

(Research) Article

The Effect of Online Promotion on the Decision to Purchase Airline Tickets with the Digital Era as a Mediating Variable in E-Ticketing Applications

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Abstract: This study explores in greater depth the effect of online promotions on airline ticket purchasing decisions through e-ticketing applications, emphasizing the mediating role of the digital era. Adopting a quantitative research design, data were collected from 491 respondents who had experience purchasing airline tickets via leading digital platforms such as Traveloka, Tiket.com, Agoda, and Booking.com. Five core online promotional strategies were investigated—discounts and vouchers, email marketing, social media promotions, influencer marketing, and push notifications—each representing distinct digital touchpoints. Partial Least Squares (PLS) analysis was used to test the relationships among variables and to evaluate the mediating effect of the digital era. The results indicate that all five promotional strategies significantly influence purchasing decisions, with influencer marketing and social media promotions emerging as the strongest drivers of consumer behavior. Furthermore, the digital era was shown to enhance consumer trust, accessibility, and engagement, thereby strengthening the impact of online promotions on purchase decisions. These findings highlight the need for airlines and e-ticketing platforms to develop integrated digital marketing strategies that align with evolving consumer behaviors and technological trends. This research contributes to the growing body of literature on digital marketing in the aviation sector and provides practical recommendations for optimizing promotional effectiveness.

Keywords: Digital Era; E-Ticketing Applications; Influencer Marketing; Online Promotion; Purchase Decision.

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1. Introduction

The development of digital technology has driven significant transformations in the business world, including in the tourism and air transportation sectors. One form of this transformation is the emergence of Online Travel Agents (OTAs), which utilize the internet as a primary means of communication, marketing, and distribution of travel products and services. OTAs enable consumers to search, compare, and book flights or accommodations quickly, easily, and efficiently. However, in several developing countries, the adoption of this technology remains challenging, despite the widespread adoption of digital platforms among travel businesses. (Escobar-Rodríguez & Carvajal-Trujillo, 2013)

The development of digital technology has brought about significant changes in consumer behavior, particularly in the aviation industry. Previously dominated by conventional travel agents, airline ticket bookings have now shifted to online platforms (e-ticketing), which offer consumers convenience, speed, and extensive access to information.

This transformation is driven by advances in internet technology, which have made e-ticketing applications a primary medium for purchasing airline tickets. In the digital era, online promotions have become a marketing strategy relied upon by airlines and e-ticketing applications to attract interest and increase consumer purchasing decisions. Various forms of promotions, such as discounts, cashback, and additional gifts, have been shown to influence consumers' inclination to choose and purchase airline tickets online. Studies show that the type of promotion offered can have varying impacts depending on the user's level of internet experience; for example, price discounts are more attractive to novice users, while accommodation rewards are preferred by more experienced users.(Pricopoaia & Susanu, 2022)

In the context of consumer behavior, emerging trends indicate that online promotions play a significant role in influencing purchasing decisions. Consumers tend to choose OTA apps that not only provide convenient services but also offer attractive promotions, competitive pricing, and easy access to information. These factors are believed to create added value for consumers and shape positive perceptions of the platform.(Iswahyuniarto, 2023)

However, the effectiveness of online promotions is not uniform and depends on consumer characteristics, including their level of internet experience. Studies show that novice internet users are more easily attracted to promotions, discounts, or single-price offers, while other users perceive more value in the form of additional benefits such as free accommodation or other exclusive features.(Crespo-Almendros & Del Barrio-García, 2016)

In addition to promotions, other factors such as the app's ease of use, consumer trust in the platform, and the quality of the information presented also play a significant role in shaping online airline ticket purchasing decisions. Previous research has shown that the easier an app is to use and the higher the level of consumer trust, the more likely consumers are to purchase tickets online. Furthermore, effective promotions can increase customer satisfaction and ultimately drive purchasing decisions. Furthermore, the influence of online advertising and electronic word of mouth (e-WOM) has also been shown to be significant in shaping online airline ticket purchasing intentions and decisions. Appropriate advertising can leverage consumers' motivational and emotional factors, encouraging them to make purchases through e-ticketing apps. Meanwhile, credible and trustworthy e-WOM can increase consumer trust in the platform, ultimately leading to purchasing decisions. (Inayah & Fakhruddin, 2023)However, not all forms of promotion are positive. Several studies have shown that promotions that do not align with consumer preferences or expectations, or that do not provide clear added value, can actually reduce interest in repeat purchases.

Although numerous studies have examined the influence of online promotions on purchasing decisions, most of these studies focus on consumer goods such as fashion, food, or electronics (Putra, 2024). Research related to services, particularly purchasing airline tickets through e-ticketing applications, has yet to be thoroughly explored.

Furthermore, previous studies tended to only analyze the direct relationship between online promotions and purchasing decisions without including mediating variables, such as the digital era, which is a crucial context for modern consumer behavior (Sugiharto & Ramadhana, 2018). The digital era has revolutionized the way consumers seek information and conduct transactions, yet its role as a mediator in the relationship between promotions and purchasing decisions remains understudied (Ma'arif & Nursikin, 2024).

Furthermore, many studies have not considered how consumer perceptions of ease of use, trust, and adoption of digital technology can strengthen the effectiveness of online promotions on purchasing decisions, particularly in the travel and tourism sector. Therefore, there is still a gap in research to analyze the digital era as a mediating variable in the influence of online promotions on airline ticket purchasing decisions in e-ticketing applications (Elistiowati et al., 2021).

Given the critical role of online promotions in influencing consumer purchasing decisions, particularly for e-ticket applications in the digital age, this research is relevant. It is expected to contribute to the development of digital marketing strategies in the aviation industry and provide insights for e-ticket application managers in improving the effectiveness of their promotions (Muharram & Puspaningrum, 2024).

This research aims to analyze the influence of various forms of online promotion on consumer behavior in purchasing airline tickets through e-ticketing applications in the digital era. Specifically, it examines the impact of online promotions, digital discounts or e-vouchers, social media promotions (Instagram, YouTube, TikTok), promotional notifications (push notifications), and influencer support on consumer interest, purchase frequency, user loyalty, brand image, and decision-making processes related to airline ticket purchases on e-ticketing platforms.

2. Literature Review

2.1. Online Promotion

According to (Kotler & Keller, 2016) online promotion is the use of digital media to deliver marketing messages directly and effectively to consumers. This strategy encompasses various forms of marketing communications designed to attract attention, generate interest, and encourage consumers to make purchases. With online promotion, companies can reach a wider audience efficiently, both in terms of cost and time, and have high flexibility in terms of setting the duration and frequency of message delivery (Zahra Khoerrunissa & Oktaviana Purnamasari, 2024)

Online promotion is also understood as part of a digital marketing communication strategy that aims to build interactive relationships with consumers through various digital platforms such as social media, email marketing, search engines, and mobile applications (Widiyanti, 2020). Digital promotion allows for personalized messages based on consumer preferences and behavior, thereby increasing the effectiveness of marketing campaigns. Furthermore, this approach allows for real-time tracking of campaign performance through metrics such as clicks, impressions, conversions, and ROI, which is not possible with conventional promotions. Therefore, online promotion is considered an important tool in facing the dynamic and rapidly changing digital market competition (Shalehah et al., 2019).

