motives, and uses. Sufficient self-awareness of the attraction and motive that arises in the intelligent self with the use of media. The media allows the researcher to get an accurate picture of the audience's use of the media. Audiences make conscious choices about which media to use.

5. The audience determines the assessment of media content. According touses and gratification theory, media content can only be by the audience itself.

The human needs that encourage an audience to use mass media to meet their information needs are stated by Katz, Haas, and Gurevitch (1973), which consists of five groups, as follows:

1. Cognitive Needs: This needs to maintain health to report or add to someone's information on their environment. This need is based on a personal understanding and control of his environment.

2. Affective Needs: This need increases with the enhancement of aesthetics; it can be fun and emotional experiences. There are various media, print, and electronic media, which are often used as tools to pursue such entertainment and entertainment.

3. Personal Integrative Needs: This need syringe increases the credibility, trust, stability, and status of the individual. This need comes from a person seeking self-esteem.

4. Social Integrative Needs: This need strengthens relationships with family, friends, and other people in this world. This need is based on a person's desire to join or group with other people.

5. Needs Release: Requirements in this demand with the needs-needs to Escrowment, Enterance, and desire to get the entertainment or diversion.

Advertising Theory (Theory of Advertising)

Definition of Advertising is one of the most widely used promotional company in promoting its products, according to Lee and Johnson (2007), which is translated by Munandar and Priatna.

"Advertising is commercial and non-personal communication about an organization and its products that are transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct mail (direct posting), outdoor advertising, or public transportation."

The definition of advertising, according to (Tjiptono, 2005) is: "Advertising is a form of indirect communication based on information about the advantages or advantages of a product, which is arranged in such a way as to create a pleasant feeling that will change one's mind to make a purchase."

Framework

The framework of this research is based onuses and gratification and the advertising theory, which states that advertising is all the costs that sponsors must incur to make presentations and non-personal promotions in the form of ideas, goods, or services (Kotler et al., 2008). Advertising is the most persuasive sales message directed at the most potential buyers of certain goods or services at the cheapest possible cost (Jefkins & Periklanan, 1997).

The theory uses, and gratifications can also be used to understand a phenomenon in the social environment, including studying and understanding media online, which is oriented towards audience analysis. The theory uses, and

gratifications have the advantage of seeing the audience's response to broad and in-depth information related to the use of mass media. This theory assumes that the audience is active, has particular needs. With the availability of several alternative media, the audience consciously chooses the media and messages that best meet their needs.

The theory is uses and gratifications not interested in studying the media's actions towards the audience but is interested in the actions of the audience or the audience towards the media (McQuail, 1979). This approach contrasts with the media influence approach, such as the hypodermic needle theory, which considers the audience as a passive person.

A framework for thinking in a study needs to be put forward if the research concerns two or more variables. If the research only discusses a variable or more independently, then what the researcher does is in addition to suggesting a theoretical description for each variable and arguments against variations in the magnitude of the variables studied (Haryoko, 1999).

In this theoretical framework, the researcher discusses the problems raised using two variables, where the X variable is consumer effectiveness and the Y variable fulfills information needs.

Effectiveness is a condition that shows how far a target has been achieved by management, such as quality, quantity, and time. The target has been set in advance. In short, effectiveness is a certain effort or a level of success that a person or a company can achieve.

According to Ravianto (2014), the definition of effectiveness is: "How well the work is done, the extent to which people produce the expected output. If a job can be completed following the plan, whether in time, cost, or quality, it can be effective. "

The Y variable of this study is the Fulfillment of Information Needs.

In this study, the researcher wanted to know how to use the Traveloka application for consumers to fulfill E-traveling Information Needs and the Information Needs Fulfillment variable.

Simamora (2004) states that another term for independent variables is the independent variable that affects them. Meanwhile, dependent

Is the dependent or dependent variable that is affected. In this study, the independent variable that affects is Impression Effectiveness, while the dependent variable influenced is the Fulfillment of Information Needs.

Based on a theoretical study, the researcher constructed a research model concerning shopping online traveling, namely the effect of promotion and service quality on customer satisfaction; the picture below shows the factors that influence consumers to shop online traveling; this framework shows a relationship between the dependent variable and the independent variable. Consumer satisfaction is perceived as the dependent variable, while the influence of promotion and service quality is perceived as independent variables that affect consumer satisfaction for shopping online and traveling.

As a result of rational thinking, the framework is a critical description in estimating the possible outcomes and can lead to research into the formulation of a hypothesis (Nawawi, 2003). A concept is an accurate description of the phenomenon to be investigated, namely terms and definitions used to abstractly describe events, conditions, groups, or individuals concerned about social science.

