

The Effect of Online Promotion and Price Perception on Consumer Purchasing Decisions at Traveloka in Bandung City

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Keywords: *online promotion; price perception; purchasing decisions; online travel agents; Traveloka*

Abstract: *This study examines the effects of online promotion and price perception on the purchasing decisions of Traveloka consumers in Bandung City, both partially and simultaneously.*

Design/methodology/approach: *This study employed a quantitative explanatory approach. Data were collected from 97 respondents selected through purposive sampling using a Likert-scale questionnaire. The data were analyzed using multiple linear regression, classical assumption tests, partial t-tests, and a simultaneous F-test with SPSS version 27. Findings:* Online promotion had a positive and statistically significant effect on purchasing decisions, whereas price perception did not have a statistically significant partial effect. However, online promotion and price perception jointly had a significant effect on purchasing decisions, with an R^2 -value of 0.830. **Practical implications:** Traveloka should prioritize transparent, informative, and attractive online promotional strategies while maintaining fair and competitive pricing.

Limitations: *The study used purposive sampling, involved a relatively small number of respondents, and was limited to consumers in Bandung City. The cross-sectional design also limits causal interpretation and generalizability.*

Originality/value: *This study provides empirical evidence on the relative contribution of online promotion and price perception to purchasing decisions in the Indonesian online travel-agent context.*

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Introduction

The rapid development of digitalization has changed the behavior of Indonesian consumers in accessing online travel services. Data from the Indonesian Internet Service Providers Association (APJII) shows that national internet users have reached 221.5 million people, or 78.5% of the total population (APJII, 2024), which has also driven the growth of the online travel agent (OTA) sector, projected to be worth USD 8,037.4 million by 2025 with an annual growth rate of around 9% (IMARC Group, 2025). Traveloka, as the largest OTA unicorn company in Indonesia with a market share of 63.1% (Katadata Insight Center, 2022), has also felt the impact of this trend, particularly in the city of Bandung, which recorded tourist visits of up to 7.7 million people in 2023.

Despite extensive online promotions through cashback, vouchers, and discounts, Traveloka's user conversion rate into actual buyers remains relatively low, at only around 35.2% (Traveloka, 2023). This raises fundamental questions about the effectiveness of online promotions and the appropriateness of price perceptions among consumers, given that both aspects are key elements of the digital marketing mix (Chaffey & Ellis-Chadwick, 2022) and are believed to drive purchasing decisions (Kotler & Armstrong, 2021).

Based on these conditions, this study attempts to answer several questions, namely: (1) what are the conditions of online promotions, price perceptions and purchasing decisions? Traveloka consumers in Bandung City at present; (2) whether online promotions influence consumer purchasing decisions; (3) whether price perception influences consumer purchasing decisions; (4) whether online promotions and price perception together influence Traveloka consumers' purchasing decisions in Bandung City.

In line with this question, this study aims to empirically measure the influence of online promotions and price perceptions on the purchasing decisions of Traveloka consumers who reside or are traveling in Bandung City, both partially and simultaneously, using an explanatory quantitative approach.

Previous research on promotions and pricing on digital platforms generally stops at the purchase intention stage and has not specifically addressed actual purchase decisions in the context of the OTA Traveloka in Bandung (Adi & Nuvriasari, 2021; Hendratono, 2022; Wakidah, 2022). However, purchase decisions reflect more concrete consumer actions than mere interest. This research is expected to fill this gap and provide an empirical contribution to the development of digital consumer behavior models in the online tourism sector in Indonesia.

Research methods

This study uses a quantitative approach with an explanatory research method to test the causal relationship between variables based on previously formulated hypotheses (Sugiyono, 2023). The research subjects were consumers who had used the Traveloka application and were domiciled or currently traveling in Bandung City, while the research object included three variables, namely online promotions (X1), price perception (X2), and purchasing decisions (Y). The sample was determined using a purposive sampling technique with the following criteria: having used the Traveloka application, having made a reservation at least once, having seen Traveloka's online promotions, residing or currently traveling in Bandung City, and being at least 17 years old. The sample size was calculated using the Lemeshow formula for an unlimited population and resulted in 97 respondents.

Data collection was conducted using three techniques: a 1-5 Likert-scale questionnaire distributed online via Google Forms, observations of Traveloka's promotional activities on various digital channels, and documentation from official reports and related publications. Prior to use, the questionnaire instrument was tested for validity using the Product Moment correlation technique and for reliability using Cronbach's Alpha, and all statement items were found to be valid and reliable.

The data were analyzed in two stages. The first stage was descriptive statistical analysis to illustrate the tendencies of respondents' responses to each variable. The second stage was verification analysis, which included classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, coefficient of determination, and hypothesis testing using partial t-tests and simultaneous F-tests. All of these were processed using SPSS version 27.