2.2. Consumer Behavior

2.2.1. Purchase Decision Process

Consumer purchasing decisions generally go through a series of systematic stages, namely: need recognition, information search, alternative evaluation, purchasing decision making, and post-purchase behavior. This series of stages forms a basic framework in understanding how consumers make purchasing decisions rationally and sequentially. In the context of social-based commerce, it was found that interpersonal trust (toward other individuals) has a greater influence than trust in institutions or organizations in influencing consumer behavior when making decisions. (Mou & Benyoucef, 2021).

In the digital era, the consumer purchasing decision process has expanded, particularly during the information search and alternative evaluation stages. Consumers now increasingly rely on online reviews, product ratings, and social media content as part of their pre-purchase considerations (Eriyanti & Ardhiyansyah, 2023). Digital technology allows consumers to compare products and prices instantly, simultaneously accelerating and complicating the decision-making process. Furthermore, emotional and social aspects, such as recommendations from friends on social media, also influence consumers' perceptions of value and preferences. Therefore, understanding the purchasing decision process in a digital context is crucial for marketers to design more targeted strategies.

2.2.2. Loyalty and Purchase Interest

Two important components of consumer behavior are loyalty and purchase intention. Consumer loyalty is generally formed from a satisfying experience with a product or service, which encourages consumers to make consistent repeat purchases. Purchase intention can arise from a number of factors, including the consumer's perception of the product's symbolic nature and the extent to which the product reflects the consumer's identity or self-concept. Furthermore, recent studies have shown that moral motivation can also influence consumer loyalty and purchase intention. Consumers who adhere to high moral values tend to exhibit higher levels of loyalty and purchase intention toward a particular product or service.(Chowdhury, 2019)

2.2.3. Consumer Behavior Theory

The theory developed by Fishbein and Ajzen states that individual behavior, including in the consumer context, is influenced by intentions formed by three main factors: attitudes toward behavior, subjective norms (social influence), and perceptions of behavioral control. Both of these theories, TRA and TPB, have been widely used in explaining and predicting consumer behavior in various situations, including in the context of digital and social commerce.(Mou & Benyoucef, 2021)

2.2.4. Howard-Sheth Model

Howard and Sheth's consumer behavior model offers a more comprehensive approach by integrating various variables that influence decision-making. This model includes elements of environmental stimuli, the consumer's own perceptual processes, and learning mechanisms derived from previous experiences. This model emphasizes that purchasing decisions are heavily influenced by the information received and how past experiences shape consumer response patterns.(Reina Paz & Rodríguez Vargas, 2023).

2.3. The Digital Era and Its Impact on Consumer Behavior

2.3.1. The Influence of Digital Transformation on Consumer Behavior

Digital transformation has brought about fundamental changes in consumer interaction patterns with brands and in the purchasing decision-making process. Consumers now have broader access to information and tend to interact through various digital channels before deciding to purchase a product. This situation is pushing companies to adapt their marketing approaches to remain adaptive and relevant in the ever-evolving digital ecosystem.(Figueiredo et al., 2025)

Adaptations involve leveraging online platforms, social media, and mobile devices as primary channels for reaching and communicating with consumers. In this environment, consumer behavior is increasingly influenced by various digital factors, such as competitive pricing, ease of product comparison, and personal recommendations.(Liu, 2024)

Furthermore, social media and electronic word of mouth (e-WOM) play a crucial role in building consumer trust. Reviews and experiences shared by others online have been shown to influence consumer preferences and purchasing decisions. Research also shows that companies that integrate effective digital marketing strategies tend to have higher levels of customer loyalty and retention than those that rely on conventional methods (Azzahra et al., 2025)

2.3.2. Mobile Commerce and Digital Marketing Trends

With the advancement of digital technology, mobile commerce (m-commerce) and digital marketing practices have experienced rapid growth. The use of mobile apps and social media has become a key strategy for reaching consumers in a more personalized and interactive way. The presence of m-commerce offers easy access and convenience in shopping, contributing to a shift in consumer behavior toward online transactions.(Sharma et al., 2020)

On the other hand, digital marketing approaches have also undergone significant developments, one of which is the application of machine learning-based technology to create more targeted campaigns tailored to individual consumer preferences. Several large companies, such as Amazon, have successfully integrated modern e-commerce approaches by leveraging personalized recommendation systems and technology-based customer service to increase customer satisfaction and loyalty. (Haque & Borbely, 2024)

In general, digital transformation, including in the form of mobile commerce and data driven marketing strategies, encourages companies to continuously innovate in understanding consumer behavior, following market trends, and formulating competitive and relevant promotional strategies in today's digital era.

2.4. Previous Research

To support the development of this research, several previous studies related to online promotions, purchasing decisions, and digital consumer behavior were reviewed. These studies helped provide a theoretical and empirical foundation, particularly in understanding how digital tools, such as e-ticketing platforms and online promotions, influence consumer purchasing behavior in the aviation industry. The table below summarizes key aspects of relevant previous studies, including title, author, variables studied, and key findings:

Based on the results of several previous studies, various promotional factors and service quality influence consumer behavior in purchasing airline tickets through e-ticketing applications. Research by (Crespo-Almendros & Del Barrio-García, 2016) shows that promotion type and internet experience influence consumer purchase intention, where discounts and special offers are the main drivers for beginners, while experienced users are more responsive to personal experiences. (Subagyo et al., 2021) found that marketing through social media such as Instagram, YouTube, and TikTok influences purchasing decisions through ease of use and digital marketing strategies as mediating variables. Research by (Fernandes et al., 2020) revealed that price sensitivity and hedonistic and utilitarian motivations significantly influence purchase interest, especially for certain product categories. (Arif & Pramestie, 2021) found that electronic service quality, ease of use, and information quality do not directly influence purchasing decisions but influence user trust through perceptions of information quality. Meanwhile, Niazi et al. (2023) demonstrate that factors such as application usability, website functionality, and perceived risk influence customer satisfaction, which indirectly mediates the relationship with the intention to purchase airline tickets online during the COVID-19 pandemic. These findings suggest that both digital promotion factors and perceived service quality play an important role in influencing consumer behavior on e-ticketing platforms.

2.5. Research Gap Analysis

2.5.1. *Non-Specific Promotion Focus Variables*

Previous research has positioned promotion as one variable in Lots without delving into the digital promotional dimension (such as social media advertising, digital cashback, influencer marketing). This research will narrow the scope of online promotions and their impact on consumer behavior.

2.5.2. *Consumer Behavior as a Dependent Variable*

Research (Azzahra et al., 2025) focuses more on *purchasing decisions* as the final form of consumer behavior. However, this study will explore the process of consumer behavior change more comprehensively, including the stages of interest, consideration, action, and loyalty.