Thus, the conceptual framework results from rational thinking in describing the formulation of a hypothesis, which is a temporary answer to a validated problem. In order for concepts to be researched empirically, they must be operationalized by converting them into variables.

The variables used in this study are as follows:

- Independent Variable (X): Independent variables are all factors or elements that determine or influence the emergence of a second variable called the dependent variable. Without this variable, the variable changes so that a different or different dependent variable will not appear (Nawawi, 2003). The independent variable in this study is the use of the traveloka website.
- Bound Variables (Y): The dependent variable is several symptoms or factors or elements that exist or appear, are influenced or are determined by the presence of independent variables (Nawawi, 2003). The dependent variable in this study is the fulfillment of information needs.
- Intermediate Variable (Z) is several symptoms that cannot be controlled, but its effect on the independent variable can be calculated (Nawawi, 2003). The intermediate variable is between the independent and dependent variables, which functions as an amplifier or weaker for the relationship between the independent and dependent variables. The intermediate variable in this study is the antecedent/characteristic of the respondent.

In the book Statistics for Research by Sugiyono (2013), it is explained that the hypothesis is a temporary answer to the formulation of a problem in a study. Then the truth of the hypothesis is proven by the research conducted. After doing research, the hypothesis that is described can be true or false. If the hypothesis is true, then the hypothesis will be accepted, called the alternative hypothesis, which is given the notation Ha. If the hypothesis is wrong, then the hypothesis will be rejected, called the null hypothesis, and Ho's notation (Sugiyono, 2013).

RESEARCH METHODOLOGY

This study uses quantitative data, so that the research paradigm is positivism. The research method used in the application of this research is descriptive, which aims to provide an overview of the observed phenomena. The data used is a survey, namely a research method using a questionnaire as data collection. The aim is to obtain information about the number of respondents who represent a certain population.
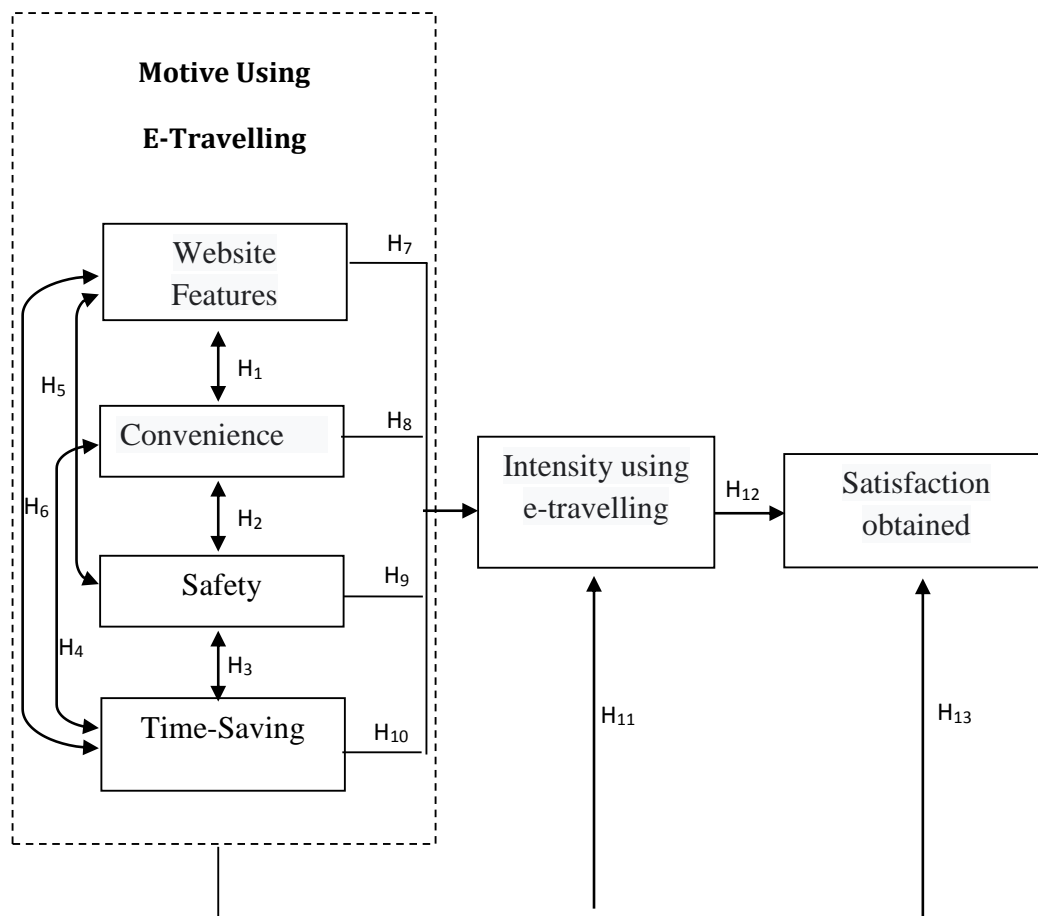

