

PURCHASING DECISION OF OTA (ONLINE TRAVEL AGENT) THROUGH RISK PERCEPTION WITH E-TRUST AS AN INTERVENING

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ABSTRACT

The growing number of online travel agent services in this digital era is the result of varied client behavior in selecting their preferred online travel agent services. Customers must consider all risks before making a purchasing decision since several transaction risks are hard to eradicate. The purpose of this study is to evaluate the influence of online transaction trust (e-trust) as an intervening variable between risk perception and purchasing decisions, as well as the effect of risk perception and e-trust on online travel agent customers' purchasing decisions. A quantitative research design was adopted in this study. A questionnaire in the form of a likert scale was employed in this study. In this study, 158 people participated as subjects. Purposive sampling is the sampling technique used in this study. Several tests were used in this study, including validity, reliability, classical assumption, and path analysis. According to the findings, e-trust has an effect as an intervening variable between risk perception and purchasing decisions. To gain consumer trust, online travel agents must constantly improve the quality of their services in order to create a positive perception with their customers, who will eventually be willing to make transactions.

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INTRODUCTION

In the early 2000s, consumers who needed to purchase transportation tickets were required to visit the nearest travel agent, whereas they can now do so via electronic media. Internet use is not restricted to online transport service providers, especially in Indonesia. Existence of the Internet has brought about numerous advantages, such as the ability to access information at any time and place. This is the primary cause for the rise of e-commerce. Sakti (2014, p. 12) defined electronic commerce or e-commerce as a system of sale-purchase transactions using the Internet as its medium. Indonesia's travel services industry is one of the most prominent

and fastest-growing in e-commerce. The e-commerce sector is growing in popularity and demand, particularly the online travel agent activity (OTA).

According to a survey by Kurious (Annur, 2022) According to the Data Insight Center (KIC), as of December 2022, consumers perceive that offline travel accommodation services have some shortcomings, such as limited access to information (25.7%), difficulty finding the best deal (18.2%), a lengthy purchasing process (18.2%), and difficulty comparing products/services (17.7%), as well as an impractical transaction method (14.3%). This is why many consumers utilize an online travel agency (OTA) when

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they need accommodation services for travel. Indonesia is the largest e-commerce market in ASEAN, contributing 40%, so the Online Travel Agent (OTA) industry in Indonesia has the opportunity to expand. In the 2019 eConomy SEA report, Google Research, Temasek, and Bain & Company concur that Indonesia's Online Travel Agent (OTA) market will remain the largest in Southeast Asia until 2025.

In Indonesia, there are many Online Travel Agent (OTA) service providers, including Traveloka, Tiket.com, Nusatrip, Pegipegi, and numerous others. Consider several factors, including price, reliability, and online customer reviews, when deciding which online travel agency (OTA) services to purchase. Klik di sini untuk memasukkan teks.. However, research conducted by Yoeliastuti et al. (2022) revealed that price became the most influential factor compared to brand image when determining the purchase decision for online travel agent services. (OTA). To minimize the negative impact of consumer purchases, various factors are taken into account. According to a survey conducted by the Katadata Insight Center (KIC) in November-December 2022, consumers choose online travel agent (OTA) services because of promotions (35.5%), ease of use (28.7%), cheaper prices compared to purchasing tickets directly (11.9%), more products (9.0%), and loyalty (5.6%) (Annur, 2022).

Despite these benefits, consumers must consider all risks, as there are still transaction risks that are difficult to avoid, such as Traveloka's 2019 account hack. Suddenly, someone logs into the victim's Traveloka account using a rarely-used email address. The account proposed PayLater for \$5 million, booked soundfast tickets under different names, reserved airline tickets, and reserved hotel rooms for five months. Thankfully, the victim did not incur any losses because he did not link his account or PayLater to a debit or credit card. Moreover, in 2020, citizens reconciled the Agoda Instagram column with their dissatisfaction over unilateral cancellation and refunds for which there is no clarity. In fact, there are individuals who invite

customers with similar issues to form an alliance and then sue Agoda.