2.5.3. *Actualizing Needs in the Digital Era*

Previous research has not explicitly addressed the digital era context in developing strategies to promote and adapt digital consumer behavior. This study seeks to fill this gap by emphasizing the influence of digital technology and social media in shaping consumer purchasing decisions across various e-ticket platforms. By focusing on digital behavior and current promotional trends, this study aims to provide a more up-to-date and relevant perspective on how online promotions influence consumer decisions to purchase airline tickets.

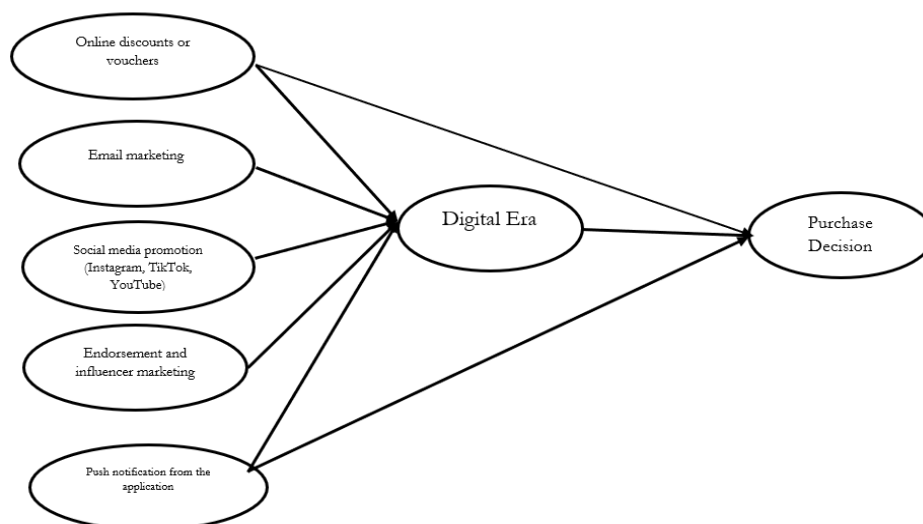


Figure 1. Research Model.

2.6. Hypothesis

2.6.1. H1: Online discounts or vouchers have a significant influence on consumers' decision to purchase airline tickets.

Online discounts or vouchers are an effective form of promotion in driving consumer purchasing decisions, particularly in the context of purchasing airline tickets, which are considered high-priced products and require complex rational considerations. These discounts can reduce price barriers and increase perceived value for money, while simultaneously triggering a fear of missing out, ultimately accelerating the purchasing decision-making process. Several studies support this, such as research conducted by (Sari et al., 2023) which showed that online promotions through discounts significantly influenced 'Traveloka users' purchasing decisions. A similar finding was found in research (Sulistiyawan et al., 2025) on Tiket.com users, where promotions and discounts increased consumer purchasing interest. Research by (Bu et al., 2020) also showed that online discounts strongly influenced satisfaction and airline ticket purchasing decisions in Yogyakarta. Internationally, (Dilham et al., 2018) found that price discounts significantly influenced Sriwijaya Airlines ticket purchasing decisions.

2.6.2. H2: Email marketing has a significant influence on consumers' airline ticket purchasing decisions.

Email marketing is an effective digital promotional strategy for influencing consumer purchasing decisions, particularly in the aviation industry. Through email, airlines or e-ticket applications can send personalized information such as exclusive discounts, limited-time offers, or price drop reminders tailored to user preferences. Research by (Widanengsih, 2020) shows that segmented email blasts can increase ticket booking conversions by up to 15%. Also found that email personalization, especially those that include names and favorite destinations, has a significant impact on user purchase intention. Reported that price drop reminders via email significantly increased the ticket purchase decision index by 0.45 points. (Sulistiyawan et al., 2025) added that promotional emails for ticket-hotel packages indirectly influence purchase decisions through perceived value. Meanwhile, (Sari et al., 2023) found that location-based email

campaigns increased open and click rates by up to 30%, resulting in increased purchase transactions. These findings support the hypothesis that email marketing has a significant influence on airline ticket purchase decisions.

2.6.3. H3: Social media promotion (Instagram, TikTok, YouTube) has a significant influence on consumers' decision to purchase airline tickets.

Promotion through social media platforms such as Instagram, TikTok, and YouTube has become a key strategy for airlines to influence consumer purchasing decisions, especially for the younger generation who are active on digital platforms. Various studies over the past five years have shown that exposure to promotions, testimonials, and customer experiences shared in real time on social media significantly impact airline ticket purchase behavior and intentions. demonstrated a significant relationship between social media usage and consumer pre-purchase behavior, while (Inayah & Fakhrudin, 2023) found that social media promotions have a high correlation with airline ticket purchase intentions. Furthermore, a study in the Philippines by (Haque & Borbely, 2024) highlighted that integrating discount promotions into social media campaigns effectively increased airline ticket purchase intentions and decisions. These findings underscore the importance of social media promotion strategies in shaping consumer purchasing decisions in the aviation industry.

2.6.4. H4: Support and marketing through influencers have a significant influence on consumer purchasing decisions regarding airline tickets.

Promotion through endorsements and influencer marketing has a significant influence on consumers' airline ticket purchasing decisions. Recent research shows that influencer endorsements not only directly impact purchase decisions but also mediate positive brand images, which in turn strengthen consumers' purchase intentions. A study in Peru revealed that influencers who are authentic, provide useful travel information, and offer affordable options significantly influence travelers' decisions, including airline ticket selection (Haque & Borbely, 2024). Furthermore, research in Ghana confirmed that factors such as influencer attractiveness, credibility, expertise, reach, and engagement positively and significantly influence consumer purchasing behavior, with YouTube being the most popular platform. Another study also highlighted the importance of consumer trust in influencers as a moderator that strengthens the relationship between endorsements and purchase decisions. Thus, endorsement and influencer marketing strategies are effective tools for airlines in enhancing brand image and driving airline ticket purchases through the social and psychological influence of influencers.

2.6.5. H5: Push notifications from the application have a significant influence on consumers' airline ticket purchasing decisions.

Push notifications are a crucial feature in mobile apps, serving as a means of direct communication with users. These notifications can provide important information such as promotions, discounts, or reminders that encourage users to make a purchase immediately. In the context of airline ticket purchases, push notifications can increase consumer awareness of special pricing offers, seat availability, and limited-time offers, encouraging quick purchase decisions (Redda, 2020).

Previous research has shown that push notifications are effective in increasing user engagement and positively influencing purchasing behavior. Relevant and timely notifications can create a sense of urgency and strengthen consumer purchase intentions, especially in a highly competitive industry like aviation (Wang & Tsai, 2021). Therefore, this feature is considered to have a significant influence on airline ticket purchase decisions through apps.

2.6.6. H6: The Digital Era mediates the influence of online discounts or vouchers on consumer purchasing decisions for airline tickets.

The digital era has transformed the way consumers search for, compare, and purchase products, including airline tickets. The use of digital technologies such as apps, websites, and e-commerce platforms facilitates consumer access to various discount offers and online vouchers. However, the influence of these discounts on purchasing decisions is not only direct, but also through the mediation role of the digital era as an environment and ecosystem that supports consumers' digital interactions with these offers.

