

How consumer trust shapes e-ticket purchasing decisions in flight booking applications

Ami Nurhayati*

Sekolah Tinggi Ilmu Ekonomi Enam Enam Kendari
Jl. Bunga Kamboja No. 79, Kendari, Sulawesi Tenggara, 93121, Indonesia
aminurhayati65@gmail.com

Nofal Supriaddin

Sekolah Tinggi Ilmu Ekonomi Enam Enam Kendari
Jl. Bunga Kamboja No. 79, Kendari, Sulawesi Tenggara, 93121, Indonesia
nofalsupriaddin.stie66@gmail.com

Kartika Resky

Politeknik Indotec Kendari
Jl. Sultan Hasanuddin No. 37, Kendari, Sulawesi Tenggara, 93123, Indonesia
kartika.resky1989@gmail.com

La Ode Hamida

Sekolah Tinggi Ilmu Ekonomi Enam Enam Kendari
Jl. Bunga Kamboja No. 79, Kendari, Sulawesi Tenggara, 93121, Indonesia
laodehamida1973@gmail.com

*Corresponding Author

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Abstract: *The rapid expansion of online travel agencies (OTAs) and increasing reliance on mobile platforms have reshaped consumer behavior in digital travel bookings. This study explores how perceived ease of use, information quality, and social media marketing influence e-ticket purchase decisions, while also considering the role of trust as a mediating variable. The study adopted a quantitative approach with a causal associative design, and data were collected through purposive sampling of 125 Traveloka app users. Data were analyzed using PLS-SEM. The results reveal that perceived ease of use, information quality, social media marketing, and consumer trust all have significant positive effects on e-ticket purchase decisions. In addition, consumer trust acts as a mediating factor by strengthening the influence of information quality and social media marketing on purchase decisions. However, it does not mediate the link between perceived ease of use and purchase decisions. In conclusion, consumer trust plays a crucial role as a strategic factor in enhancing consumer decision-making in mobile-based travel services. The findings imply that OTAs should prioritize building trust through accurate information and effective social media engagement to improve consumer acquisition and retention, thereby achieving better business performance in an increasingly competitive digital marketplace.*

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Keywords: *consumers trust; information quality; OTA; perceived ease of use; purchase decisions; social media marketing*

Bagaimana kepercayaan konsumen membentuk keputusan pembelian tiket elektronik dalam aplikasi pemesanan penerbangan

Abstrak: *Pesatnya perkembangan online travel agencies (OTA) serta meningkatnya penggunaan platform mobile telah mengubah perilaku konsumen dalam pemesanan perjalanan digital. Penelitian ini dilakukan untuk mengkaji bagaimana persepsi kemudahan penggunaan, kualitas informasi, dan pemasaran melalui media sosial memengaruhi keputusan pembelian e-ticket, dengan kepercayaan pelanggan sebagai mediator. Pendekatan kuantitatif diaplikasikan dengan desain kausal asosiatif, serta teknik purposive sampling dengan jumlah responden sebanyak 125 orang pengguna aplikasi Traveloka. PLS-SEM diterapkan untuk menganalisis data. Hasil riset membuktikan bahwa persepsi kemudahan penggunaan, kualitas informasi, pemasaran media sosial, dan kepercayaan pelanggan berimplikasi positif dan signifikan terhadap keputusan pembelian e-ticket. Selain itu, kepercayaan pelanggan terbukti mampu memediasi dan memperkuat pengaruh kualitas informasi serta pemasaran media sosial terhadap keputusan pembelian. Namun, kepercayaan pelanggan tidak dapat memediasi hubungan antara kemudahan penggunaan yang dirasakan dan keputusan pembelian. Dengan demikian, kepercayaan pelanggan berperan sebagai faktor strategi dalam meningkatkan pengambilan keputusan konsumen pada layanan perjalanan berbasis aplikasi mobile. Implikasi penelitian ini menunjukkan bahwa OTA perlu memprioritaskan pembangunan kepercayaan melalui penyediaan informasi yang akurat dan strategi pemasaran media sosial yang efektif guna meningkatkan daya saing dan kinerja bisnis di pasar digital yang semakin kompetitif.*

Kata kunci: *kemudahan yang dirasakan; kepercayaan konsumen; keputusan pembelian; kualitas informasi; OTA; pemasaran media sosial*

INTRODUCTION

Everyday life has been significantly transformed by the creation of new knowledge and continuous progress driven by rapid technological development. The increased use of technology in various businesses and services is reflected in individuals adopting and keeping pace with technology (Muliadi et al., 2024). Consumers and businesses can securely access, purchase, and track products and services through mobile technology. Its application scope includes mobile shopping, mobile ticketing, mobile banking, and other forms of mobile transactions (Meriana & Kurniawati, 2023). According to Lestari & Siagian (2021), mobile devices play a significant role in mobile commerce by facilitating business processes such as purchasing products via wireless networks or other electronic data communication technologies. Mobile commerce enhances users' time value through more ubiquity, personalisation, localisations, and convenience in comparison to conventional e-commerce (Zeini et al., 2024). The increasing changes and demand for consumer trends as well as the dynamic nature of the industry lead to the emergence of various ticket sales platforms. Although competition has intensified due to the rising market demand, this sector in Indonesia shows promising growth prospects (Octaviani et al., 2023).

