FACTORS THAT ENCOURAGE SURABAYA'S CITIZEN IN RESERVATION THROUGH OFFLINE TRAVEL AGENT (TRAVEL BUREAU) (Case Study on PT ANEKA TOURS AND TRAVEL SERVICES SURABAYA)

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Abstract

This study want to know clearly about *"The factors that encourage Surabaya's citizen in making a reservation through offline travel agent (Travel Agency)"* and the study was conducted at PT. Aneka Kartika Tours and Travel Services Surabaya. Which is the mainstay of this research is the rise of online business travel agent in Indonesia that make entrepreneurs of offline travel agents or travel agency must be competed. This competition aims to make travel agency can remain superior to online travel agents. However, although online travel agent has been growing rapidly but still found the customers who come and requires the existence of a travel agency. Therefore the aim of this study was to determine kind of factors that drive and influence Surabaya's citizen to continue to use the service of offline travel agents. There are four main variables used in this study that are marketing mix, psychological factors, situational factors and social factors. The method used in researching is confirmatory factor analysis, which it is apart of SEM (Structural Equation Modeling). The populations in this study are customers of PT. Aneka Kartika Tours and Travel Services Surabaya by distributing questionnaires to 120 customers, while the technique used is judgmental sampling. After distributing the questionnaire, the questionnaire results are calculated and processed using SPSS ver 21 and AMOS ver 21 thus it is produced a result that variable marketing mix, psychological factors, and situational factors are affected positively towards purchasing decisions through an offline reservation except on fourth variable that is social factors that should be eliminated because it has negative influence or do not contribute significantly.

Keywords: offline travel agent, online travel agent, marketing mix, psychological factors, situational factors, social factors

I. Introduction

Globalization is an international process of integration that occurs because of the exchange of worldviews, products, thoughts and other cultural aspects. Advancing of transport infrastructure and telecommunications include the emergence of the internet (Foster, 2000). When talking about globalization must be connected to the internet or online that has been integrated internationally.

The progress of the infrastructure is also influential to the tourism industry in Indonesia, including business actors of travel bureau. Based on a survey conducted by Nielsen Global Survey of E-commerce in 2014, the general public of Indonesia chose to use the internet to book or make reservations online on the page booking service provider/hotel, there was 55% for online ticket booking and 46% for reservation online hotel.

According to Koppius *et al.* (2005), in this globalization era, anything can be obtained through the ease offered from the internet. Included in the field of tourism such as airline tickets, hotels, tourist destination information, and online travel agent. Tourism is a unique and exciting business in the sense that a product cannot be only observed through the experience of others without

doing it alone. Therefore, the customer should be directly come to a travel agent to get the information. Travel agencies are already quite successful in creating interesting catalogs, information, useful tips and high aesthetic photos to customers (Abdalla *et al.*, 2014; Bogdanovych *et al.*, 2005; Selma *et al.*, 2011)

So, in this research will be seen that not fully online travel agent has all the advantages and more desirable by the community. In this research will discuss kind of factors affect the community, especially in Surabaya while making offline reservations or directly come to the travel bureau.

II. Methodology

Research Design

The stage of this research include research planning and design, determining the focus of research, time of research, data collection, analysis, and presentation of data.

Research Subject

Subject of this research are the customers of PT. Aneka Kartika who has made reservations both hotel voucher, airline ticket or tour ticket. Questionnaires will be disseminated and involve customers from PT. Aneka Kartika Tours and Travel and expected answers of the respondents will be able to represent the citizen of Surabaya.

Research Sampling

This study use Judgmental sampling, according to Browne and Cudeck (1993) and Ferdinand (2000), the sampling technique performed based on the characteristics set against target population elements tailored to the purpose or problem of research.

Sampling Procedure

  a) Respondents are the original occupation of Surabaya, which has a citizen ID card of Surabaya.
  b) Respondents aged 17-40 years old who have worked and are able to travel on a personal basis regularly.
  c) Respondents are customers of PT. Aneka Kartika Tours and Travel with a period of 1 year last, to know what kind of factors that encourage tourist to make online or offline reservations.

After that will be concluded the level of tourists' preferability in ordering.

III. Result and Discussion

A. General Description of The Company

Approximately for 30 years engaged in the word of tourism, PT. Aneka Kartika Tours and Travel has also been recognized and become and official member of ASITA (Association of Indonesian Travel Agency). To facilitate the access of foreign and domestic tourist who want to travel throughout Indonesia, then PT. Aneka Kartika Tour and Travel Surabaya collaborates with many travel agents throughout Indonesia. Various types of travel services offered include special interest tours, incentive tours, trekking/adventure, holy tour, honeymoon tour, MICE, domestic and international ticket reservations, train tickets, travel documents (passport and VISA), tour guide, and airport assistance.