A consumer's risk perception is another factor in determining a purchase decision. A psychological factor that can influence a purchase decision is risk perception Sangaji and Sopiah in Putra & Parmariza, (2021). This is consistent with the findings of Putra & Parmariza (2021), who noted that risk perception influences purchasing decisions positively. In a number of studies, it was found that risk perception influenced the purchasing decision. The greater the purchase decision, the more favorable the risk perception (Haryani, 2019). The findings of this study align with those of Yunita et al. (2019), who found that risk perception positively influences purchasing decisions. This contradicts the findings of Bawono (2021) study, which concluded that risk perception does not influence purchasing decisions. A customer's confidence in using the services provided by a particular Online Travel Agent (OTA) is ultimately determined by their risk perception, which influences their purchase decision. This is consistent with research conducted by Ponte et al., (2015) which indicates that consumers' online purchasing decisions depend on their perceptions of value and trustworthiness. Consumers' perceptions of the quality of information and of security are the primary predictors of confidence.

Trust is one of the most fundamental prerequisites for conducting business or attempting to build rapport. Trust is the belief, acceptance of risk, and willingness of consumers to disclose personal information during Internet transactions. McKnight in Alghifari & Rahayu, (2021) belief arises when something can be proven, whereas faith is not something that one party acknowledges. E-trust refers to a user's confidence in interacting with a website or online service. E-trust ensures the security of online transactions involving money, shipping, and personal data. Istighfarnissa & Widayanto (2022) Trusted e-commerce is the only type of e-commerce that consumers typically transact with in terms of delivery, payment, and disclosure of personal information. The greater a consumer's confidence, the greater his or her purchase decision. This is evidenced

by the positive and significant relationship between trust and purchasing decisions (Lailiya, 2020). According to Yunita et al. (2019), those who gained this confidence had a positive and substantial impact on their purchase decisions. Both indicate that the greater consumer confidence, the greater the number of consumer purchases (Sobandi & Somantri, 2020). Unlike Sari et al., (2020), who explain that confidence has a positive but insignificant effect on purchasing decisions, we find that confidence has a positive but insignificant impact on purchasing decisions.

It can be stated that the presence of online travel agency (OTA) services will make it easier for consumers to conduct transactions for lodging services in a timely and hassle-free manner. In addition, the business of Online Travel Agent (OTA) in Indonesia has promising prospects, as demonstrated by the 2019 eNconomy SEA report, which forecasts that Indonesia's online travel agent market will continue to dominate Southeast Asia until 2025 (Jayani, 2022). However, not all Online Travel Agents (OTAs) have sufficient transaction security for their users; therefore, it is essential to study consumer behavior in determining purchase decisions to ensure that the Online Travel Agent market in Indonesia remains the strongest in Southeast Asia. This study aims to comprehend the role of e-trust as a moderating variable between risk perception and purchase decision, as well as the relationship between risk and e-Trust perception and the purchase decisions of online travel agent customers.

LITERATURE REVIEW

Purchasing Decision

A purchase decision is the result of a phase of consumer behavior preceding the decision to buy a particular product or service, which phase includes the search for product-related information, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Keller, 2016). Purchase decisions are consumer activities that involve identifying needs, making selections, and making purchases (Herawati et al., 2019). The explanation that the perception of product quality shapes attitudes and preferences and influences purchasing decisions (Wardhani et

al., 2015). Kotler and Keller in Anwar, (2022) explain that consumer behavior decision making typically involves a small number of brand options, but focuses primarily on the most desired brand.

According to Kotler as cited in Bawono, (2021) consumer decisions consist of five stages: need recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. Online purchasing decisions are influenced by search efficiency (ease of searching, speed, and usability), value (quality and price), and interaction (security, information, and navigation).