Results and Discussion

Respondent Characteristics and General Description of Variables

This study involved 97 Traveloka consumer respondents in Bandung City, predominantly female (67.0%), aged 21-40 years (73.2%), domiciled in Bandung City (70.1%), students (46.4%), and had used Traveloka 2-5 times (63.9%). Descriptively, the three research variables were in the high category, namely online promotions at 78.40%, price perception at 77.20%, and purchasing decisions at 78.65%, with a relatively homogeneous distribution of answers for each variable.

An interesting finding emerges when this high descriptive performance is compared with Traveloka's low actual purchase conversion rate of only 35.2% (Traveloka, 2023). This discrepancy indicates that positive consumer perceptions of promotions and prices do not necessarily translate into actual transactions. Therefore, inferential testing is needed to determine which variables truly play a significant role in driving purchasing decisions.

The Effect of Online Promotion on Purchasing Decisions

The regression results show an online promotion coefficient of 0.756 with a positive direction, and the t-test produces a t-count value of 11.037 which far exceeds the t-table of 1.985 at a significance level of 0.000. Thus, online promotions are proven to have a positive and significant effect on Traveloka consumers' purchasing decisions in Bandung City, which means that the more intense and high-quality the promotions run by Traveloka, the higher the consumer's tendency to make purchases.

These findings reinforce the view that digital promotions can build effective marketing communications through their speed, reach, and interactivity (Kotler & Keller, 2021; Chaffey & Ellis-Chadwick, 2022), and align with the research findings of Adi and Nuvriasari (2021) and Maddiansyah and Pratiwi (2024), which also found a significant influence of digital promotions on purchasing decisions. Academically, these results confirm that in the context of OTAs, promotional elements that are direct and easily perceived, such as cashback, affiliate partnerships, and discounts, have greater leverage than other promotional elements, thus becoming the most determining variable among the two independent variables in this study.

The Influence of Price Perceptions on Purchasing Decisions

Unlike online promotions, price perception did not prove to have a significant partial effect, with a calculated t of 1.407, which is smaller than the t table of 1.985 and a significance of 0.163. However, descriptively, price perception remained in the high category (77.20%). This gap indicates that the size of the descriptive percentage cannot be used as a single benchmark to determine the statistical influence of a variable.

The most likely explanation for this finding is the close relationship between online promotions and price perception, as indicated by a tolerance value of 0.325 and a VIF of 3.078 for both independent variables. This condition indicates that the influence of price perception has been largely absorbed by online promotions, so consumers tend to assess the fairness of Traveloka prices through direct and measurable promotional frames, such as discounts and cashback, rather than as a stand-alone price consideration. This result differs from the findings of Hendratono (2022) and Wakidah (2022) who placed price as the dominant factor, a difference that academically can be interpreted as an indication that consumer characteristics and regional context, in this case Bandung as a tourist city with high mobility, also shape the different patterns of influence between marketing variables.

The Simultaneous Influence of Online Promotions and Price Perception on Purchasing Decisions

Simultaneously, online promotions and price perceptions are proven to have a significant influence on purchasing decisions, with F count of 229.767 which far exceeds F table 3.94 at a significance of 0.000. The coefficient of determination (R Square) of 0.830 indicates that these two variables together are able to explain 83% of the variation in purchasing decisions, while the remaining 17% is explained by other factors outside this research model, such as service quality, brand trust, or ease of use of the application.

These findings reinforce the view that purchasing decisions for digital services are the result of a combination of external factors, such as promotions, and consumer psychological factors, such as price perception, which work together to shape consumers' final decisions (Schiffman & Kanuk, 2022;

Munandar, 2022). Academically, these results suggest that, although price perception is not partially significant, its role remains relevant when combined with a robust promotional strategy. Therefore, both variables should be viewed as a unified digital marketing strategy, rather than as stand-alone factors.

Theoretical and Practical Implications

Theoretically, these findings enhance our understanding of how online promotions and price perceptions complement each other in driving purchase decisions on OTA platforms, while also demonstrating that the dominance of one variable can overshadow the contribution of another due to multicollinearity. Practically, these results indicate that Traveloka needs to prioritize creative and consistent digital promotion strategies, while maintaining transparency and reasonable pricing as supporting factors that strengthen the effectiveness of these promotions in driving consumer purchase conversions in Bandung.

Conclusion

This study shows that online promotions, price perception, and purchasing decisions of Traveloka consumers in Bandung are in the high category. Online promotions have a positive and significant effect on purchasing decisions, while price perception has no partial significant effect due to the close relationship with online promotions. Simultaneously, these two variables have a significant effect and are able to explain 83% of the variation in consumer purchasing decisions, thus answering all the research questions and objectives proposed.

These findings provide theoretical implications that, in the context of OTA platforms, online promotions have a greater driving force than price perceptions on purchasing decisions. They also provide practical implications for Traveloka to prioritize digital promotion strategies without neglecting price fairness. This study has limitations in the scope of the region and the variables studied, so further research is recommended to expand variables such as service quality or brand trust, use other analytical approaches such as Structural Equation Modeling, and expand the scope of regions and research objects to other OTA platforms.

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