B. Profile of Research Object

Respondents in this research are customers from PT. Aneka Kartika Tours and Travel services Surabaya. From 120 customers, 42.98% were male and 57.02% were female. While the age range is 18-25 years old are 41.32%; 26-35 years old are 24.79%; and over 36 years old are 33.88%. Based on the types of customers work, respondents who work as private employees are 74 people, 33 students, 9 entrepreneurs, 4 others, and last one civil servant. This shows that the need for travel is considered important and needs to be met, especially for private employees who are saturated with work routines.
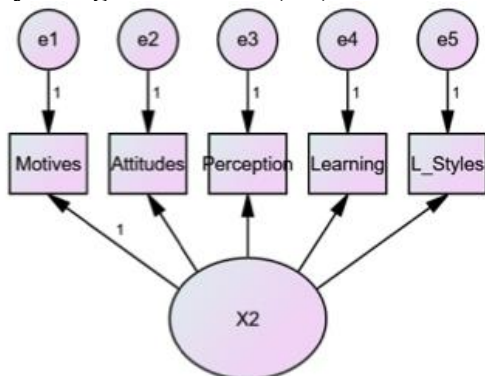
C. Confirmatory Factor Analysis
✓ Marketing Mix (X1)
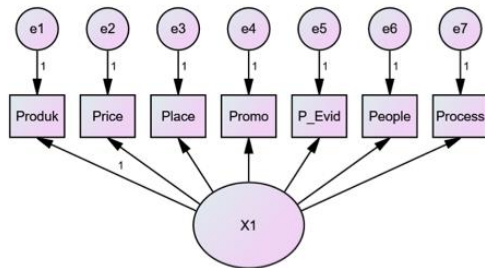
Picture 1. Confirmatory Analysis for Marketing Mix

Based on data from regression weight for marketing mix, estimate value for product (Product) is 0.636; price is 0.757; place is 0.640, promotion (Promo) is 0.739, physical evidence (P_Evid) is 0.826, people is 0.606 and process is 0.683. from this data indicates that the highest estimate value is in physical evidence (P_Evid) of marketing mix variable.

✓ Psychological Factors (X2)

Picture 2. Confirmatory factor Analysis for Psychological Factors

Based on data from regression weight for psychological factors, estimates value for motivates is 0.737; attitudes is 0.885; perception is 0.724 and learning is 0.748. Then the highest estimate value is obtained in the attitudes indicator or the behavior of the psychological factors variable.

✓ Situational Factors (X3)
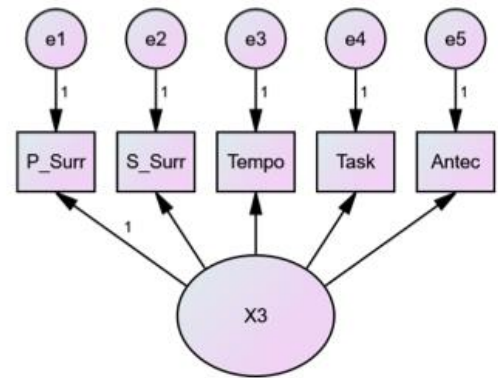
Picture 3. Confirmatory Factor Analysis for Situational Factors

The estimate values for the third variable (situational factors): physical surrounding (P_Surr) is 0.521; social surrounding (S_Surr) is 0.549; temporal perspective (Tempo) is 0.818; task definition (Task) is 0.580; and antecedent states (Antec) is 0.733. From the result of this test indicate that temporal perspectives or the time when behavior appears have the highest estimate value of the variable situational factors.

✓ Social Factors (X4)
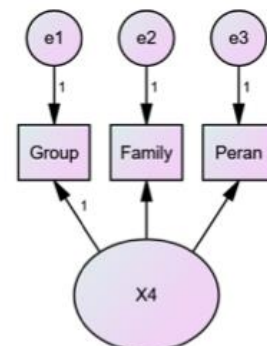
Picture 4. Confirmatory Analysis Factors for Social Factors