Risk Perception

Kotler & Keller (2016) define risk perception as a consumer's evaluation of the potential negative outcomes of their purchases. Gurung in Makhdum & Aminah, (2022) reveals a different definition, namely that consumers' uncertainty when deciding to make online purchases is a result of their perception. Risk perception is the inability to predict the consequences of online purchasing decisions (Makhdum & Aminah, 2022). According to Taqianie & Nugraha (2019), consumer risk perception is one of the factors that can impede e-commerce purchase decisions. There are at least three possible types of risk in online trading: product risk, transaction risk, and psychological risk. Masoud (2013) identifies five risk measurement indicators: financial risk, social risk, performance risk, time risk, and information risk.

E-Trust

Consumer confidence is a consumer's belief that the service provider can be relied upon to fulfill the terms of the agreement Siagian & Cahyono, (2014). According to Sativa & Astuti in Suaidi et al., (2022) e-trust is the consumer's belief in the supplier of goods or services regarding the quality and rehabilitation of the nature of integrity and virtue of the e-commerce company. The trust indicator cited by Sukma in Jefryansyah & Muhajirin, (2020) is a guarantee of gratification, consideration, and tolerance.

According to research by Ardialis & Hayani, (2022) confidence affects purchasing

decisions. Since confidence has a positive but insignificant impact on the purchase decision, it can be concluded that confidence has no effect on the purchase decision of consumers (Putra & Parmariza, 2021). In accordance with the findings of previous studies, (Pratiwi & Wardiningsih, 2018) concluded that

confidence had no significant effect on purchase decisions.

Framework

The following framework is derived from the theory of risk perception, purchasing decisions, and e-trust, wherein each variable can influence the others.

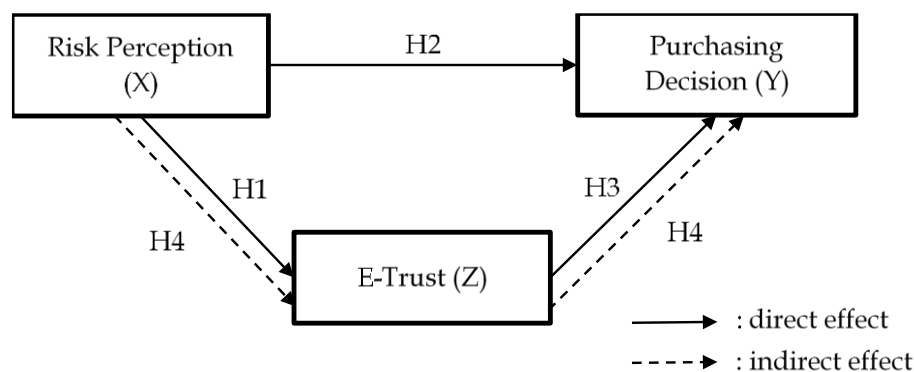


Figure 1 Framework

Hypothesis

The research hypothesis is a conjecture that predicts the effect of the relationship between the independent variable and the dependent variable, which is then confirmed through research. These hypotheses are strengthened by the theories and research findings of experts. The following hypotheses guide this study.

- H1 : Risk Perception has a significant effect on Purchasing Decisions
- H2 : Risk perception has a significant effect on E-Trust
- H3 : E-Trust has a significant effect on Purchasing Decisions
- H4 : Risk perception has a significant effect on Purchasing Decisions through E-Trust

METHODS

This research employed a quantitative methodology. Researchers determined several necessary procedures, including the construction of a research scale based on the characteristics and indicators of each variable. In this particular instance, researchers developed three scales: the risk perception scale, the e-trust scale, and the purchase decision scale. Then, test the scale with a sample of respondents to determine its

validity, and then distribute the final questionnaire online to collect research data sources.

