Traveloka Ads on Youtube and Consumer Buying Interests

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Abstract

This study aims to find out how Traveloka advertises to prospective Traveloka Indonesian consumers, to find out consumers' buying interest using Traveloka, as well as consumer responses to Traveloka Indonesia on Traveloka services, and to find out how much influence Traveloka has had through television media on the purchase intention of prospective consumers of Traveloka at Indonesia. The method used in this research is qualitative and the type of analysis used is descriptive. This research involves the independent variable and the dependent variable. The data analysis technique used is descriptive analysis. The research was conducted by distributing questionnaires to 20 respondents. The overall results support that Traveloka advertisements on Youtube have a fairly good positive impact on consumer buying interest.

Key words: Online Learning, Students, Covid 19 pandemic

INTRODUCTION

The rapid growth of the e-commerce market share in Indonesia cannot be doubted (Ahluwalia et al., 2021; Ahmad et al., 2019; Hootsuite, 2019). With the number of internet users reaching 82 million people or about 30% of the total population in Indonesia, the e-commerce market is a very attractive gold mine for some people who can see the potential in the future (Eva Tuckyta et al., 2021; Febrian & Fadly, 2021a; Sanger et al., 2021). This growth is supported by data from the Minister of Communication and Information which states that the value of e-commerce transactions in 2013 reached Rp130 trillion (Ghanimata & Kamal, 2012; Lina & Ahluwalia, 2021; Mardiani & Wardhana, 2018). One company that is arguably a strong candidate for success in this e-commerce is the flight ticket and hotel booking site Traveloka.com which is here to meet the public's need for information on ticket prices and facilities for purchasing tickets (Huda & Fernando, 2021a, 2021b; Tristiaratri et al., 2017). Online from various airlines where consumers no longer need to check ticket prices from each airline through travel agents, call airline customer service directly, or open one site by one from each airline (Ahmad & Indra, 2016; Susanto & Ahdan, 2020; WING, n.d.).

There are several startup companies that are declared the best startups for the e-commerce category, can be seen in Table 1.1 below:

Tabel 1.1 Best Indonesian Startup (E-commerce Category)

Startup	Country Rank	Global Rank
Tokopedia	1	28
Buka Lapak	2	54
Blibli	3	74
Traveloka	4	93

Elevenia	5	132
Blanja.com	6	165
Zalora Indonesia	7	175
Tiket	8	185
Bolalob	9	207
Pulsk	**10**	**345**

Based on *Table 1.1*, the best startup companies for the e-commerce category are Tokopedia. Of the top 10 startup companies, 7 of them are Online Shop companies, 2 Online Travel Agent, and 1 Sport News Site (Fahrizqi et al., n.d.; Nugroho & Gumantan, 2020; Nugroho & Yuliandra, 2021). Traveloka is in position 4 and its closest competitor, namely Tiket.com is in position 8. So Traveloka is the best startup company for Online Travel Agents in Indonesia (Darwis et al., 2019; Febrian et al., 2021; Ries, 2011).

LITERATURE REVIEW

Advertising has become the most effective way for companies to deliver product information to target consumers (Diharjo et al., 2020; Puspitasari & Budiman, 2021; Sulistiani et al., 2019). The main way to attract consumers is to use all kinds of endorsements, using celebrity appearances, messaging strategies, and engagement strategies (Febrian & Fadly, 2021b; Gumantan et al., 2021; Nurjaman et al., 2019). For this reason, advertising, especially on Youtube, is very important for the continuity of the company's business, especially in conveying product information to consumers and potential consumers so as to increase the possibility of consumer interest in buying (Abdullah & Masthura, 2021; Ahluwalia, 2020; Ariyanti & Iswardani, 2020). Purchase intention can measure the possibility of consumers to buy a product, and the higher the purchase intention, the higher the consumer's willingness to buy the product (Fitrianto et al., 2020; Permatasari, n.d.; Sejati, 2016). The main way to attract consumers is to use all kinds of endorsements, using celebrity appearances, messaging strategies, and engagement strategies (Damayanti et al., 2019; Novita et al., 2020; Novita & Husna, 2020). Celebrity endorsement, advertising effect, and advertising appeal positively affect buying interest (Darmawan, 2020; Fauzi et al., 2020; Mastra & Dharmawan, 2018). The attractiveness of the advertisement is expected to be able to generate buying interest in the people who watch the advertisement (Habibi et al., 2021; Karnawan et al., 2020; Rahmanto et al., 2021).

