

Analysis of Key Drivers Influencing Airline Ticket Purchases at a Conventional Travel Agency in Bandung

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Abstract

Shifting consumer travel behavior and the dominance of online platforms have challenged the relevance of traditional travel agencies such as XYZ Travel Agency, a conventional service provider based in Bandung. This study aims to identify the key drivers of airline ticket purchase decisions using a quantitative approach and Confirmatory Factor Analysis (CFA). A structured questionnaire consisting of 23 indicators was distributed to 106 respondents. The results reveal four key influencing factors: (1) brand popularity and price appeal, including brand recognition and competitive pricing; (2) credibility, reflecting trust, reputation, and information accuracy; (3) competitive pricing, defined by price–value alignment and service transparency; and (4) service convenience and efficiency, encompassing responsiveness, route variety, and ease of transactions. These findings indicate that customer decisions are influenced by more than price alone—brand trust, service quality, and perceived value are also critical. To remain competitive, traditional travel agencies must enhance brand presence, provide reliable, accessible services, and align their offerings with evolving customer expectations.

Keywords: Airline Ticket Purchase, Consumer Behavior, Confirmatory Factor Analysis, Traditional Travel Agency, Service Quality

INTRODUCTION

Tourism has become one of the key sectors contributing to national economic growth, particularly through job creation, regional development, and foreign exchange earnings. According to the (Ministry of Tourism and Creative Economy, 2024), this sector contributed 3.9% to Indonesia's GDP and generated over IDR 1,414.77 trillion in economic value from the creative economy. The rapid growth of tourism is closely tied to advancements in digital technology, which have significantly altered the way people plan and consume travel services.

The rise of digital platforms has shifted consumer preferences toward online booking systems, especially through Online Travel Agents (OTAs) such as Traveloka, Tiket.com, and Agoda. OTAs offer advantages such as speed, price transparency, convenience, and flexible service, which have increasingly marginalized conventional travel agencies. Nevertheless, traditional agencies continue to serve specific market segments, particularly those requiring personalized services, complex itineraries, or religious travel arrangements such as Hajj and Umrah.

XYZ Travel Agency, a conventional travel service provider based in Bandung, continues to operate actively by offering services such as flight bookings, accommodation, document handling, and religious travel planning. Established in 1967, the agency serves a diverse clientele seeking personalized and trustworthy service. In the face of digital disruption, conventional travel agencies need to understand what drives customers to choose their services over online alternatives. These drivers may include not only pricing but also brand perception, trust, service convenience, information quality, and policy flexibility. According to (Kotler and Keller, 2016), purchasing decisions are influenced by factors such as

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brand loyalty, satisfaction, habit, product Reliability, and repeat intention. (Dayrobi and Raharjo, 2020) further emphasize the combined importance of strong brand image and price attractiveness in shaping purchasing decisions.

Additional studies have identified trustworthiness, information accuracy, ease of access (both online and offline), transaction speed, and data security as key elements influencing consumer satisfaction and behavior in digital service environments (Maulita et al., 2024). While many travelers value online convenience, a significant number still prioritize human interaction, especially for more complex travel needs. Previous research has examined factors such as pricing, promotions, service quality, and technological convenience in both OTA and traditional settings. However, most studies focus on online platforms, leaving a gap in understanding consumer behavior toward conventional travel agencies. Furthermore, the interrelationship between digital and non-digital service factors remains underexplored, particularly in the context of hybrid traveler expectations. This study aims to identify the key factors influencing consumers' decisions to purchase airline tickets from XYZ Travel Agency. Using a quantitative approach and Confirmatory Factor Analysis (CFA), this research analyzes the weight and structure of various service attributes—ranging from brand perception and pricing to service convenience and transaction efficiency. The findings are expected to provide practical insights for conventional travel agencies to improve their competitive strategy and to make theoretical contributions to tourism marketing in the digital age.

LITERATURE REVIEW

Understanding the factors that influence purchasing decisions in tourism requires a theoretical framework grounded in consumer behavior and service marketing. Several core constructs are consistently highlighted in the literature: pricing, brand image, trust, service quality, information clarity, and convenience. These dimensions serve as the foundation for analyzing travelers' decision-making processes in both online and offline contexts.