This study's data was collected directly from customers of online travel agencies (OTA) who completed an online survey. The sampling technique employed is purposive sampling, in which subjects are chosen based on certain characteristics. In this instance, the required characteristic is that the subject has at least once utilized the Online Travel Agent (OTA) service. This study drew its data from 158 respondents obtained directly from customers of online travel agent (OTA) services such as Traveloka, Tiket.com, Agoda, Pegi Pegi, and KAI Access. The research instrument is a questionnaire developed with Google Forms and distributed to online travel agency (OTA) customer respondents. Validity and reliability tests are employed to examine research instruments. In addition, testing of the research data was conducted using classical analysis, followed by path analysis to determine the impact of intervening variables in this study.

Validity Test

The validity test determines the extent to which the measuring device can be used to measure the variables under investigation. The item validity test is a validity test utilized

in this study to measure each item on the purchasing decision scale, the risk perception scale, and the e-trust scale.

Reliability Test

The purpose of the reliability test is to determine the consistency of the measuring instrument. This study employs the Cronbach's alpha reliability test to measure the purchasing decision scale, the risk perception scale, and the e-trust scale.

Classical Assumption Test

Before conducting path analysis, the classical assumption test is a prerequisite that must be met. The normality test, the multicollinearity test, and the heteroscedasticity test are the classical assumption tests.

Path Analysis Test

The path analysis test is a component of regression analysis that tests the direct effect of the independent variable on the dependent variable and the indirect effect of the independent variable on the dependent variable through the intervening variable (Lapebesi et al., 2021). In this research, model 1 and model 2 are utilized for path analysis. The following are the equations associated with models 1 and 2.

Equation Model 1

$$Z = \beta_1 X + e$$

To determine the relationship between the independent variable (risk perception) and the intervening variable (e-trust), a Model 1 path analysis was conducted.

Equation Model 2

$$Y = \beta_1 X + \beta_2 X + e$$

Model 2 path analysis is conducted to determine the direct effect of the independent variable (risk perception) on the dependent variable (purchase decision), as well as the indirect effect of the independent variable (risk perception) on the dependent variable (purchase decision), via the intervening variable (e-trust).

RESULTS AND DISCUSSION

Validity Test

If the significance value is < 0.05 , a product is deemed acceptable and usable.

According to the validity test results, the risk perception variable contains 14 items with significance values of < 0.05 , indicating that the items are valid. The variable e-trust contains 17 valid items, while the variable purchasing decision contains 16 valid items. Therefore, 47 items were employed to measure each variable.

Reliability Test

Table 1 Reliability Test

Variable	Cronbach's Alpha
Risk Perception	0.723
E-trust	0.773
Purchasing Decision	0.868

The Cronbach's Alpha value of risk perception = 0.723, the Cronbach's Alpha value of purchasing decisions = 0.868, and the Cronbach's Alpha value of e-trust = 0.773 are derived from the reliability test table for each variable. Cronbach's Alpha values for the three variables > 0.60 , indicating that the scale for each variable was considered consistent.

Classical Assumption Test

1. Normality Test

Table 2 Normality Test

	Unstandardized Residual
N	158
Asymp. Sig.	0.094

The results of the Kolmogorov-Smirnov one-sample normality test table indicate that the Asymp. Sig. (2-tailed) is $0.094 > 0.05$, because the Asymp. Sig. (2-tailed) is greater than 0.05, this indicates that the data are normally distributed.

2. Multicollinearity Test

Table 3 Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF
Risk Perception	0.606	1,651
E-trust	0.606	1,651

The test table for multicollinearity yielded the results tolerance value = 0.606 and VIF = 1.651. These results indicate that the research data do not exhibit multicollinearity symptoms, as the tolerance value is > 0.100 and the VIF is < 10.00 .