Research shows that the digital era makes it easier for consumers to take advantage of discounts and vouchers more easily, quickly, and effectively, thus strengthening purchasing decisions (Chen & Xie, 2019). With easy access to information, digital payment methods, and personalized offers, consumers feel more confident and motivated to purchase airline tickets online (Rahman, Islam, & Hassan, 2022). Therefore, the digital era plays a crucial role in connecting online discounts with consumer purchasing decisions.

2.6.7. H7: Digital Era mediates the influence of email marketing on consumer purchasing decisions for airline tickets.

Email marketing is an effective digital marketing strategy for directly reaching consumers. In the aviation industry, email marketing can be used to send special offers, discounts, or other important information to potential passengers. However, email marketing's influence on purchasing decisions is not only direct, but also through the mediating role of the Digital Age, which provides platforms and technologies for interaction between companies and consumers.

Previous research has shown that the digital age makes it easier for consumers to receive, evaluate, and respond to email marketing more efficiently and effectively. For example, through mobile devices, consumers can easily access emails, evaluate offers, and make purchases directly. Furthermore, the digital age allows for more targeted personalization of email content, thereby increasing the relevance and appeal of marketing messages (Jesse & Jannach, 2021). Therefore, the digital age plays a crucial role as a mediator connecting email marketing with consumer purchasing decisions.

2.6.8. H8: The Digital Era mediates the influence of social media promotions on consumer purchasing decisions for airline tickets.

Promotion through social media has become an important marketing strategy in the Digital Age, enabling airlines to reach consumers widely at low cost and with high effectiveness. Social media platforms such as Instagram and Facebook enable the delivery of discounts, special offers, and engaging content that can influence airline

ticket purchasing decisions. However, the influence of these promotions is not direct; rather, it is mediated by the Digital Age, which provides a real-time interaction platform and information access that facilitates consumer purchasing decisions. Research by (Efendioğlu & Durmaz, 2022) shows that consumer perceptions of social media advertising influence advertising value, brand awareness, and brand associations, which in turn influence purchasing decisions. Furthermore, Bakshy et al. (2012) confirmed that social influence in social media advertising increases consumer response to advertising, thereby strengthening purchasing decisions. Thus, the Digital Age plays a crucial role as a mediator in strengthening the influence of social media promotions on airline ticket purchasing decisions.

2.6.9. H9: The Digital Era mediates the influence of influencer endorsements and marketing on consumer purchasing decisions for airline tickets.

The influence of endorsements and influencer marketing on airline ticket purchasing decisions is further strengthened by the digital era's role as a mediator. The digital era provides platforms and technologies that enable influencers and endorsements to reach consumers more broadly and interactively, thereby strengthening the social and psychological impact of these promotions. Recent research shows that digital transformation in the aviation industry, including the adoption of digital technology, big data, and social media platforms, facilitates real-time consumer interactions with influencers and personalized content that increases consumer trust and purchase intentions (Anber Mohammad, 2022). Furthermore, advances in digital technology such as virtual communication platforms and virtual reality (VR) are changing the way consumers interact with brands and influencers and influencing their travel preferences, especially the younger digital generation. Thus, the digital era is not only a distribution channel for endorsements and influencer marketing but also a mediator that strengthens the relationship between promotions and airline ticket purchasing decisions.

2.6.10. H10: Digital Era mediates the influence of push notifications from apps on consumer purchasing decisions for airline tickets.

Push notifications from apps are a key feature in the Digital Age, playing a role in communicating offers, promotions, or reminders to consumers in real-time. In the context of purchasing airline tickets, push notifications can increase consumer awareness of discounts or special offers, thereby influencing purchasing decisions. However, the influence of push notifications is not direct, but rather mediated by the Digital Age as a platform that enables effective interaction and personalized messages to consumers. A study by Alalwan et al. (2017) showed that personalized and relevant push notifications significantly increased consumer engagement and purchase intentions on mobile apps. Furthermore, research by Kim and Ko (2020) confirmed that digital technology supporting push notifications plays a significant role in strengthening the impact of digital marketing on consumer purchasing behavior. Thus, the Digital Age acts as a mediator that strengthens the influence of push notifications on airline ticket purchasing decisions.

3. Research Model

This study uses a quantitative approach to examine the extent to which online promotions influence consumers' airline ticket purchasing decisions across various e-ticket applications. Quantitative methods allow researchers to collect numerical data, which will then be statistically analyzed to determine the relationship between independent and dependent variables. (Inayah & Fakhruddin, 2023)

Data were collected through an online questionnaire distributed to individuals who had previously purchased airline tickets using e-ticketing applications, such as Traveloka, Tiket.com, Agoda, Booking.com, or other relevant platforms. This study used a purposive sampling technique, selecting respondents based on specific criteria, such as previous experience purchasing airline tickets through e-ticketing applications (Muharram & Puspaningrum, 2024).

The collected data will be analyzed using multiple linear regression to measure the influence of online promotional variables (e.g., digital advertising, discounts, influencer marketing) on consumer purchasing decisions. Additional testing will include validity and reliability tests to ensure the quality, consistency, and accuracy of the questionnaire and the collected data. (Pramudita & Agustia, 2020).

This research will be conducted online, using a digital platform to distribute questionnaires to active e-ticketing app users throughout Indonesia. The data collection period is scheduled from June to September 2025. The population in this study includes all active e-ticket app users in Indonesia who have purchased airline tickets online. Because the exact population size is unknown and spread across Indonesia, this study used a sampling technique appropriate for an infinite population. This study used purposive sampling, which is a non-probability technique in which respondents are selected based on predetermined criteria, including:

- a) Active users of e-ticket applications (e.g., Traveloka, Tiket.com, Agoda, etc.),
- b) Have completed at least one airline ticket purchase through the platform,
- c) Minimum age 17 years,
- d) Willing to participate voluntarily by completing the research questionnaire.

Because the population size is unknown, the calculation required to determine the minimum sample size is the Malhotra calculation. According to Malhotra's calculations (2006:291), the sample size must be at least four to five times larger than the number of questions. In this study, there are 32 question indicators, and the number of indicators is then multiplied by 5 to obtain the minimum sample size required. Using Malhotra's calculation, the minimum sample size required is 160 respondents.

Primary data was collected through an online questionnaire created using Google Forms. The questionnaire was distributed through various social media platforms such as Instagram, WhatsApp, and Line to reach respondents who met the established criteria. The instrument used was a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to measure respondents' perceptions of online promotions and their decision to purchase airline tickets through Traveloka. This analysis process was carried out using the Smart PLS 3.0 application.

4. Results and Discussion

This chapter aims to explain the overall research results that have been examined through stages based on good research methodology. This research was conducted on students who had undergone entrepreneurship training at the University and already had their own businesses. The number of respondents used in this study was 491 respondents. Data collection was conducted online using Google Forms. Sampling used non-probability sampling with a purposive sampling technique. Data collected through questionnaires using a Likert scale. This analysis process was carried out using the Smart PLS 3.0 application.

In this study, hypothesis testing uses the *Partial Least Square* (PLS) data analysis technique with the SmartPLS 3.0 program. The following is a schematic of the PLS program model being tested.