Figure 1 *Framework*

The validity test is used to determine the validity of the measuring instrument. The validity of the measuring instrument is the accuracy of the measuring instrument against what is measured even though it is done many times and everywhere. Things that must be considered in preparing a valid research instrument are to pay attention to the content and usefulness of the measuring instruments used (Bungin, 2001). The validity test is intended to measure each question in the questionnaire to reveal what you want to measure (Singarimbun & Singarimbun, 2003).

The questionnaire is said to be valid if the statement can reveal something that the questionnaire will measure. Because the validity test carried out tests each question in the questionnaire, the test is carried out on each item of the statement. The validity test is obtained from the test results on the statement items in the questionnaire. Valid statement items can be used as a research instrument, while those that have a disability are issued and not used in the questionnaire.

The test was carried out by correlating the score of each statement item with the total score, using the Pearson correlation formula, namely the Product Moment Correlation described by (Kriyantono, 2012).

Where:

r = Pearson Correlation (Product Moment Correlation)

X = Statement item

Y = The number of each statement

n = Population

Pearson Product Moment Correlation is denoted (r) provided that the value of r is not more than the price ($-1 < r < +1$). If the value of $r = -1$ means that the correlation is perfectly negative, $r = 0$ means there is no correlation, and $r = 1$ means that the correlation is very strong. While the price of r can be seen from the interpretation table of the value of r as follows.

Table 1 *Interpretation of the Correlation Coefficient Value r*

Interval	Coefficient of Relationship Level
0.80 - 1,000	Very Strong
0.60 - 0.799	Strong
0.40 - 0.599	Enough Strong
0.20 - 0.399	Low
0.00 - 0.199	Very Low

Source: (Kriyantono, 2012)

Further testing, namely the significance test that researchers use to find the meaning of the relationship between X and Y variables, then the Product Moment correlation results are tested by the significance test with the formula:

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

The multiple linear regression equation model to be formed is as follows:

$$Y' = a + b_1x_1 + b_2x_2 + ... + b_nx_n$$

Description:

Y' = dependent variable (the predicted value)

X_1 , X_2 = Independent variable

a = constant (Y' value if X_1, $XX_2...n = 0$)

b = regression coefficient (increase or decrease value)

From the data processing that has been done, the following results are obtained.

Multiple Regression Equations

Table 2 *Coefficients*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.583	1,857		-.314	.755
Promotion	.144	.457		.508	3,539	.001
Service Quality	.174	.422		.570	3,273	.002

Source: Research data processed using SPSS 21.0

In column B Constant (a) is -0.583, while the value of X_1 (b) is 0.508, the value of X_2 (b) is 0.570

$$Y = a + bx1 + bx2 \, or \, Y = -0.583 + 0.508x + 0.570x$$

- A constant of -0.583 states that if there is no promotion value X_1 and service quality X_2 then the value of customer satisfaction - 0.583
- The regression coefficient X_1 of 0.508 states that every addition of 1 value of Promotion, the value of Customer Satisfaction increases by 0.508
- The X_2 regression coefficient of 0.570 states that for each additional 1 value of Service Quality, the value of customer satisfaction increases by 0.570

HYPOTHESIS TESTING

This test is used to determine whether the regression model the independent variables (X_1, X_2,,..Xn) partially have a significant effect on the dependent variable (Y). The *T*-test steps are as follows:
- Determine the level of significance. Significance level using a = 5%: 2 = 2.5%, 95% confidence level.
- Statistical hypothesis formulation.
  Ho: The independent variable (X_1) does not affect the dependent variable (Y)
  Ho: The independent variable (X_2) does not affect the dependent variable (Y)
  Ha: The independent variable (X_1) does not affect the dependent variable (Y)
  Ha: The independent variable (X_2)) affects the dependent variable (Y)
- Testing criteria. Ho is accepted if *T* count <*T* table. Ha is accepted if *T* count> *T* table.