Tourist Purchasing Decision

Purchasing decisions in the tourism sector are cognitive and emotional processes in which travelers evaluate alternatives and choose a product or service that best fits their needs (Schiffman & Kanuk, 2008). This process typically involves five stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation (Kotler & Keller, 2016). In the context of travel services, these decisions are often complex due to emotional, financial, and logistical considerations. (Ramadhan and Purnamasari, 2023) emphasize that consumer decision-making also involves trust, perceived value, and personal recommendation. Meanwhile, (Aguspriyani et al., 2023) note that price sensitivity, promotional exposure, and brand trust significantly shape purchasing behavior among millennial travelers. These studies suggest that the rational–emotional dichotomy is crucial to understanding travel-related purchases.

Brand Popularity and Perception

Brand popularity—reflected in name recognition, visibility, and frequency of exposure—can create positive associations and influence consumers' perceived reliability of a service provider (Dayrobi & Raharjo, 2020). A strong brand identity is often associated with quality assurance and professional service, which are essential in high-involvement purchases like airline tickets. (Kotler and Keller, 2016) argue that strong brands reduce perceived risk and increase consumer confidence. Studies have shown that in tourism, brand appeal interacts closely with price appeal (Muliana et al., 2016). When brand familiarity is combined with competitive pricing, consumers are more likely to complete a purchase, even when alternatives exist. This synergy underpins the inclusion of "brand popularity and price appeal" as a core construct in this study.

Credibility and Trust

Trust in a travel service provider is built through positive reputation, secure transaction processes, and consistent service quality (Maulita et al., 2024). For conventional travel agencies, credibility also involves having knowledgeable staff, accurate information, and flexible support during ticketing issues or schedule changes. (Maulita et al., 2024) find that information accuracy, speed of service, and transaction security play a major role in influencing traveler satisfaction and loyalty. Trust becomes even more significant in conventional settings, where direct customer interaction remains a key differentiator from automated online services.

Price Competitiveness

While price is traditionally seen as the dominant factor in purchase decisions, recent studies suggest that price competitiveness—defined as perceived fairness and alignment with benefits—is a more relevant metric

(Utama & Sari, 2015). In other words, consumers may be willing to pay higher prices if they perceive added value in the form of convenience, support, or brand reliability. Research by (Zadi et al., 2020) showed that while price influences decision-making, excessive promotional strategies may erode brand value. Therefore, price competitiveness must be balanced with other service components to enhance perceived value.

Service Convenience and Efficiency

Service convenience refers to how easily consumers can access, understand, and complete a transaction with the provider. It includes factors such as ease of booking, responsive communication, and flexibility in routes or schedules (Ariyanto et al., 2024; Simarmata et al., 2020). It also emphasizes the importance of route variety, availability, and refund policy as part of service flexibility. In digital contexts, convenience is often associated with platform usability; however, in conventional agencies like XYZ Travel Agency, the focus lies more on responsiveness, personalization, and clarity. These dimensions are reflected in this study as service convenience and efficiency.

METHODS

This study employed a quantitative research design using Confirmatory Factor Analysis (CFA) to identify and validate the underlying factors influencing airline ticket purchasing decisions at XYZ Travel Agency, a conventional travel agency based in Bandung. The selection of CFA was based on its ability to test the validity of predefined constructs derived from theory and previous empirical findings (Hair et al., 2010). CFA enables researchers to confirm whether the data fit a hypothesized measurement model, particularly when multiple interrelated variables are involved.

Variable and Indicator Development

The constructs used in this study were adapted from consumer behavior and tourism marketing literature, particularly those focusing on decision-making in service contexts. Variables such as price, brand, credibility, service convenience, and information clarity were selected based on their frequent occurrence in previous studies (Aguspriyani et al., 2023; Maulita et al., 2024; Simarmata et al., 2020). Each construct was operationalized into two to four observable indicators. For example, brand popularity was measured through name recognition, social media presence, and memorability, while credibility was assessed through transaction security, refund policy clarity, and information accuracy. In total, 23 indicators were included in the instrument, measured using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), consistent with Pranatawijaya et al. (2019).

Population and Sampling

The population consisted of all travelers who had purchased airline tickets from XYZ Travel Agency during 2024, totaling 21,466 customers. Using the Slovin formula with a 10% margin of error, a minimum sample of 99 respondents was determined. To improve generalizability, the sample size was increased to 106. A purposive sampling technique was used to target customers who had made at least one airline ticket purchase from the agency and were willing to complete the survey online. The questionnaire was distributed via Google Forms between April and May 2025, shared through the agency's communication channels, including WhatsApp and email newsletters.