In 2025, online travel sales in Indonesia reached USD 25 billion, indicating a significant rise in spending on digital travel services (Statista Research Department, 2024). The rapid growth of online travel agencies has been an important role in supporting the tourism industry, especially by making it easier to plan a trip including the purchase of airline tickets. These internet sites have drawn a lot of customers due to their flexibility, convenience, and practicality (Sukma et al., 2025). This research focuses on one of the most popular applications, namely Traveloka. Launched in 2012, Traveloka is a travel metasearch engine, where users can compare flight prices and also schedules. Traveloka allows the travellers to book seats directly, pay using a credit card or mobile payment and receive an electronic ticket in the form of a QR code that can be scanned at the station gate. When using the platform, despite the widespread use of Traveloka, users in Kendari still encounter several challenges.

Transparency and trust is one common issue, particularly regarding additional fees, refund policies, and ticket prices. Users in Kendari are familiar with consumer service, like slow response when assistance is urgently needed. Users in Kendari also have issues with flow and the search usability of the app, making it harder to quickly find the best flight options that match their preferences.

Perceived ease of use is an important factor that can affect consumers when purchasing tickets online. Simple systems and user-friendly help customer to satisfy their preferences and needs bridging the gap (Nuralam et al., 2024). The emphasis on the presence of reliable and also technological functionality encourages the adoption of digital platforms. Consumers are inclined to use online platforms due to the reliability and convenience of technology, which allows processes to be flexible, fast, simple, and accessible anywhere and anytime, without concern about falling behind technological trends (Asnawati et al., 2022). Mobile applications are widely adopted to support more efficient daily activities; individuals increasingly prefer instant solutions. High perceived ease of use implies that users perceive a system or technology to be user-friendly and simple, which makes them feel more comfortable and encourages them to adopt and use it. The easier a system is perceived to be, the more likely users are to show interest in using it without hesitation (Ray & Siregar, 2024). As noted by Ulum & Solekah (2024), applications should be quick and easy to operate, as this helps users judge whether they are truly user-friendly. Research by Sukwadi et al. (2022) and Wicaksono et al. (2023) stated that perceived ease of use has a significant and positive effect on purchasing decisions. However, other studies, such as those by Rante & Toii (2025) and Sandy & Firdausy (2021), found that perceived ease of use does not significantly influence purchasing decisions.

The quality of information is an important factor that contributes to business success and also affect purchasing decisions. The information provided must be comprehensive, accurate, and relevant, reflecting the unique needs and preferences of consumers in m-commerce applications (Yuliana & Pantawis, 2023). High-quality information enables potential customers to compare different online travel agencies more accelerates and effectively, regarding their purchase decisions. The information provided should be objective, accurate, and also presented in a way that avoids any misleading content. Product characteristics, such as strength, ease of maintenance, reliability, durability, and innovation, reflect how effectively a product fulfills its intended purpose (Fortuna & Marwati, 2021). Meanwhile, consumers overall assessment of a service or product is known as perceived product quality. Information quality is a vital resource for customers, as it serves as a critical reference when making purchasing decisions. Research by Desky et al. (2022) and Dirgantara & Akbar (2022) suggests that purchasing decisions are significantly influenced positively by the quality of the information. However, Dini et al. (2023) found different results, indicating that information quality does not have a significant effect on purchasing decisions.

However, purchasing decisions are also influenced by social media marketing. Social media is becoming a powerful marketing tool to optimise consumer satisfaction, but its application must be proactive and innovative (Zeini et al., 2024). Social media offers engaging and informative content that supports consumers purchasing decisions, making it a highly effective platform for online marketing. Allowing marketers to engage directly with consumers, social media also facilitates more interactive and personalized communication, insights into develop stronger relationship (Silalahi et al., 2022). With social media's broad reach and participatory nature, marketers can effectively engage diverse audiences. Creative and innovative information presentations have the potential to draw in customers. Strategically using multiple social media platforms is considered one of the most effective marketing approaches (Negara, 2024). Studies by Shin & Choi (2021) and Xia et al. (2024) suggest that social media marketing positively and significantly influences purchasing decisions. In contrast, Ayang et al. (2024) found no significant relationship, indicating that social media marketing does not play a meaningful role in shaping purchase decisions.