This study aims to find out how important the Traveloka advertisements that appear on Youtube are to my respondents' buying interest. And here it can be seen that the Traveloka advertisement on Youtube is very helpful for respondents, because I know that some respondents rarely travel to destinations that require Traveloka assistance, on average they only transact directly (Endorser, 2018; Permatasari, 2019; Putra & Qodriani, 2017). And after knowing that there are Traveloka ads available on youtube, the respondents' insight is even wider, so they know if they order something or interact with something using online only like this Traveloka (Aldino et al., 2021; Nauvallia & Martini, 2020).

METHOD

In this study using a qualitative method, using a questionnaire technique. 20 Questionnaires will be distributed to students at the Teknokrat University in special clusters namely in the Academic Writing class. After the respondent fills out the questionnaire, only data that really meets the criteria for the characteristics of the sample will be taken for further processing. Questionnaire is a method of collecting data by giving a series of questions addressed to respondents to be answered (Anugerahwati et al., 2021; Lamada et al., 2020; Mandasari & Wahyudin, 2019).

RESULTS AND DISCUSSION

Based on the questionnaire that I distributed to 20 respondents about the influence of traveloka advertisements on Youtube. I created 10 questions related to the problem I posed

Chart 1.1

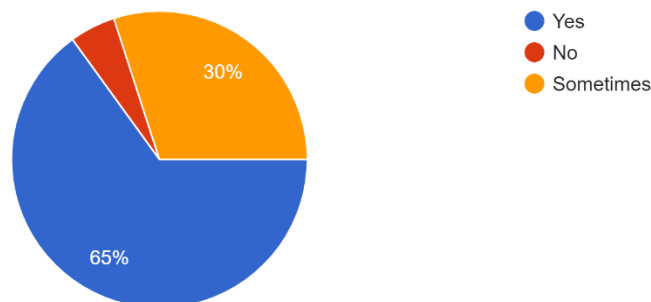How often do you see Traveloka ads on Youtube?
20 jawaban
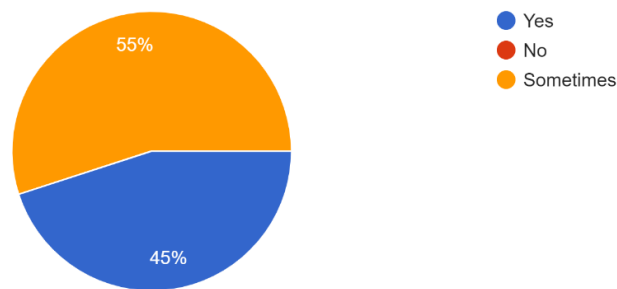
The first question I asked the respondents was related to how often do you see Traveloka ads on Youtube and 55% of respondents answered "sometimes" and 45% of respondents answered "yes" that means Traveloka ads only appear a few times in the respondent's view.

Chart   **1.2**

Do you often skip Traveloka ads that appear on Youtube?
20 jawaban

The second question that I am asking here is related to how often respondents skip Traveloka ads on your Youtube, 65% of respondents answered "yes" and 30% of respondents answered "sometimes this means that Traveloka ads on Youtube are disturbing to the respondents, so of the respondents.

Chart 1.3

Do you often use Traveloka to help with your travel transactions?
20 jawaban
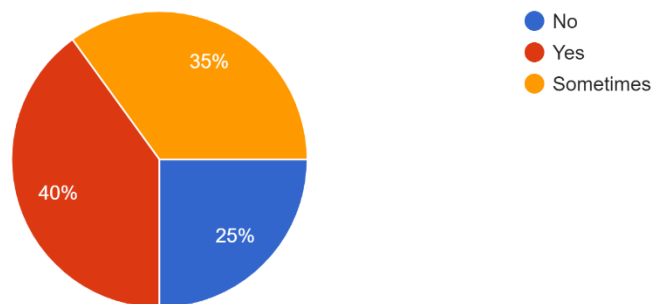
The third question is related to how often Traveloka helps you in making transactions on your trip. 40% of respondents answered "yes", 35% of respondents answered "no" and 35% answered "sometimes". This means that Traveloka helps the respondents' trips if this trip requires a ticket or hotel booking. If the respondent's trip is not in a hurry or fighting for tickets like public transportation, maybe the respondent doesn't really need Traveloka in transactions.