Instrument Testing: Validity and Reliability

Before the main data collection, a pilot test was conducted with 30 respondents to assess instrument validity and reliability. Pearson correlation was used for validity testing, with all indicators showing significant correlation coefficients ($r > 0.361$, $p < 0.05$), indicating item validity. Reliability was assessed using Cronbach's Alpha, yielding a value of 0.971, which exceeds the acceptable threshold of 0.70 (Subhaktiyasa, 2024). Thus, the questionnaire was deemed reliable for further analysis.

Data Analysis Techniques

The primary data analysis was conducted using CFA in IBM SPSS Statistics 26. The analysis included the following stages: Sample adequacy test: The Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity were used. A KMO value ≥ 0.5 and a significance level < 0.05 were required (Safitri et al., 2023). Factor extraction and rotation: Factors were extracted using the Fixed Number of Factors method with Eigenvalue ≥ 1 as the cut-off. Rotation was performed using the Varimax method to clarify item loadings and factor structures (Tavakol & Wetzel, 2020). Validity threshold: Factor loadings ≥ 0.50 were used to indicate

construct validity (Erinda & Srikandi, 2016). The aim was not only to reduce dimensions but also to validate that the observed variables reliably clustered into coherent latent constructs that represent purchasing decision drivers.

RESULTS AND DISCUSSION

Validity and Reliability Testing

To ensure the measurement instrument was valid and reliable, a pilot test was conducted using 30 respondents prior to full-scale data collection. All 23 questionnaire items yielded Pearson correlation coefficients above the critical value of 0.361 ($p < 0.05$), indicating that each item was significantly correlated with the total score and thus valid. Reliability testing using Cronbach's Alpha produced a coefficient of 0.971, exceeding the minimum reliability threshold of 0.70 (Subhaktiyasa, 2024). This confirms that the instrument has excellent internal consistency.

Sample Adequacy Test (KMO and Bartlett's Test)

To assess whether the data were suitable for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity were conducted. The results are shown in Table 1.

Table 1. KMO and Bartlett's Test of Sphericity

Test	Value
KMO Measure of Sampling Adequacy	0.905
Bartlett's Test Approx. Chi-Square	1.589.683
df	253
Sig.	0.000

Source: Research data, 2025

A KMO value of 0.905 indicates excellent sampling adequacy (Hair et al., 2010), while the significance of Bartlett's Test ($p < 0.001$) confirms that the data are factorable.

Measure of Sampling Adequacy (MSA)

Each variable's MSA value exceeded the minimum threshold of 0.50, ranging from 0.822 to 0.962, confirming that all indicators were suitable for inclusion in the factor analysis.

Factor Extraction and Rotation

Principal Component Analysis with Varimax rotation was used to extract and clarify factor groupings. Four factors emerged with Eigenvalues greater than 1.0, explaining a cumulative variance of 64.83%. The results are presented in Table 2.

Table 2. Rotated Component Matrix and Factor Labelling

Factor	Indicators (Top Loading)	Loading	Eigenvalue	% Variance	Factor Label
1	M3 (Brand appears on social media)	0.794	4.109	17.87%	Brand Visibility & Value
	M1 (Popular brand)	0.774			
	H1 (Cheaper than OTA)	0.665			
2	KR2 (Schedule change policy)	0.746	4.032	17.53%	Service Credibility
	RM3 (Good reputation)	0.619			
	TKM2 (Transaction certainty)	0.607			
3	H2 (Price matches service)	0.807	3.65	15.87%	Perceived Price–Value Fit
	H3 (Price matches benefit)	0.701			
	IN1 (information completeness)	0.581			
4	KA1 (Ticket availability)	0.758	3.12	13.57%	Service Convenience
	KP1 (Responsiveness)	0.691			
	KR1 (Refund policy)	0.572			

Source: Research data, 2025

Factor 1 was labeled Brand Visibility & Value as it combined brand recognition and perceived price attractiveness—echoing the concept of perceived brand equity (Kotler & Keller, 2016). Factor 2, Service Credibility, reflected institutional trust and transaction assurance, aligning with trust theory in service marketing (Maulita et al., 2024). Factor 3, Perceived Price–Value Fit, showed that price is important only when aligned with service quality and information transparency. Factor 4, Service Convenience, captured operational efficiency, reflecting travelers' demand for practical and responsive service options.

The four-factor model accounted for 64.83% of the total variance, exceeding the commonly accepted threshold of 60% (Hair et al., 2010). Each factor included at least four strong loadings (≥ 0.5), confirming construct validity and model adequacy.