A fundamental component of business is trust, which develops from consumer confidence, shaped by evidence, personal experience, and internal beliefs regarding the reliability of a product (Jadil et al., 2022). Customers responses, to how well products or services perform in comparison to their expectations, are reflected in their level of trust. Trust is essential in the online transactions' context, as purchases cannot occur without buyer confidence in the seller. As a result, trust has a significant impact on users and repeat purchases (Islam, 2023). Application security is essential for creating a sense of comfort and trust in mobile commerce, which can lead to increased transaction volumes and affect their decisions to make online purchases. In m-commerce environments, where

buyers have limited control over the actions of sellers, consumers attitudes in online shopping are largely shaped by trust. The skepticism becomes a major barrier that discourages consumers from engaging in online purchases (Ranti et al., 2023). Studies by Aziz & Tiarawati (2021) and Octaviani et al. (2023) indicate that trust has a significant positive impact on purchasing decisions. However, other research, such as Lasfiana & Elpanso (2023) and Minarto et al. (2021), found that trust does not significantly influence online purchase decisions.

Online travel platforms were selected as the research samples because this sector plays a significant role in Indonesia's economy. Previous studies, that employed trust as a mediating variable to examine the influence of independent variables on flight ticket purchasing decisions, have been conducted by Lestari & Siagian (2021), Munadia et al. (2024), and Ranti et al. (2023), but did not discuss information quality and social media marketing. Similarly, studies by Azhar et al. (2023) and Siboro et al. (2024) but does not discuss perceived ease of use. This study was conducted to address existing research gaps arising from inconsistencies, and the findings of earlier studies differ. As a result, this study focuses on different online ticket platforms and incorporates trust as a mediating variable, thereby offering novelty compared to previous research. Examining the relationship among variables in a comprehensive manner represents an additional contribution of this study. Thus, the purpose of this research is to examine the effects of perceived ease of use, information quality, and also social media marketing on e-ticket purchasing decisions mediated by trust. Trust can affect purchase decisions directly and indirectly, especially in the form of a mediating factor that reduces uncertainty in online transactions and links platform-related factors to consumer decision-making.

The perceived ease of use, based on the Technology Acceptance Model (TAM), reflects users' perception of the degree how simple and effortless a system is to operate. This aspect has strong effect on users to adopt a system at the initial stage and continue using it over time in m-commerce context. Within the Theory of Planned Behavior (TPB) framework, ease of use lead to perceived behavioral control, which in turn affects behavioral intentions. Perceived ease of use does not only facilitate the interaction with the system but also reduces cognitive effort and uncertainty, ultimately improving to overall users' experience. A better experience will make customers purchase a product as they tend to prefer platform that are intuitive and efficient. Empirical studies have repeatedly confirmed the importance of ease of use in shaping online purchasing behavior. Studies by Wicaksono et al. (2023) and Wilson et al. (2021) also confirm that perceived ease of use influences purchase decisions. Built on this understanding, the following hypothesis is submitted.

H₁: Perceived ease of use has a positive effect on e-ticket purchase decisions.

Information quality is a critical factor in enabling informed and reducing uncertainty decision-making in online environments. It includes the reliability, accuracy, and also relevance of information, which enable consumers to evaluate alternatives effectively and reduce perceived risk. According to the TPB theory, purchase intentions can be supported by reliable information and consumers beliefs. The substance of information becomes the primary determinant influencing decision-making, rather than focusing solely on website design. Customers are more confident in their choices and lead to a higher likelihood of purchase when they believe platform provides accurate and relevant information. Based on Dirgantara & Akbar (2022) and Harahap et al. (2023) research, information quality has a significant positive effect on online purchase decisions. Based on these findings, the following hypothesis is proposed.

H₂: Information quality has a positive effect on e-ticket purchase decisions.

Through social influence, interaction, and also engagement, social media marketing serves as a relational mechanism that shapes consumer perceptions. Within the Theory of Planned Behavior, social media contributes to subjective norms by exposing consumers to peer opinions, reviews, and brand communication. Unlike system-based factors, social media marketing influences purchasing behavior by creating social validation and emotional engagement. Well-executed social media strategies can increase brand visibility, build stronger relationships with consumers, and encourage positive word-of-mouth, all of which help drive purchase decisions. Empirical evidence underscores the important role of social media marketing in influencing online consumer behavior. Social media allows companies to better interact with their customers and expand their reach. It is also considered to be one of the most pragmatic ways and cost-effective to collect customer information. Studies by Aini (2024), Shin & Choi (2021), and Xia et al. (2024) stated that online purchase decisions are greatly

influenced by social media marketing. On the basis of this understanding, the following hypothesis is submitted.

H₃: Social media marketing has a positive effect on e-ticket purchase decisions.

Particularly, in mobile commerce environments characterised by lack of physical interaction and uncertainty, trust is a fundamental element in online transactions. According to the TPB theory, trust improves perceived behavioural control by increasing consumer confidence and reducing perceived risk. When engaging in online transactions, trust has a direct impact purchase decisions by enabling consumers to feel secure. If consumers trust a platform, they feel more assured in completing transactions and are more inclined to make repeat purchases. As a result, trust is an important determinant of the bridge between intention and actual behaviour. A study by Aziz & Tiarawati (2021) and Yasser & Gayatri (2023) found that trust has a significant positive effect on purchase decisions. Based on these results, the following hypothesis is submitted.

H₄: Consumers trust has a positive effect on e-ticket purchase decisions.