3. Heteroscedasticity Test

Table 4 Heteroscedasticity Test

Variable	Sig.
Risk Perception	0,483
E-trust	0,134

The test table for heteroscedasticity yielded the results sig value. risk perception =

Table 5 Coefficient Model 1

	Unstandardized Coeff		Standardized Coeff	t	Sig.
	B	Std. Error	Beta		
Risk Perception	0,631	0,043	0,760	14.602	0.000

Table 6 Model Summary 1

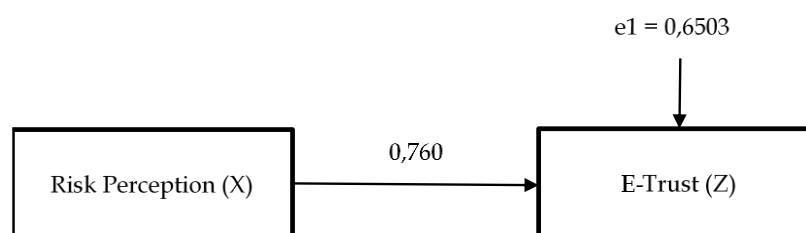
R	R Square
0,760 ^a	0,577

In the model 1 coefficients table, the sig. value for risk perception is $0.00 < 0.05$, demonstrating that risk perception has a significant influence on e-trust. The R Square value in the Model Summary table is 0.577,

0.483 and sig value. e-trust = 0.134. These results indicate that the research data lack heteroscedasticity because the sig value. risk perception is > 0.05 and the sig value. e-trust is > 0.05 .

Path Analysis Test

which indicates that risk perception influences e-trust by 57.7% and other variables influence the remaining 42.3%. In the meantime, e1 can be calculated using the formula $e1 = \sqrt{(1 - 0.577)} = 0.6503$. The following is the model 1 path analysis diagram based on these calculations.

**Figure 2 Path Analysis Model 1****Table 7 Coefficient Model 2**

Variable	Unstandardized Coeff		Standardized Coeff	t	Sig.
	B	Std. Error	Beta		
Risk Perception	0.380	0.078	0.340	4.890	0.000
E-trust	0.725	0.094	0.539	7.755	0.000

Table 8 Model Summary 2

R	R Square
0.827 ^a	0.684

Then, in the model 2 coefficients table, the sig. value of risk perception is $0.00 < 0.05$ and the sig. value of e-trust is $0.00 < 0.05$. Therefore, regression model 2 indicates that both risk perception and e-trust have a significant impact on purchasing decisions.

The R Square value in the Model Summary table is 0.684, which indicates that risk perception and e-trust account for 68.4% of the influence on purchasing decisions, while other variables account for 31.6%. In the meantime, e2 can be calculated using the formula $e2 = \sqrt{(1 - 0.684)} = 0.5621$. The following is the model 2 path analysis diagram based on these calculations.

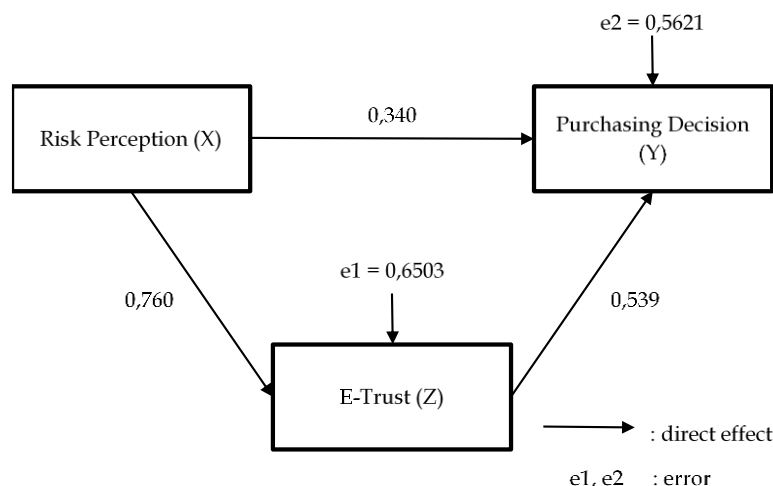


Figure 2 Path Analysis Model 2

The Effect Of Risk Perception On E-trust

The sig. value of risk perception on e-trust in model 1 path analysis is $0.00 < 0.05$, indicating that risk perception has a significant effect on e-trust. The higher the perception of risk, the lower the level of trust, and vice versa. This is consistent with previous research conducted by (Rosita, 2019) which examines the impact of risk perception on e-marketplace satisfaction through trust. The results demonstrated that risk perception significantly influences trust. Due to the lack of prior research on the risk perception of e-trust, this study has significant findings that distinguish it from prior research.