Chart 1.4

Did Traveloka ads on YouTube help you?
20 jawaban
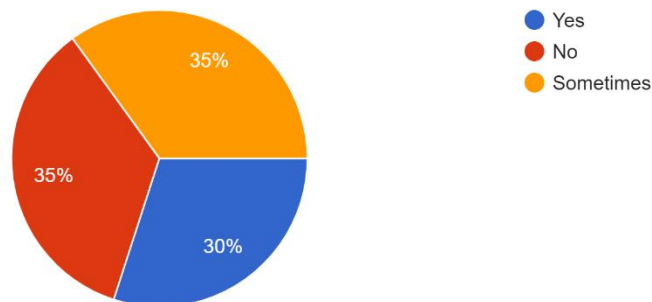
The next question is whether Traveloka ads on Youtube help you (as respondents). Helping here, what I mean is that when you see Traveloka ads on YouTube, you feel very helpful, for example, from those who don't know, they know what the Traveloka application is and its benefits. 35% of respondents answered "yes" 35% then answered "no" and 30% answered "sometimes".
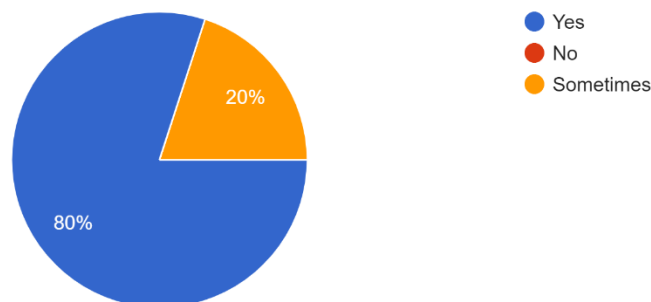
Chart 1.5

Do you think using Traveloka services is cheaper?
20 jawaban
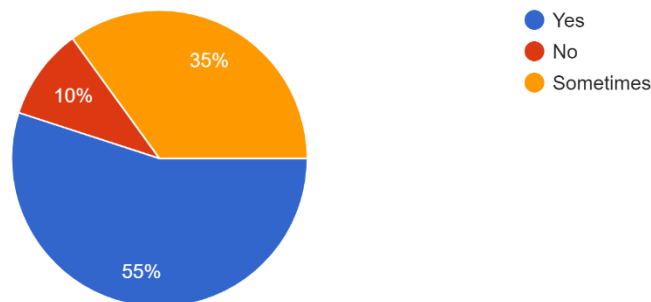
This fifth question is related to whether Traveloka is a cheap application in your opinion, 55% of respondents answered "yes", 35% of respondents answered "sometimes" and only 10% answered "no"
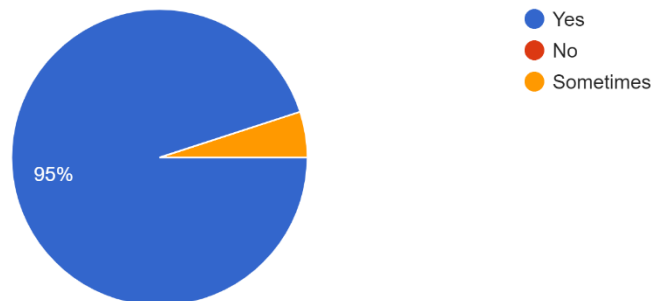
Chart 1.6

Do you think Traveloka is a safe application?
20 jawaban

The sixth question is related to whether the Traveloka application is safe for you and 80% of respondents answered "yes" which means that they have already made transactions through Traveloka, therefore respondents answered "yes" and only 20% of respondents answered "no".

Chart
1.7

Do you think Traveloka is an easily accessible application?
20 jawaban

Pertanyaan ke tujuh terkait apakah Traveloka adalah aplikasi yang mudah diakses, dan 75% menjawab "ya" dan 25% nya menjawab no. Menurut saya karena Traveloka adalah aolikasi yang bisa instal dihape yang flexible dan bisa di buka dan siap untuk bertransaksi.