Perceived ease of use affects purchase decisions directly and also indirectly through trust. Easy to use systems reduces uncertainty and complexity, enhances users feel confident in the platform. This increased confidence that builds trust, which in turn facilitates purchase decisions. Solihin (2020) and Solihin & Ahyani (2024) research shows that trust can mediate the effects of perceived ease of use on purchase decisions. Built on this understanding, the following hypothesis is submitted.

H₅: Consumers trust mediates the effects of perceived ease of use on e-ticket purchase decisions.

In order to build trust, high-quality information quality serves as a signal of transparency and credibility. Customers degree of confidence rises when they believe a platform offers accurate and trustworthy information, reducing perceived risk and encouraging purchase decisions. Customers are more likely to repeat purchase from a website that they believe to be of excellent quality, which contributes to the development of e-trust. According to Sinulingga et al. (2024) and Wuisan et al. (2020) research, information quality has a significant and positive influence on purchase decisions, mediated by trust. Built on this understanding, the following hypothesis is submitted.

H₆: Consumer trust mediates the effects of information quality on e-ticket purchase decisions.

Social media marketing contributes to trust formation through continuous engagement, communication, and social proof. Positive interactions and credible content shared on social media enhance consumers confidence in a platform. As trust increases, consumers are more likely to translate their positive perceptions into actual purchase decisions. Many of the issues consumers face when shopping online are related to trust, such as receiving defective products or having expectations that are not met. Studies by Aini (2024) and Karunasingha & Abeysekera (2022) suggest that trust can act as a mediating factor in the link between social media marketing and purchase decisions. Based on these findings, the following hypothesis is proposed.

H₇: Consumers trust mediates the effects of social media marketing on e-ticket purchase decisions.

The research model developed from the proposed hypotheses in this study is presented in Figure 1 below.

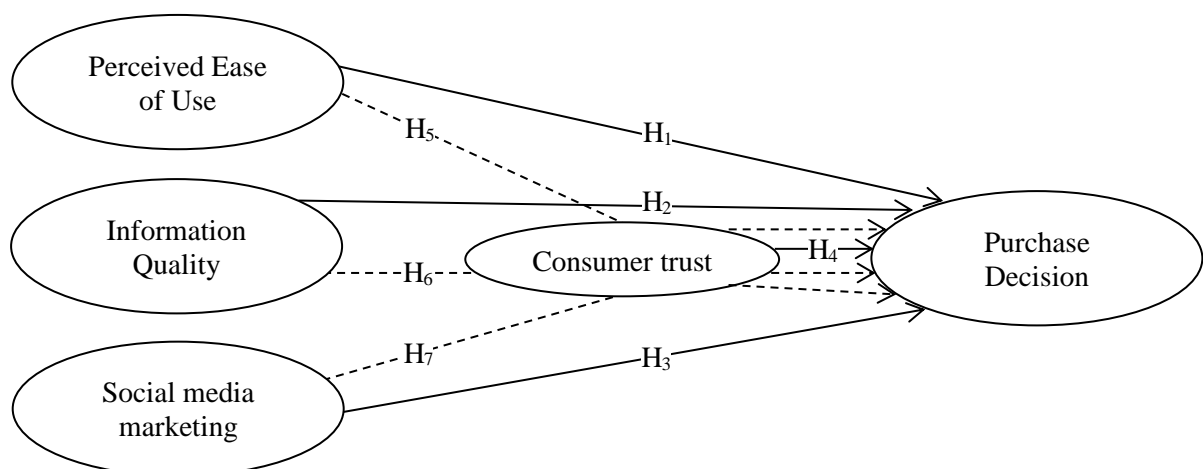


Figure 1 Research model
Source: Created by authors (2025)

METHOD

This research applies a quantitative method with a causal associative design to examine the relationships among perceived ease of use, information quality, social media marketing, consumer trust, and purchase decisions. This design is appropriate for achieving the research objective, particularly in testing the direct and mediating effects of consumer trust on consumer decision-making in the Traveloka application. Population of this research is all customers who have purchased airline tickets through the Traveloka mobile application in Kendari. The participants were selected based on the purposive sampling approach through specific measures, including: (1) being at least eighteen (18) years old, (2) having installed the Traveloka app, (3) having purchased an online flight ticket in the last two months, and (4) living in Kendari. In this study, the sampling methods employed a purposive sampling obtained by a formula from Hair et al. (2021). According to them, minimum sample size of 5-10 observations is advised for each estimated parameter. A total of 125 valid responses were obtained and considered sufficient for analysis. Data were collected via a structured online survey disseminated through Google Forms, including sorting questions to assure that all respondents met the established requirements.

The data collection process was systematic, starting with instrument development, followed by online survey distribution, concluding with data screening and preparation for analysis. Data was collected using a structured questionnaire as the primary instrument for the study. The content validity of the instrument was assured by adapting all measurement items from previously validated research. The questionnaire items were developed to measure respondents' perceptions on perceived ease of use, information quality, social media marketing, consumer trust, and purchase decisions in the Traveloka application. For example, one of the items, of perceived ease of use, is "the Traveloka application is easy to use", and for consumer trust is "i feel secure when making a transaction through Traveloka". Table 1 presents a summary of the research variables, indicators, and sources.