The Effect Of Risk Perception On Purchasing Decision

In model 2 path analysis, the sig. value of risk perception on purchasing decisions is $0.00 < 0.05$, indicating that risk perception significantly influences purchasing decisions. These findings are consistent with previous research conducted by Putra & Parmariza, (2021) which found that risk perception has a positive impact on purchasing decisions. According to additional research, risk perception influences purchasing decisions (Haryani, 2019). In contrast, research conducted by Zulfa & Hidayati, (2018) demonstrates that risk perception has a negative impact on purchasing decisions. These results demonstrate a distinction because the customer does not perceive any risk, there is no buying anxiety, and there is no financial risk.

The Effect Of E-trust On Purchasing Decision

The sig value for e-trust on purchasing decisions in model 2 path analysis is $0.00 > 0.05$, indicating that e-trust has a significant effect on purchasing decisions. This is consistent with the findings of Pasa et al., (2020) who discovered that e-trust has a substantial impact on purchasing decisions. According to research by Zulfa & Hidayati, (2018) e-trust has a substantial impact on purchasing decisions. In contrast, the research conducted by Suaidi et al., (2022) indicates that e-trust has no significant impact on purchase decisions. This is due to a lack of consumer confidence in the service/product provider's ability to provide what is required and consumer skepticism toward the service/product provider.

The Effect Of Risk Perception On Purchasing Decision Through E-trust

The direct impact of risk perception on the purchase decision was 0.340, while the indirect impact via e-trust can be calculated as $X*Y = 0.760*0.539 = 0.409$. Intervening variables are said to mediate between independent and dependent variables when the indirect influence is greater than the direct influence. Therefore, it can be concluded that risk perception indirectly influences the purchase decision via e-trust, as the intervening variable is demonstrated to have a magnitude of $0.409 > 0.340$.

Based on the results, it was determined that risk perception influenced purchase

decisions by 34%, whilst also risk perceptions through e-trust influenced purchase decisions by 40,9%. The total effect of risk perception and e-trust on purchasing decisions was then $0.409\% + 0.340\% = 0.749\%$. 74.9 percent of purchasing decisions were influenced by risk perceptions and e-trust, while the remaining 25.1% were influenced by variables not examined in this study.

CONCLUSION

Based on the results of the analysis and discussion carried out, the risk perception of significant influence on e-trust was demonstrated with the sig. value obtained $0,00 < 0,05$. Subsequently, risk perception significantly influenced the purchase decision with a significant value of $0,00 < 0,05$ and e-trust also had a significant influence on purchase decisions with a sig value. $0,00 < 0,05$.

The direct influence of risk perception on purchasing decisions was 0.340, while the indirect influence through e-trust was 0.409, which means the indirect influence was greater than the direct impact of $0.409 > 0.340$. Risk perception affects 34% of purchasing decisions, while risk perception through e-trust affects 40.9% of purchase decisions. The total impact of risk perception and e-trust on purchase decisions was $0.409 + 0.340 = 0.749$. The results showed that risk perceptions and e-trust influenced purchasing decisions by 74.9%. Based on this description, it can be concluded that e-trusts succeeded in mediating the risk perception of purchase decisions.

Author's declaration

Authors' contributions and responsibilities

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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Availability of data and materials

All data are available from the authors.

Competing interests

The authors declare no competing interest.

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