4.1. Outer Model Analysis

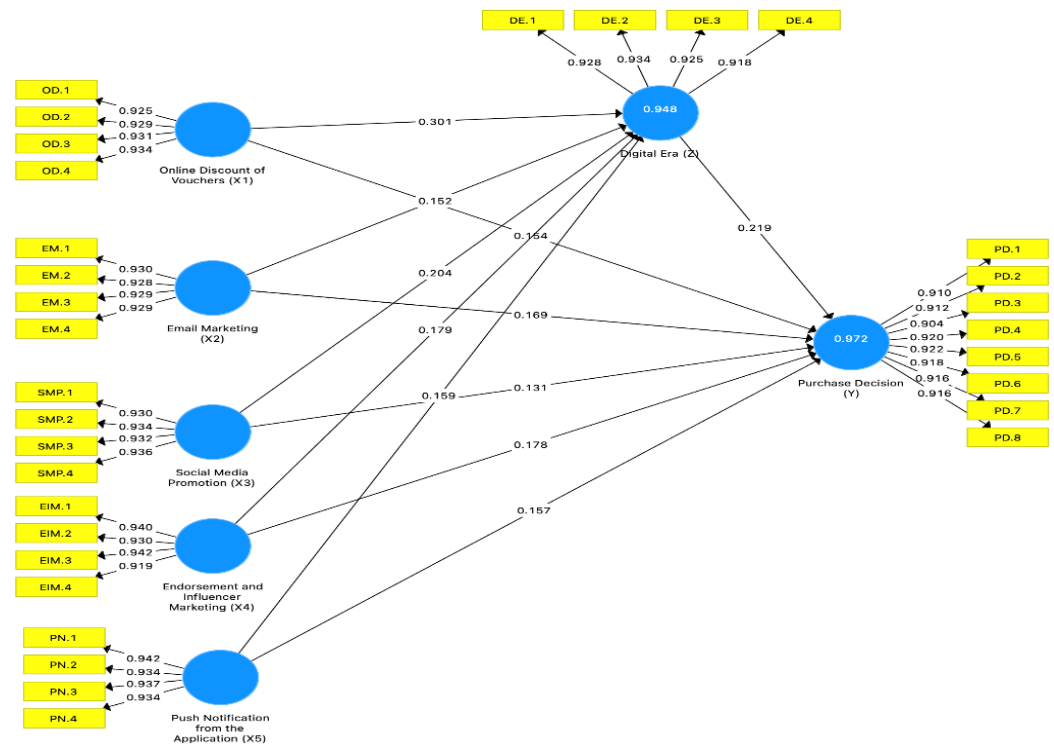


Figure 2. Outer Model.

Outer model testing is used to determine the specifications of the relationship between latent variables and their indicators. This testing includes validity, reliability and multicollinearity.

4.1.1 Validity and Reliability Test

Table 1. Measurements of Variable, Reliability, and Validity Result.

| Variabel | Item | Faktor Loading | Cronbach's Alpha | Composite Reliability | AVE |
|----------------------------------|---|----------------|------------------|-----------------------|-------|
| Online Discount of Vouchers (X1) | The discounts and vouchers offered by the e-ticket application encouraged me to buy plane tickets. | 0,925 | 0,947 | 0,962 | 0,864 |
| | I feel more economical if I use vouchers from the e-ticket application. | 0,929 | | | |
| | The discounts and vouchers given are easy for me to understand and I use them when purchasing tickets | 0,931 | | | |
| | I often wait for promotions to buy plane tickets through the e-ticket application | 0,934 | | | |

| | | | | | |
|--|---|-------|-------|-------|-------|
| Email Marketing (X2) | I regularly receive promotional emails from the e-ticket application I use. | 0,930 | 0,947 | 0,962 | 0,863 |
| | The email promotion provided an attractive offer that made me interested in purchasing tickets. | 0,928 | | | |
| | I read promotional emails because they are informative and help me in decision making. | 0,929 | | | |
| | Email promotions influence my decision to purchase airline tickets | 0,929 | | | |
| Social Media Promotion (X3) | I often see e-ticket application promos on Instagram, TikTok, or YouTube. | 0,930 | 0,951 | 0,964 | 0,871 |
| | Promotional content on social media for e-ticket applications is creative and interesting. | 0,934 | | | |
| | I once bought a ticket after seeing a promotion for an e-ticket application on social media. | 0,932 | | | |
| | Social media makes it easier for me to find out about e-ticket application promotions. | 0,936 | | | |
| Endorsement and Influencer Marketing (X4) | I saw influencers promoting e-ticket apps on social media | 0,940 | 0,950 | 0,964 | 0,870 |
| | I believe in promotions from trusted influencers regarding e-ticket applications. | 0,930 | | | |
| | Influencer recommendations influence my decision to buy plane tickets | 0,942 | | | |
| | Promotion from influencers increases the positive image of e-ticket applications. | 0,919 | | | |
| Push Notification from the Application (X5) | I received a promo notification from the e-ticket application that I use. | 0,942 | 0,953 | 0,966 | 0,877 |
| | Promo notifications contain clear and interesting information | 0,934 | | | |
| | I opened the app after receiving the promo notification | 0,937 | | | |
| | App notifications prompted me to purchase a plane ticket. | 0,934 | | | |
| Digital Era (Z) | The digital era makes it easier for me to access promotions from various e-ticket applications. | 0,928 | 0,945 | 0,960 | 0,858 |
| | I find it more practical to buy tickets through a digital application | 0,934 | | | |
| | Digital technology makes me faster in making ticket purchasing decisions. | 0,925 | | | |
| | I feel comfortable purchasing tickets online in this digital era. | 0,918 | | | |
| Purchase Decision (Y) | I decided to buy tickets through a certain e-ticket application. | 0,910 | 0,972 | 0,976 | 0,837 |
| | I have used the e-ticket application to make purchases more than once. | 0,912 | | | |
| | I chose to complete the ticket transaction up to the payment stage. | 0,904 | | | |
| | I decided to buy tickets through the app because I felt confident with the service offered. | 0,920 | | | |
| | I decided to buy tickets through an application that makes the ordering and payment process easy. | 0,922 | | | |
| | I completed the ticket purchase after considering the features the app offers. | 0,918 | | | |
| | I chose this e-ticket app over other apps in my last ticket purchase. | 0,916 | | | |
| | I decided to buy tickets through the app without any hesitation. | 0,916 | | | |

Source: Primary Analysis Data, 2025

To test validity and reliability, the outer loading or loading factor values, Average Variance Extracted, Composite Reliability, and Cronbach's Alpha were used. The following are the outer loading, Average Variance Extracted, Composite Reliability, and Cronbach's Alpha values for the research variables.

Based on the analyze, it is known that many of the research variable indicators have outer loading values > 0.7 . However, according to Chin (1998), a loading value measurement scale of 0.5 to 0.6 is considered sufficient to meet the requirements of convergent validity. The data above shows that there are no variable indicators with outer loading values below 0.5, so all indicators are declared suitable or valid for use in research and can be used for further analysis.