Table 1. Research indicators

Variable	Indicator	Scale
Perceived ease of use	1. Clear and understandable	Likert
	2. Easy to learn	
	3. Easy to master	
	4. Easy to use	
	5. Flexible	
Asnawati et al. (2022)		
Information quality	1. Accuracy	Likert
	2. Good website reputation	
	3. Relevance	
	4. Service interaction	
	5. Usability	
Zeini et al. (2024)		
Social media marketing	1. Community building	Likert
	2. Content creation	
	3. Content sharing	
	4. Connecting	
	5. Egocentric sites	
Siboro et al. (2024)		
Consumers trust	1. Capability	Likert
	2. Principle	
	3. Prestige	
	4. Security	
	5. Willingness to depend	
Solihin & Ahyani (2024)		
Purchase decisions	1. Explorative intent	Likert
	2. Payment method	

Variable	Indicator	Scale
	3. Quantity to purchase	
	4. Timing to purchase	
	5. Transactional intent	
	Chen et al. (2022)	

Source: Various literatures (2025)

Data analysis was performed using SmartPLS based on the PLS-SEM technique. Convergent validity, discriminant validity, and average variance extracted (AVE) assessments were used to verify the quality of the measurement instruments. To verify the consistency of the measures, composite reliability, Cronbach’s alpha was used to check the reliability of the data. To evaluate measurement errors, latent variables, and also their indicators simultaneously, structural equation modelling (SEM) was used. PLS is especially useful for studies with relatively small sample sizes and can be used with different types of data scales. The PLS evaluation is composed of two main stages, namely structural model (the inner model) and measurement model (the outer model). The criteria used in the hypothesis test are the probability value of ≤ 0.050 and the t-statistic of ≥ 1.960 , where the exogenous variables have a significant impact on endogenous variables.

RESULTS AND DISCUSSION

Results

A total of 125 questionnaires were distributed; valid survey responses were received.

Table 2. Respondents’ description

Profile	Criteria	Frequency	Percentage
Gender	Male	46	36.8%
	Female	79	63.2%
Age	19-23 years old	32	25.6%
	24-28 years old	43	34.4%
	29-33 years old	23	18.4%
	34-39 years old	16	12.8%
	>40 years old	11	8.8%
Occupation	Students	14	11.2%
	Civil service	51	40.8%
	Self-employment	28	22.4%
	Entrepreneurial	19	15.2%
Monthly income	Housewife	13	10.4%
	< IDR 5,000,000	38	30.4%
	IDR 5,000,000 - IDR 15,000,000	64	51.2%
	> IDR 15,000,000	23	18.4%

Note: All respondents fulfilled the predefined screening criteria

Source: Processed data (2025)

Based on Table 2, female respondents is the majority of the sample, accounting for 63.2% of all participants. In terms of age, those between 24 and 28 years old are the most dominant group, representing 34.4% of respondents. Most participants work in the civil service sector, comprising 40.8% of the sample. Additionally, the majority of respondents report an income ranging from IDR 5,000,000 to IDR 15,000,000.

Convergent validity is determined by examining how strongly each indicator relates to its underlying variable. A construct is regarded as acceptable when the indicators show a high level of correlation, typically reflected in loading values above 0.700. For early-stage research applications, a value of 0.500 to 0.600 is considered sufficient. For an indicator to be considered higher correlated than the others, its AVE value needs to be greater than 0.500. Meanwhile, composite reliability

analysis was evaluated by composite reliability analysis. When the composite reliability value is higher than 0.700, the instrument is deemed dependable.

Table 3. Factor loadings, cronbach’s alpha, composite reliability, and AVE

Variable	Indicator	Factor loading	Cronbach’s alpha	Composite reliability	AVE
Perceived ease of use (X ₁)	PEOU.1	0.814	0.874	0.908	0.664
	PEOU.2	0.829			
	PEOU.3	0.796			
	PEOU.4	0.812			
	PEOU.5	0.821			
Information quality (X ₂)	IQ.1	0.783	0.823	0.873	0.580
	IQ.2	0.759			
	IQ.3	0.763			
	IQ.4	0.780			
	IQ.5	0.719			
Social media marketing (X ₃)	SMM.1	0.738	0.806	0.864	0.561
	SMM.2	0.764			
	SMM.3	0.791			
	SMM.4	0.741			
	SMM.5	0.708			
Consumers trust (Z)	CT.1	0.762	0.873	0.907	0.662
	CT.2	0.840			
	CT.3	0.831			
	CT.4	0.816			
	CT.5	0.817			
Purchase decisions (Y)	PD.1	0.772	0.856	0.896	0.634
	PD.2	0.778			
	PD.3	0.807			
	PD.4	0.805			
	PD.5	0.819			

Source: Processed data (2025)

Built on Table 3, all indicators have factor loading values greater than 0.700, indicating their validity in measuring decisions related to online ticket purchases. The composite reliability and Cronbach's alpha, which both surpass the suggested minimum of 0.700, serve as indicators of reliability. These results indicate that all variables are reliable, although the level of reliability varies across indicator constructs. Furthermore, all indicators meet the criteria for convergent validity, as their average variance extracted (AVE) values are greater than 0.500, indicating an adequate degree of convergence.