Chart
1.8

Have you ever installed the Traveloka application on your phone?
20 jawaban
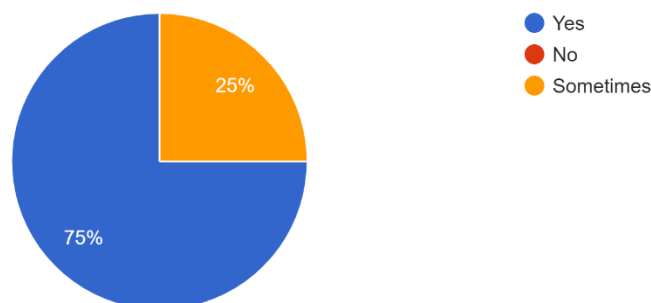
The seventh question is related to whether you have ever installed the Traveloka application and have you ever decorated the menu on your cellphone, and 75% of respondents answered "yes" and 25% answered "no" maybe because they really didn't go anywhere so they didn't install Traveloka to travel.

**Chart
1.9**

Do you think Traveloka is an application that provides various choices for travel?
20 jawaban
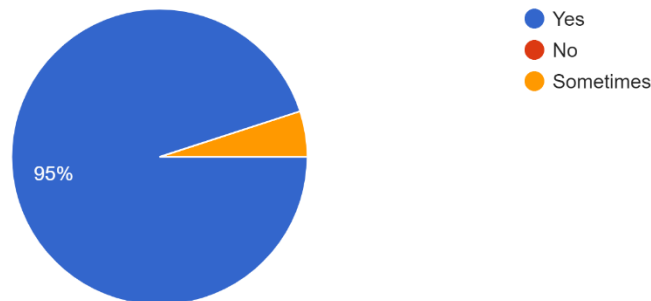
The ninth question is a question related to whether the Traveloka application is an application that provides many choices for travel. And 95% of respondents answered "yes" I know that indeed Traveloka has various options such as booking hotels and buying tickets.

Chart   **1.10**

Do you think Traveloka makes it easier for us to transact, in the context of travel or accommodation?
20 jawaban
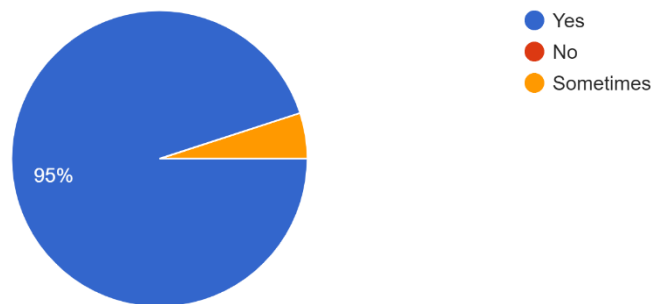
The last question is related to whether Traveloka is an easy application to use when transacting for accommodation or travel and 95% answered yes, because Traveloka is an application that can be accessed anywhere and anytime.

So in my opinion, after I distributed this questionnaire to my respondents, I can say that Traveloka advertising on YouTube is quite influential for the welfare of the Traveloka application, because people who don't know what Traveloka is after advertising on Youtube will know if there is an application that can order or place an order. online ticket. Therefore, I think Traveloka should improve the quality of advertisements and make advertisements as attractive as possible.

Based on the results of previous studies which are the same as the effect of Traveloka advertising on consumer buying interest, Traveloka has strong advertising, because on the continuum line lies in the good category, the percentage is large. This means that what Traveloka has done through Youtube and Television media is correct, because the delivery of information displayed can encourage potential consumers about the advantages of the advertised product so that it will influence potential consumers to buy the product. Traveloka has a very high level of buying interest, because on the continuum it lies in the very strong category. This means that customers are most likely trying to use products or services from Traveloka. Based on the coefficient of determination, advertising has an influence of 26%, meaning that the role or contribution of television advertising variables is able to explain the interest variable by 26%, while the remaining 72% is influenced by other variables not examined in this study.

CONCLUSION

So the conclusion of Effect Of Traveloka Ads On Youtube On Consumer Buying Interests, Especially In Universitas Teknokrat Indonesia Based on the research and the results of the questionnaire that I gave. All of them are students of English Education, they often see Traveloka advertisements on Youtube and often ignore them. But even though they often ignore it, some respondents use Traveloka as a travel transaction tool, such as when they want to buy plane tickets, book hotels and others. Many say Traveloka is a safe and cheap application because there are often discounts. In my opinion, many respondents also rarely use Traveloka because they are still students and rarely travel anywhere, so many of them still answer "Sometimes" a lot to the questions I ask.

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