Based on the results of data processing in the table above, all constructs in this study show an Average Variance Extracted (AVE) value above 0.5, which means they meet the convergent validity criteria. The Online Discount of Vouchers (X1) variable has an AVE value of 0.864, while Email Marketing (X2) recorded a value of 0.863. Furthermore, Social Media Promotion (X3) has an AVE of 0.871, followed by Endorsement and Influencer Marketing (X4) with a value of 0.870. The Push Notification from the Application (X5) variable shows the highest value of 0.877. For the Digital Era (Z) variable, an AVE of 0.858 was obtained, while the dependent variable Purchase Decision (Y) had a value of 0.837. All AVE values that exceed the minimum threshold indicate that the indicators used in each variable are able to explain more than half of the variance contained in their respective constructs.

Composite Reliability (CR) value of each variable in this study. All constructs have CR values above 0.7, which means they meet the construct reliability standards and indicate that the indicators in each variable are consistent in measuring their constructs. The Online Discount of Vouchers (X1) and Email Marketing (X2) variables each have CR values of 0.962. The Social Media Promotion (X3) and Endorsement and Influencer Marketing (X4) variables recorded a value of 0.964. Meanwhile, Push Notification from the Application (X5) has the highest CR value of 0.966. Furthermore, the Digital Era (Z) variable obtained a CR value of 0.960, and the dependent variable Purchase Decision (Y) had a value of 0.976. All of these values indicate that the research instrument used has a very good level of internal consistency and is worthy of use in further analysis.

Cronbach's Alpha value for each construct in the study. All variables showed a Cronbach's Alpha value above 0.70, which is the minimum threshold to state that a construct has good internal consistency. The Online Discount of Vouchers (X1) and Email Marketing (X2) variables had the same value, namely 0.947. Meanwhile, Social Media Promotion (X3) obtained a value of 0.951, followed by Endorsement and Influencer Marketing (X4) with a value of 0.950. The Push Notification from the Application (X5) variable had a reliability value of 0.953, and the Digital Era (Z) of 0.945. The dependent variable Purchase Decision (Y) recorded the highest value, namely 0.972. Based on these results, it can be concluded that all measurement instruments used in this study are highly reliable, so they are suitable for use in further analysis.

4.1.2 Multicollinearity Test

Multicollinearity test can be seen from the tolerance and variance values. inflation factor (VIF). Multicollinearity can be detected by a cut-off value that indicates a tolerance value > 0.1 or equal to a VIF value < 5 . Below are the VIF values in this study.

Table 2. Collinearity Statistics (VIF).

| | <i>Digital Era</i> | <i>Purchase Decision</i> |
|---|--------------------|--------------------------|
| Online Discount of Vouchers (X1) | 4,080 | 4,823 |
| Email Marketing (X2) | 4,367 | 4,808 |
| Social Media Promotion (X3) | 4,016 | 4,815 |
| Endorsements and Influencer Marketing (X4) | 4,134 | 4,752 |
| Push Notification from the Application (X5) | 4,822 | 4,308 |
| Digital Era (Z) | | 4,223 |
| Purchase Decision (Y) | | |

Source: Primary Analysis Data, 2025

Table 1, show the *Variance Inflation Factor* (VIF) values for each variable against *the Digital Era* and *Purchase Decision* constructs. All VIF values are below the general threshold of <5 , indicating the absence of multicollinearity problems among the independent variables in the model. For the *Digital Era* variable, the highest VIF value is found in *Push Notification from the Application* (X5) at 4.822, and the lowest value is found in *Social Media Promotion* (X3) at 4.016. Meanwhile, in the *Purchase Decision* construct, the highest VIF value is shown by *Online Discount of Vouchers* (X1) at 4.823, and the lowest is *Digital Era* (Z) at 4.223. All VIF values ranging from 4 to 5 indicate that although there is a relationship between variables, the relationship is still within reasonable limits and does not disrupt the stability of the regression model used. Thus, the model can be said to be free from multicollinearity symptoms and is worthy of further analysis.

4.2. Inner Model Analysis

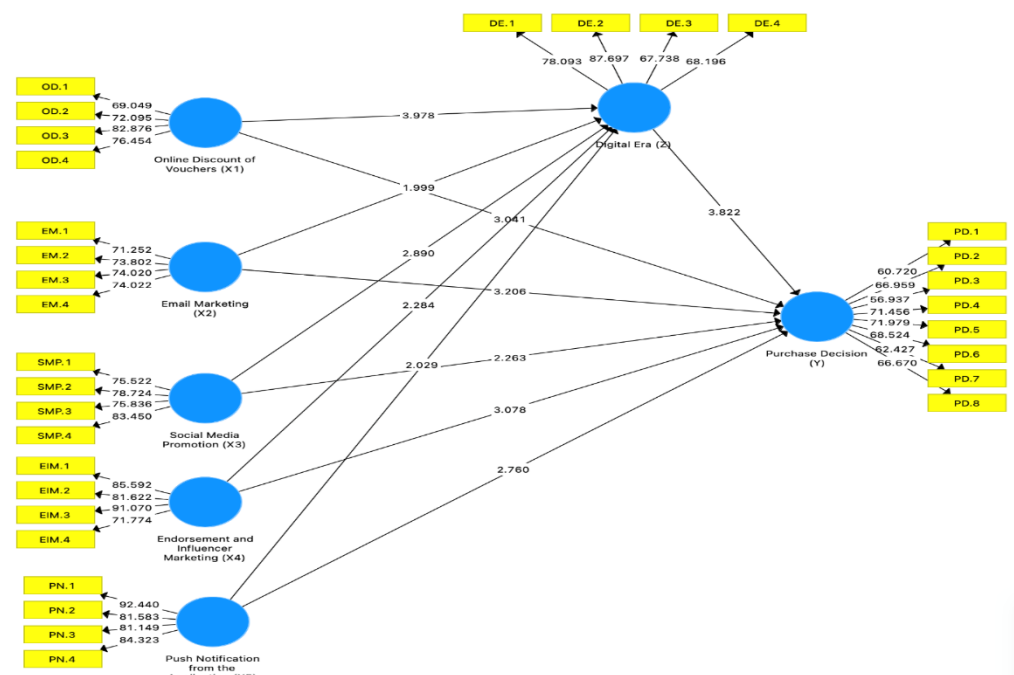


Figure 2. Inner Model

The *inner model* is used to test the influence of one latent variable on another. Testing the *inner model* can be done using three analyses, namely measuring the R^2 value (*R-square*), *Goodness of Fit* (*Gof*), *path coefficient* and *specific indirect effect*.

4.2.1. Goodness of fit test

Structural model evaluation is conducted to demonstrate the relationship between manifest and latent variables of the main predictor, mediator, and outcome variables in a single complex model. The goodness-of-fit test of this model consists of two tests, namely *R Square* (R^2) and *Q-Square* (Q^2).