A statistic called R-squared is used to show how significantly an independent variable can affect dependent variables.

Table 4. R-square

Variable	R-square (R ²)	R-square adjusted
Online purchase decisions (Y)	0.557	0.503
Consumers trust (Z)	0.417	0.387

Source: Processed data (2025)

According to the R-squared findings, the proportion impact of perceived ease of use, information quality, social media marketing, and consumer trust collectively accounts for 50.3% of the variation in e-ticket purchasing decisions on the Traveloka platform. Meanwhile, the remaining 49.7% is explained by other variables outside the scope of this research. The R-squared result for consumer trust is 0.387, indicating that perceived ease of use and social media marketing jointly account for

38.7% of the changes in consumer trust. The other 61.3% is explained by additional factors that were not examined in this study.

Using bootstrapping, the relationship between the variables was ascertained. The test criteria are considered met when the t-statistic exceeds 1.960 and the probability value is below the alpha level of 0.050. Under these conditions, exogenous variables are regarded as having a significant effect on endogenous variables.

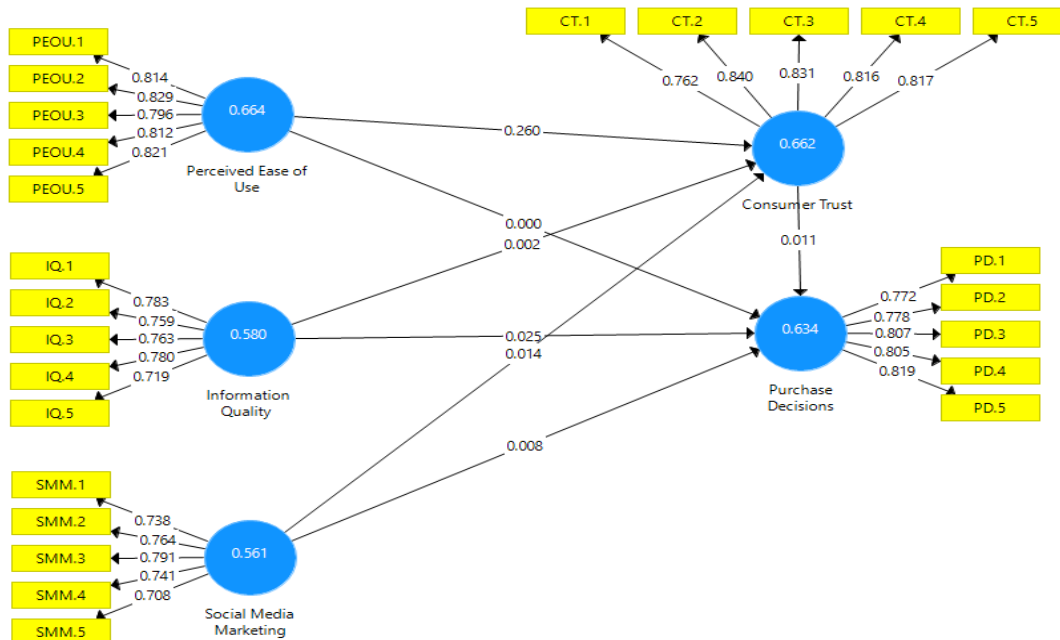


Figure 2. Path analysis results
Source: Data processing on SmartPLS (2025)

Table 5. Hypothesis test results

Statement	Standard deviation (STDEV)	T statistics (O/STDEV)	P-value	Test result
Perceived ease of use (X ₁) → Online purchase decision (Y)	0.117	4.000	0.000	Positive and significant
Information quality (X ₂) → Online purchase decision (Y)	0.106	2.818	0.025	Positive and significant
Social media marketing (X ₃) → Online purchase decision (Y)	0.112	3.203	0.008	Positive and significant
Consumers trust (Z) → Online purchase decision (Y)	0.109	3.185	0.011	Positive and significant
Perceived ease of use (X ₁) → Consumers trust (Z) → Online purchase decision (Y)	0.165	1.021	0.260	Not significant
Information quality (X ₂) → Consumers trust (Z) → Online purchase decision (Y)	0.115	3.584	0.002	Positive and significant
Social media marketing (X ₃) → Consumers trust (Z) → Online purchase decision (Y)	0.108	3.005	0.014	Positive and significant

Source: Data processing on SmartPLS (2025)