Based on data from regression weight for social factors, there is one item that has not been significant or has not met the test standard that is on the Family item with a value of 1.072. As for the value of estimate group indicator (Group) is 0.368 and Role/Status (Role) is 0.272 already meets the standards. So there are only two significant indicators of the social factors variable.
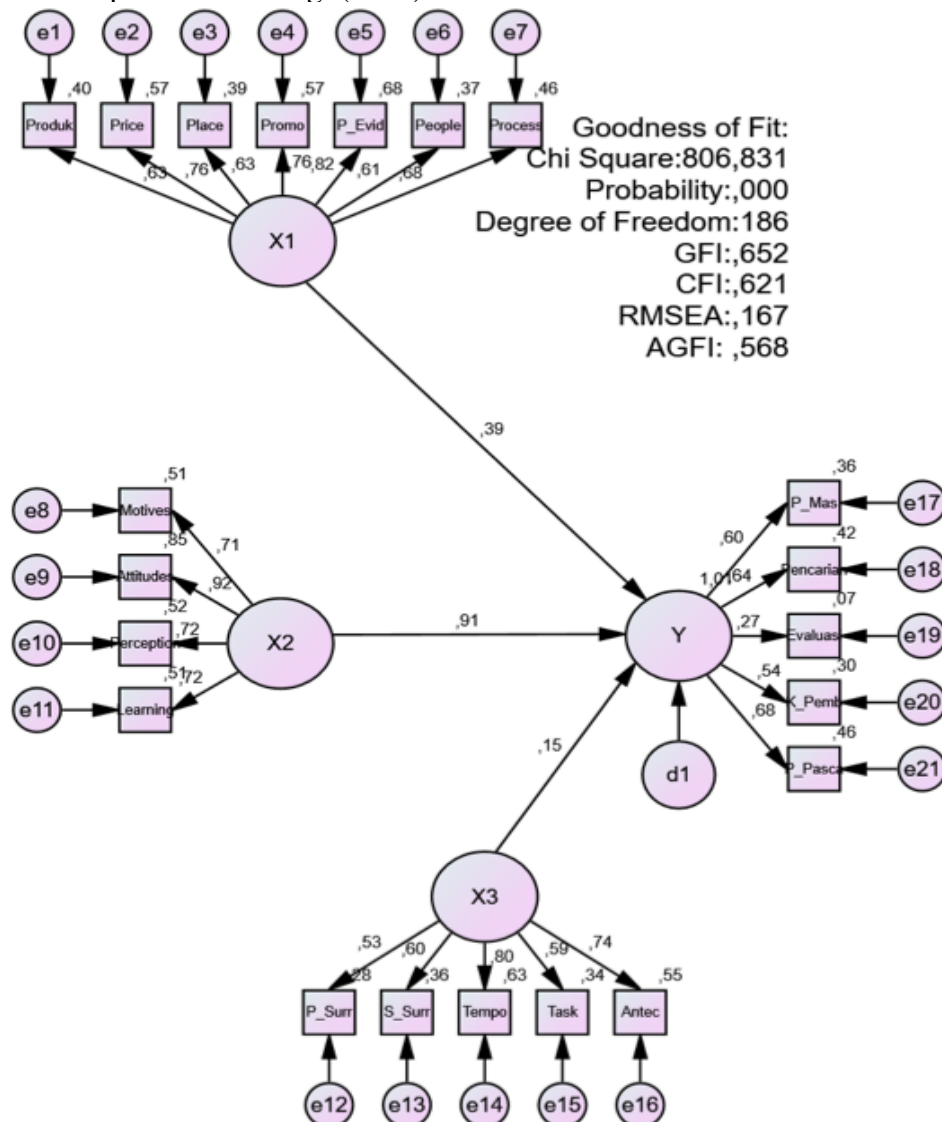
✓ Purchase Decision Via Offline Reservation (Y)
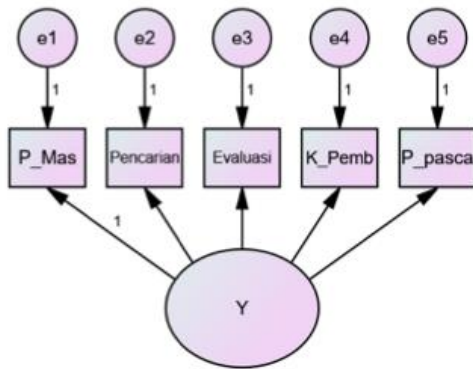
Picture 5. Confirmatory Analysis Factor for Purchase Decision Via Offline Reservation

Based on data from regression weight for purchase decision via offline reservation, estimates value for problem introduction is 0.841; search of information (search) is 0.795; evaluation alternative is 0.472; purchasing decision is 0.539; and post purchase behavior is 0.618. Thus it can be concluded that the introduction of the problem becomes the indicator with the highest estimate value.

D. Structural Equation Modeling (SEM)

Picture 6. SEM of marketing mix, psychological factors, situational factors, and purchase decision via offline reservation

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Based on Picture 6. has been eliminated on one variable, social factors with three indicators (group, family and role), as well as elimination performed on one indicator of the psychological factors variable. This elimination doesn't have a significant relationship for purchase decision which affect the value of estimate of all variables that initially significant to not significant.

Table 1. Conclusion of Testing Result of Research Hypothesis

	Hypothesis
H1	Marketing mix variable positively effect the purchase decision through offline reservation
H2	Psychological factors have a positive effect on purchase decision through offline reservation
H3	Situational factors have a positive effect on purchase decision through offline reservation
H4	Social factors have a negative effect on purchase decision through offline reservation

IV. Conclusion

Marketing mix, psychological factors and situational factors has a positive effect on purchase decision through offline reservation, but for social factors have a negative effect on purchase decision through offline reservation. And from this variable there are five indicators such as problem recognition, information search, alternative assessment, purchase decision, and post-purchase behavior.

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