1) R-Square Test (R^2)

R^2 or *R-Square* value indicates the determination of exogenous variables on their endogenous variables. A higher R^2 value indicates a better level of determination. R^2 values of 0.75, 0.50, and 0.25 indicate a strong, moderate, and weak model, respectively (Ghozali, 2015). The following are the values of the coefficient of determination in this study.

Table 3. *R-Square* Value.

| | R Square | R Square Adjusted |
|-------------------|-----------------|--------------------------|
| Digital Era | 0.948 | 0, 413 |
| Purchase Decision | 0.972 | 0.519 |

Source: Primary Analysis Data, 2025

Based on the table above, R-Square is used to see the impact of online discounts or vouchers, email marketing, social media promotion, endorsement and influencer marketing, push notifications from the application, and the digital era on purchase decisions, with a value of 0.972 or 97.2%, indicating a strong relationship. R-Square is also used to measure the impact of online discounts or vouchers, email marketing, social media promotion, endorsement and influencer marketing, and push notifications from the application on the digital era, with a value of 0.948 or 94.8%, indicating a moderate relationship.

2) Q Square Test

The next test is the *Q-Square test*. The Q^2 value in the structural model test is carried out by looking at the Q^2 value (*Predictive relevance*). The Q^2 value can be used to measure how well the observed values generated by the model and its parameters match. A Q^2 value > 0 indicates that the model has *predictive relevance*, while a Q^2 value < 0 indicates that the model lacks *predictive relevance*. The following is the result of the *Q-Square value calculation*:

Table 4. Analysis *Q-Square* (Q^2).

| Variables | Model | Mark |
|-------------------|--------------------|-------------|
| Digital Era | $Q^2 (=1-SSE/SSO)$ | 0.802 |
| Purchase Decision | $Q^2 (=1-SSE/SSO)$ | 0.803 |

Source: Primary Analysis Data, 2025

The results of the analysis obtained in this study are the Q^2 value from *Digital Era* Which produced as big as 0.802, matter This means mark $Q^2 > 0$. Then For mark Q^2 from *Purchase Decision* Which generated by 0.803, matter This means mark $Q^2 > 0$. By because that model feasibility or *goodness of fit* in this study is good.

4.2.2. Hypothesis Testing

To test the hypothesis in this study, we can use a table of *path coefficient values* for direct influences and *specific indirect effects* for indirect influences (mediation).

1) Path Coefficient Test

The hypotheses in this study were tested using a path coefficient table that shows both direct and indirect effects (mediation). The test was conducted through a bootstrapping process to observe the t-statistic and p-value. If the p-value < 0.05 or the t-statistic > 1.96 , it indicates a significant effect between variables. The testing was carried out using SmartPLS 3.0 software, and the path coefficient values are presented in the following table.

Table 5. Path Coefficient (Direct Effect).

| | Original Sample (O) | T Statistics (O/STDEV) | P Values | Information |
|--|----------------------------|---------------------------------|-----------------|----------------------|
| Online Discount of Vouchers (X1) -> Purchase Decision (Y) | 0.154 | 3,041 | 0.001 | Significant Positive |
| Email Marketing (X2) -> Purchase Decision (Y) | 0.169 | 3,206 | 0.001 | Significant Positive |
| Social Media Promotion (X3) -> Purchase Decision (Y) | 0.131 | 2,263 | 0.012 | Significant Positive |
| Endorsement and Influencer Marketing (X4) -> Purchase Decision (Y) | 0.178 | 3,078 | 0.001 | Significant Positive |
| Push Notification from the Application (X5) -> Purchase Decision (Y) | .157 | 2,760 | 0.003 | Significant Positive |

Source: Primary Analysis Data, 2025

Based on the table above, the interpretation is as follows:

First hypothesis show that Online Discount of Vouchers has a positive and significant effect on Purchase Decision . The table above shows a t-statistic value of 3.041 with an effect size of 0.154 and a p-value of 0.001. With a t-statistic value > 1.96 and a p-value < 0.05 , it can be concluded that hypothesis one is accepted where there is a positive and significant influence between Online Discount of Vouchers on Purchase Decision. Second hypothesis show that email marketing has a positive and significant effect on purchase decisions . The table above shows a t-statistic value of 3,206 with an influence of 0.169 and a p-value of 0.001. With a t-statistic value > 1.96 and a p-value < 0.05 , it can be concluded that hypothesis two is accepted where there is a positive and significant influence between Email Marketing on Purchase Decision. The results of the third hypothesis show that Social Media Promotion has a positive and significant effect on Purchase Decision . The table above shows a t-statistic value of 2.263 with an influence of 0.131 and a p-value of 0.012. With a t-statistic value > 1.96 and a p-value < 0.05 , it can be concluded that the third hypothesis is accepted where there is a positive and significant influence between Social Media Promotion and Purchase Decision. Fourth hypothesis show that Endorsement and Influencer Marketing have a positive and significant effect on Purchase Decision . The table above shows a t-statistic value of 3.078 with an influence of 0.178 and a p-value of 0.001. With a t-statistic value > 1.96 and a p-value < 0.05 , it can be concluded that the fourth hypothesis is accepted where there is a positive and significant influence between Endorsement and Influencer Marketing on Purchase Decision. The results of the fifth hypothesis show that Push Notification from the Application has a positive and significant effect on Purchase Decision. The table above shows a t-statistic value of 2.760 with an effect size of 0.157 and a p-value of 0.003. With a t-statistic value > 1.96 and a p-value < 0.05 , it can be concluded that the fifth hypothesis is accepted where there is a positive and significant influence between Push Notification from the Application on Purchase Decision.

2) *Indirect Effect Test*

The next step is the indirect effect test, which can be seen from the specific indirect effect results. If the p-value < 0.05 , the effect is significant, meaning that the variable functions as a mediator indicating that the influence occurs indirectly through this variable. Conversely, if the p-value > 0.05 , the effect is not significant, meaning the mediator does not mediate the relationship between the exogenous variable and the endogenous variable; in other words, the effect is direct. Below are the results of the specific indirect effect values based on the model.

Table 6. Indirect *Effect Test*.

| | Original Sample (O) | T Statistics (O/STDEV) | P Values | Information |
|---|------------------------|-----------------------------|----------|-------------------------|
| Online Discount of Vouchers (X1) -> Digital Era (Z) -> Purchase Decision (Y) | 0.066 | 2,569 | 0.005 | Significant Positive |
| Email Marketing (X2) -> Digital Era (Z) -> Purchase Decision (Y) | 0.033 | 1,969 | 0.040 | Significant Positive |
| Social Media Promotion (X3) -> Digital Era (Z) -> Purchase Decision (Y) | 0.045 | 2,312 | 0.011 | Significant Positive |
| Endorsement and Influencer Marketing (X4) -> Digital Era (Z) -> Purchase Decision (Y) | 0.039 | 1,973 | 0.031 | Significant Positive |
| Push Notification from the Application (X5) -> Digital Era (Z) -> Purchase Decision (Y) | 0.035 | 1,992 | 0.046 | Significant Positive |

Source: Primary Analysis Data, 2025

Based on the table above, the results obtained are that:

The results of the sixth hypothesis show that the Digital Era mediates the relationship between Online Discount of Vouchers and Purchase Decision . Based on the table above, it shows that the t-statistic value is 2.569 and the p -value is 0.005. With a t-statistic value > 1.96 and a p-value < 0.05 . It can be concluded that the sixth hypothesis is accepted, namely the Digital Era mediates the relationship between Online Discount of Vouchers and Purchase Decision. The results of the seventh hypothesis indicate that the Digital Era mediates the

relationship between Email Marketing and Purchase Decision . Based on the table above, it shows that the t-statistic value is 1.969 and the p- value is 0.040. With a t-statistic value > 1.96 and a p-value < 0.05 . It can be concluded that the ninth hypothesis is accepted, namely that the Digital Era mediates the relationship between Email Marketing and Purchase Decision . The results of the eighth hypothesis show that the Digital Era mediates the relationship between Social Media Promotion and Purchase Decision . Based on the table above, it shows that the t-statistic value is 2.312 and the p-value is 0.011. With a t-statistic value > 1.96 and a p-value < 0.05 . It can be concluded that the eighth hypothesis is accepted, namely that the Digital Era mediates the relationship between Social Media Promotion and Purchase Decision . The results of the ninth hypothesis show that the Digital Era mediates the relationship between Endorsement and Influencer Marketing on Purchase Decision . Based on the table above, it shows that the t-statistic value is 1.973 and the p -value is 0.031. With a t-statistic value > 1.96 and a p-value < 0.05 . It can be concluded that the ninth hypothesis is accepted, namely the Digital Era mediates the relationship between Endorsement and Influencer Marketing on Purchase Decision. The results of the tenth hypothesis show that the Digital Era mediates the relationship between Push Notification from the Application on Purchase Decision . Based on the table above, it shows that the t-statistic value is 1.992 and the p-value is 0.046. With a t-statistic value > 1.96 and a p-value < 0.05 , it can be concluded that the tenth hypothesis is accepted, namely that the Digital Era mediates the relationship between Push Notification from the Application towards Purchase Decision.

4.1. Discussion

The findings of this study demonstrate that digital promotion strategies have a significant influence on consumers' decisions to purchase airline tickets online. One of the key results is the effect of online discount of vouchers, which proves effective in encouraging consumer interest and purchasing actions. Theoretically, this aligns with the concept of utilitarian motivation in consumer behavior, where consumers seek economic value or direct benefits from a transaction. Digital discount offers create a higher perceived value for the product or service, thus accelerating the decision-making process.

In addition, email marketing also shows a significant effect. Although considered a more traditional communication medium, email marketing remains effective when it is personalized, relevant, and timely. This is in line with permission marketing theory by Seth Godin, which emphasizes that communication that is permitted and personalized is more likely to be well received by consumers. Emails containing attractive offers, schedule reminders, or special promotions encourage consumers to reconsider a purchase, especially when tailored to their preferences and transaction history.

Further findings indicate a positive influence of social media promotion and endorsement and influencer marketing on purchase decisions. Social media enables companies to reach consumers in more visual, interactive, and community-based ways. This supports the concept of consumer engagement in digital marketing, where active interaction between brands and audiences increases loyalty and conversion. Meanwhile, influencer marketing operates through parasocial interaction, where consumers feel an emotional connection to public figures on social media, making their recommendations appear credible and persuasive.

Push notifications from the application also prove effective in influencing purchase decisions. These notifications, which are instant and personalized, can create urgency, trigger impulse buying, and keep consumers continuously connected to the service. In this context, push notifications are part of a real-time marketing strategy that delivers the right message at the right moment. Their effectiveness increases when combined with an understanding of user preferences, based on past interaction data.

Moreover, the study finds that the Digital Era significantly mediates the relationship between online promotion strategies and purchase decisions. The digital era is not merely a technological context, but also reflects the degree of consumer readiness in receiving and responding to digital marketing messages. The higher the level of digital literacy and user

engagement, the stronger the influence of promotions. This reinforces the Technology Acceptance Model (TAM), which posits that perceptions of ease of use and usefulness of technology shape users' behavioral intentions. Therefore, companies must design promotional strategies that are not only appealing but also aligned with the characteristics of today's digital consumers. The Digital Era can mediate the influence between Social Media Promotion on Purchase Decision. This research is in line with research conducted by Efendioglu and Durmaz (2022) showing that consumer perceptions of social media advertising have an effect on advertising value, brand awareness, and brand association, which in turn influence purchasing decisions. So it can be concluded that the results of this study support previous research.

The Digital Era can mediate the influence between Endorsement and Influencer Marketing on Purchase Decision. This research is in line with research conducted by Apty, (2025) which shows that digital transformation in the aviation industry, including the adoption of digital technology, big data, and social media platforms, facilitates consumer interaction with influencers in real-time and personalizes content that increases consumer trust and purchase intentions. So it can be concluded that the results of this study support previous research. The Digital Era can mediate the influence between Push Notification from the Application on Purchase Decision. This research is in line with research conducted by Alalwan et al. (2017) shows that personalized and relevant push notifications significantly increase consumer engagement and purchase intentions on mobile applications. In addition, research by Kim and Ko (2020) confirms that digital technology that supports push notifications plays an important role in strengthening the impact of digital marketing on consumer purchasing behavior. So it can be concluded that the results of this study support previous research.

Sections must summarize briefly and concisely the contents of the document or essay. This section may contain (1) A summary of the main results, findings, and evidence from your research or analysis. (2) Synthesis of findings, namely the relationship between findings and research objectives, and show how these findings support arguments or hypotheses. (3) The author may also be able to discuss the implications of research findings for research benefits. What is the contribution or impact on the knowledge or topic discussed? (4) Limitations and suggestions for further research.

5. Conclusion

Based on the results of research conducted using the Partial Least Square (PLS) data analysis method, several conclusions can be drawn. First, online discount vouchers have a significant influence on purchase decisions, indicating that such promotions effectively drive consumer buying behavior. Second, email marketing also shows a significant influence on purchase decisions, suggesting that direct communication via email remains a relevant marketing tool. Third, social media promotion significantly affects purchase decisions, highlighting the strong role of platforms like Instagram, TikTok, and YouTube in shaping consumer interest. Fourth, endorsement and influencer marketing demonstrate a significant influence on purchase decisions, reflecting the persuasive power of influencers in the digital space. Fifth, push notifications from applications also have a significant effect on purchase decisions, indicating the importance of timely and targeted promotional messages.

Furthermore, the digital era is found to mediate several of these relationships. Specifically, it mediates the influence of online discount vouchers on purchase decisions, suggesting that digital platforms enhance the effectiveness of such promotions. Similarly, the digital era mediates the effect of email marketing on purchase decisions, strengthening its role in a digitally connected environment. It also mediates the influence of social media promotion on purchase decisions, reinforcing how digital culture shapes consumer behavior. Additionally, the digital era mediates the relationship between endorsement and influencer marketing on purchase decisions, showing how modern technology amplifies the impact of influencers. Lastly, it mediates the influence of push notifications on purchase decisions, emphasizing the role of digital platforms in delivering impactful marketing messages.

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