Built on the results shown in the table above, the first hypothesis is supported. This is evidenced by a *p*-value of 0.000, which is lower than 0.050, and a t-statistic of 4.000, which is higher than the threshold value of 1.960. These results confirm that perceived ease of use has a significant positive

effect on e-ticket purchase decisions through Traveloka. The second hypothesis, the results show that information quality has a significant positive effect on e-ticket purchase decisions, as indicated by a p -value of 0.025 (below 0.050) and a t -statistic of 2.818 (above 1.960), meaning that H_2 is supported. Likewise, the third hypothesis test results shows that social media marketing has a significant positive influence on e-ticket purchase decisions, as indicated by a t -statistic of 3.203 and a p -value of 0.008. Therefore, H_3 is supported. Furthermore, the fourth hypothesis test confirms that consumer trust significantly influences online purchasing decisions, as shown by a t -statistic of 3.185 (greater than 1.960) and a p -value of 0.011 (below 0.050), indicating that H_4 is accepted.

The fifth hypothesis test results shows that consumer trust is unable to explain how decisions to buy e-tickets are influenced by perceived ease of use, with a t -statistic of 1.021 and a p -value of 0.260 greater than 0.050, so H_5 is rejected. With a p -value of 0.002 (below 0.050) and a t -statistic of 3,584, the sixth hypothesis test results indicate that consumer trust can strengthen and mediate the impact of high-information quality on e-ticket purchase decisions; therefore, H_6 is accepted. The results of the seventh hypothesis test show that trust can strengthen and mediate the impact of social media marketing on online purchase decisions, with a t -statistic of 3.005 and a p -value of 0.014 ($p < 0.050$), so H_7 is accepted.

Discussion

The findings of this study provide empirical evidence on how technological, informational, and relational factors influence e-ticket purchasing decisions through both direct and mediated relationships. First, the result indicate that perceived ease of use has a significant positive effect on e-ticket purchasing decisions in the context of the Traveloka application. This suggests that the ease of use and also low effort required by mobile apps can make consumers are more likely to complete transactions. This finding also supports by the integration of the Theory of Planned Behavior and the Technology Acceptance Model. Ease of use encourages to carry out their purchase decisions by reduces cognitive effort (TAM) and increasing perceived behavioral control (TPB). This result is consistent with earlier research but also contributes to the literature that ease-of-use functions not only as a technical attribute but also as a psychological enabler in mobile commerce contexts. The findings of this study are consistent with previous research conducted by Wicaksono et al. (2023) and Wilson et al. (2021), perceived ease of use influences the decisions to purchase e-tickets in Traveloka. A good system is an easy to use and a user-friendly system helps ensure that consumers who choose to purchase e-ticket without encountering difficulties.

Secondly, the quality of information had a significant effect on the decision to purchase an e-ticket. This means that consumers have great confidence in the relevant, accurate, and also timely information when evaluating the purchase of e-tickets. The relationship can be understood by integrating perspectives of the Signaling Theory and the Theory of Planned Behavior. High-quality information serves as a signal of credibility that increases platform confidence, in addition to reduce uncertainty and improve consumers perceptions. The results confirm that information quality is not only a supporting feature but a strategic determinant that directly influences consumer decision-making in online environments. By giving clear information, like details about discounts available on flights, car rentals, train tickets, accommodation, and airport transfers, users are better able to appreciate the value that Traveloka offers. This aligns with findings from Dirgantara & Akbar (2022) and Harahap et al. (2023), which highlight that the quality of information have a significant positive effect on online purchasing decisions. In practice, consumers often use this information as an important basis for deciding whether to make a purchase.

Third, the purchase decisions of e-tickets are significantly influenced by social media marketing. This suggest that exposure to promotional content, social interaction, and also consumer engagement impact purchase behavior. This finding is explained by the interaction between the subjective norms' aspect of the Signalling Theory and Theory of Planned Behavior. Social media build brand credibility by delivering a consistent message, it also influences consumers by peer validation and social. The powerful influence of social media marketing on purchasing decisions can be explained by this dual process. Traveloka uses interesting promotional strategies and partners with famous public figures to attention of meet consumer expectations. Short-form advertising is one of its primary strategies, for instance 15-seconds video ads made for campaigns like "online ticket week" are shared on YouTube and other social media platforms. It has been demonstrated that social media

promotions, like discounts, special offers, and exclusive deals, boost new customers' intents to make purchases. These results are consistent with earlier research by Shin & Choi (2021) and Xia et al. (2024), which highlights the significant impact of social media promotion on consumer purchasing decisions. Attractive and appealing content is likely to attract attention, lead consumers to explore product information, and ultimately motivate them to make a purchase. This highlights the close relationship between psychological appeal and social influence in consumer behaviour.