Discussion

The findings of this study provide valuable insights into consumer behavior in the context of traditional travel services, particularly regarding airline ticket purchases through XYZ Travel Agency in Bandung. By applying Confirmatory Factor Analysis (CFA), four dominant factors were identified: brand visibility and value, service credibility, perceived price–value fit, and service convenience. Each of these factors plays a unique role in influencing customer decision-making. This factor emerged as the most influential, combining brand familiarity with price attractiveness. The result is consistent with (Dayrobi & Raharjo, 2020), who argue that brand equity significantly influences travel-related purchases. Moreover, (Kotler & Keller, 2016) emphasized that strong brands reduce perceived risk, especially in high-involvement decisions such as purchasing airline tickets. In the case of XYZ Travel Agency, visibility through social media, recognizable branding, and a perception of competitive pricing created a strong pull effect among customers.

The second most significant factor was credibility, comprising elements such as schedule flexibility, company reputation, and transaction security. These align with trust-based models in service marketing, where consumer confidence is shaped by perceived consistency and reliability (Maulita et al., 2024). Given the high financial and emotional stakes of air travel, especially for multi-leg or international routes, customers tend to prioritize providers that demonstrate institutional trust and service transparency. Contrary to the assumption that price is the sole driver, this study found that consumers evaluate price within the context of service quality and informational clarity. This supports the value-based pricing theory, which posits that consumers are willing to pay more if they perceive better value in return. The findings align with Zadi et al. (2020), who noted that promotional pricing without supportive service often fails to build long-term loyalty. For XYZ Travel Agency, this means pricing must be matched with quality service and comprehensive information to sustain competitiveness. Convenience factors such as ticket availability, responsive support, and ease of refund or transit arrangements were also highly valued. This finding echoes that of (Ariyanto et al., 2024; Simarmata et al., 2020), who emphasized the importance of operational flexibility and responsiveness in influencing customer satisfaction. In a market where online platforms dominate, XYZ Travel Agency's ability to offer personalized and humanized service provides a significant competitive advantage.

Theoretical Implications

This study contributes to the literature by providing an integrated view of how brand, credibility, price–value perception, and convenience interact in traditional service settings. While much of the tourism marketing literature has focused on digital platforms, this study adds nuance to the understanding of offline consumer behavior, particularly within the evolving hybrid travel landscape. The use of CFA also strengthens methodological rigor in identifying multi-dimensional influences in service selection.

Practical Implications

For practitioners, especially traditional travel agencies, the findings suggest that competing solely on price is insufficient. Instead, agencies should enhance brand presence (e.g., social media branding), improve customer trust through policy clarity and consistent communication, and streamline service processes to offer fast, transparent, and personalized experiences. These strategies are essential to retain customers who seek a blend of digital convenience and personal interaction.

Limitations and Future Research

While this study provides actionable insights, it is not without limitations. First, it focuses on a single travel agency in one geographic location, which may limit the generalizability of the findings. Second, some potentially influential factors—such as online reputation, user experience on hybrid platforms, or emotional branding—were not explored in depth. Future research could expand the model by incorporating qualitative methods, larger sample sizes across regions, and comparative analysis between OTAs and traditional agencies.

CONCLUSION

This study identified and validated four key drivers influencing consumer decisions to purchase airline tickets from XYZ Travel Agency, a conventional travel service provider operating amid increasing digital disruption. Using Confirmatory Factor Analysis (CFA), the study confirmed that purchasing decisions are

shaped by a multi-dimensional set of factors: brand visibility and perceived value, service credibility, price–value alignment, and service convenience and efficiency. Among these, brand-related elements—such as popularity and digital presence—emerged as the most dominant, indicating that strong branding can serve as a competitive shield for traditional agencies.

Theoretically, this research contributes to the literature by integrating digital and non-digital service factors into a unified model applicable to hybrid service environments. While prior studies have often focused on online platforms, this study provides a rare empirical insight into how traditional travel services can still attract and retain customers by emphasizing trust, clarity, and responsiveness. The validated factor structure enhances the academic understanding of service choice behavior and provides a robust measurement model that future studies can adapt or expand. From a practical perspective, conventional travel agencies should not compete solely on price; instead, they should invest in strengthening their brand presence, improving service quality, and enhancing operational flexibility. Agencies must clearly communicate their value propositions—such as personalized service, transparency, and reliability—to appeal to increasingly discerning consumers while remaining open to human interaction in service experiences. Further research is encouraged to examine how these drivers evolve over time and across demographic segments, particularly amid rapid digitalization and shifting traveler expectations.

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