By using SPSS, the following *T*-test results are obtained:

T-Test Calculation Results

Seen from the table 4.11 *Df* = *Nk*-1, 50-2-1 = 47, 47 = 1,677
- The variable X_1 is 3,539, and *T* table is 1,677. So that 3,539> 1,677 So Ha is accepted: The independent variable (X_1) affects the dependent variable (Y)
- The variable X_2 is 3.273, and *T* table is 1.677. So that 3,273> 1,677 Then Ha accepted: The independent variable (X_2) affects the dependent variable (Y)
- If the Sig. < 0.05, the independent variable has a significant effect on the dependent variable
- If the Sig. > 0.05, the independent variable does not affect the dependent variable.

The significant value of the independent variables X_1 and X_2 is 0.000. So 0.000 <0.05, so the independent variables X_1 and X_2 have a significant effect on the dependent variable (Y).

Partial Test Results (Test F)

This test is used to determine whether the independent variables (X_1, $XX2_2$....n) together significantly affect the dependent variable (Y). Alternatively, to find out whether the regression model can be used to predict the dependent variable or not. The steps for carrying out the *F* test are as follows:

1. Determine the level of significance. Significance level using a = 5%, confidence level 95% (significance 5% or 0.05 is the standard measure often used in research).

2. Testing criteria. Ho is accepted if *F* count <*F* table. Ha is accepted if *F* count> *F* table.

By using SPSS, the results of the *F* test are obtained as follows:
Df1 = K-1 = 3-1 = 2
Df2 = nk = 50 - 3 = 47

The value of *F* table is 3.09, and *F* count is 51.137. so that 51.137> 3.09, then Ha is accepted, there is an influence between Promotion and Service Quality together on Customer Satisfaction.

The quality of service can lead to customer satisfaction. The higher the level of service quality, the higher the level of customer satisfaction; conversely, the lower the level of service quality, the lower the level of customer satisfaction (Ali & Raza, 2017; Almohaimmeed, 2017; Hammoud, Bizri, & El Baba, 2018). Consumers evaluate services after purchasing or using them in terms of desired and perceived performance, i.e., overall service quality. After comparing

Table 3 *ANOVA*

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	397,383	2	198,692	51,137	.000b
Residual	182,617	47	3,885		
Total	580,000	49			

Source: Research data processed using SPSS 21.0

perceived performance to expectations, this results in a satisfied attitude. This study's findings are consistent with previous research, which found that Service Quality has a positive and significant effect on Customer Satisfaction (Prianggoro & Sitio, 2019).

The study results indicate that promotion has a significant indirect effect on Customer Satisfaction through Purchase Decisions (Magenta & Sugiarto, 2015). According to Prianggoro and Sitio (2019), promotion is a one-way flow of information or persuasion that can direct an organization or person to create transactions between buyers and sellers. Concerning Customer Satisfaction, Promotion communicates information between sellers and potential buyers or other people to influence attitudes and behavior (customer satisfaction). No matter how good a product is, if consumers have never heard of it and are not sure it will be useful to them, they will not buy it (Solimun & Fernandes, 2018). Promotion is all activities that intend to communicate or convey a product to the target market to provide information about its features, uses, and most importantly about its existence, to change attitudes or encourage people to act (in this case, buy) and create satisfaction for customers (Munusamy, Chelliah, & Mun, 2010). The main purpose of promotion is to inform, influence and persuade and remind consumers.

RECOMMENDATIONS

Based on the results of the research conducted, there are several suggestions that the researcher wants to express, namely:

1. The growth in a number of consumers who shop online continues to increase, so information and communication technology needs to be developed to encourage further development online.

2. Must be able to survive in a business competition through media internet. Furthermore, able to improve service quality better so that consumers are satisfied and loyal to the selected product.

3. It is hoped that the next researcher will develop this research by adding other variables that can affect customer satisfaction and use other research methods such as qualitative interview data collection to obtain more complex results.

CONCLUSION

Based on the results of research analysis and discussion that has been carried out in the previous chapter, namely answering the problems and research hypotheses about the effect of Promotion and service quality of shopping online traveling on customer satisfaction in Traveoka, which was carried out on 50 respondents who have shopping online, several conclusions can be drawn.

1. So there is an influence between Promotion and Service Quality together on Customer Satisfaction. The result of the F table is 3.19, and the F count is 51.137, so the F count is bigger than the F table, so Ho is rejected, Ha is accepted. Furthermore, the result of T count for Promotion (X_1) is 3,539, Service Quality (X_2) is 3,273, and T table is 1,677, so that T is greater than T table, both of which affect Consumer Satisfaction (Y) or Ho is rejected, Ha is accepted.

2. There is a significant effect on customer satisfaction (Y), with the results for Promotion (X_1) is 0.001 and Service Quality (X_2) is 0.002, which indicates the results are smaller than 0.05.

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