Fourth, consumer trust significantly affects the decisions to purchase e-ticket, confirming the central role of trust in online transactions. This finding suggests that customers are more likely to complete transactions and engage repeat purchases when they believe a platform as safe, trustworthy, and credible. Within the Theory of Planned Behavior, trust increases perceived behavioural control by reducing uncertainty. On the other hand, a signalling standpoint, trust develops as a result of the platform's reliable and consistent signals. Hence, trust is an important factor in transforming consumer intention into actual purchase behaviour. Satisfying past experiences, transparent and accurate product information, clear return policies, and reliable security systems on the platform are factors influencing consumer trust. These findings support previous studies by Aziz & Tiarawati (2021) and Octaviani et al. (2023), stated that trust plays a significant role in influencing online purchasing decisions. When users trust Traveloka, they are more likely to return to the platform, repeat purchases, and also even recommend it to others. To reach the level of trust, Traveloka must consistently deliver on its promises, protect user data, and maintain reliable service quality, all of which can help increase transaction levels.

Regarding mediating effects, this research offers several important insights. First, the customer trust does not mediate the perceived ease of use and purchase decisions. This result implies that ease of use is a direct determinant rather than through trust. In more mature digital markets, usability is often regarded as a basic expectation rather than a differentiator factor. Ease of use remains important in facilitating transactions, it may not significantly contribute to the formation of trust. This finding contributes to the literature by clarifying that trust is not an intermediary mechanism for all technology factors. Based on the Theory of Planned Behaviour, the consumers did not immediately make any purchases just because it was easy to use an online travel application. The usability can influence users' intention, and some users encounter issues with Traveloka, like system errors. Online travel applications should be easy for consumers to use; however, ease of use does not necessarily add value to their purchasing decisions.

In contrast, customer trust is found to significantly mediate the relationship between information quality and purchase decisions. This shows that high-quality information creates trust, which increases the consumers' willingness to purchase. Theoretically, it emphasises the importance of information as a credibility signal that reduces uncertainty and builds confidence. The result indicates that quality of information affects purchasing decisions both directly and indirectly through trust, thus confirming its dual function in online consumer behavior. If consumers plan to purchase tickets online but are not sure, they usually use that available information as a reference, such as reviews and opinions from others. The general public know Traveloka as a trustworthy and reliable online travel platform. These results are in line with the research of Sinulingga et al. (2024) and Wuisan et al. (2020), which states that information quality has a significant positive effect on purchase decisions through the mediation of trust. Since sellers and buyers do not interact directly, trust in the platform is essential, and consumers typically gain confidence before making a purchase after consumers review relevant information.

Similarly, customer trust mediates the relationship between social media promotion and purchase decisions. This suggests that social media activities not only directly affect consumer behaviour but also contribute to building trust through continuous interaction and communication. Social media engagement increases familiarity and credibility, which subsequently drives purchasing decisions. Social media engagement fosters familiarity and credibility, which turns into impacting purchasing decisions. This is explained by combination of the integration of social influence (TPB) and signaling mechanisms. This result expands on earlier studies by demonstrating that social media marketing's efficacy is significantly enhanced when it successfully builds consumer trust. When consumers plan to buy tickets online and feel uncertain, they often turn to available information, such as reviews and opinions, as a guide. These findings are consistent with Aini (2024) and Karunasingha & Abeysekera (2022) which demonstrate how social media marketing, through a function of trust, significantly improves purchase decisions. For new users of Traveloka, trust can already be

established through information and exposure they receive, so they do not necessarily need to rely on prior personal experience with the service to feel confident in using it.

CONCLUSION AND SUGGESTIONS

Built on the analysis and discussion, the findings show that perceived ease of use, information quality, social media marketing, and consumer trust, all have a significant positive effect on e-ticket purchasing decisions through the Traveloka mobile platform in Kendari. The influence of information quality and social media marketing on online purchasing decisions becomes stronger when trust is present. However, trust does not function as a mediator in linking perceived ease of use to e-ticket purchase decisions. To maintain user growth, service providers need to consistently monitor and improve the quality of content shared on their platforms. Providing relevant and up-to-date information is crucial in today's digital commerce environment. With intense competition among online travel applications, consumers tend to compare product information and are more likely to choose platforms that promote their services through high-quality social media marketing. When consumers feel that the information they receive is accurate, complete, and reliable, they are more confident in making purchasing decisions.

This study adds to existing theories on trust and consumer behavior, particularly in the context of social media marketing in Indonesia. It also offers valuable insights that enrich the current literature on the online travel industry. Beyond maintaining product quality, companies need to implement effective customer relationship management (CRM) strategies to build and sustain consumer trust. Strong relationships help consumers feel more connected to the products they use, which can increase their intention to purchase. For Traveloka, improving the accuracy and reliability of information is essential to strengthen consumer trust and encourage purchase decisions. This can be achieved by paying closer attention to product quality, including enhancing monitoring and supervision processes.

In addition, the sample size in this study is relatively small, as it only includes a limited number of respondents from Indonesia. Future research is therefore encouraged to involve a larger sample to obtain more representative results. This study also does not classify travel applications based on the types of products or services they offer. Further studies could examine key success factors for specific types of platforms, such as those focusing solely on hotel bookings, rentals, or particular modes of transportation like buses or trains. Moreover, since this research only focuses on online ticket purchases through e-ticketing, future research could provide deeper insights by comparing consumer purchase intentions in both online and offline contexts.

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